



Oifig an Taoisigh
Office of the Taoiseach

23rd April 2018

Mr John McGuinness, T.D.
Chairman
Select Committee on Finance,
Public Expenditure and Reform,
and Taoiseach
Leinster House
D02 XR20

Dear Chairman

I refer to a question raised by Deputy Pearse Doherty in the course of the Select Committee's consideration of the 2018 Revised Estimates for the Vote Group of the Department of the Taoiseach on 29th March 2018.

Deputy Doherty queried whether further correspondence had been received by my Department from Mediaforce or their representatives subsequent to the publication of the *Review of the Operation of the Strategic Communications Unit* and the *Report on Matters Relating to the Strategic Communications Unit and Project Ireland 2040*.

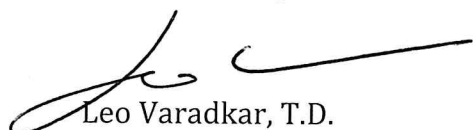
I can confirm that my Department received correspondence from Mediaforce's representatives on 27th and 30th March 2018 (after the reports cited above had been submitted to, and considered by, Cabinet). This correspondence included a copy of a second email which went to Landmark titles only. This second email is consistent with the extract of the email provided by the regional editor. This further correspondence also provided a clarification as to why two separate emails were issued. Mediaforce confirmed as follows:-

- There were two emails sent to regional newspapers.
- The first (sent to 31 regional titles on 19th February 2018) was sent from the private email account of Mr Treanor as the Mediaforce IT system was down. This is the email reproduced in the *Report on Matters Relating to the Strategic Communications Unit and Project Ireland 2040*.
- The second email was sent on 20th February 2018 and was sent to 6 Landmark Media titles.

- The second email included the sentence about negating the need for *Advertorial* on a strapline. This was sent from Mr Treanor's Mediaforce email account which had been restored by then. Mediaforce advise that Mr Treanor had been called by a senior advertising executive with Landmark media and asked to clarify if it would be necessary to put both the "advertorial" strapline on the pages as well as "partnership" strapline.

My Department will now arrange for this correspondence to be published alongside the *Review of the Operation of the Strategic Communications Unit* and the *Report on Matters Relating to the Strategic Communications Unit and Project Ireland 2040*.

Yours sincerely



Leo Varadkar, T.D.
Taoiseach

Second Email as Provided by Mediaforce follows:

From: Shane Treanor

Sent: 20 February 2018 15:36

To: Mike Moore; 'Natasha Dawson'; eamon.osullivan@waterford-news.com;
Claire.morgan@roscommonherald.com; david.dwane@westernpeople.ie

Cc: 'Dan Linehan'

Subject: Ireland 2040 Plan

Hi folks,

As you may have heard – we have a DPS running next week for this National Development Plan.

Its running in a lot of titles this week but because you are out early in the week, you along with others, run next week.

The idea is that you would run a double page spread about this plan based loosely around the documents attached. **Mike** – you will have to run 3 separate spreads – one for Kildare, one for Laois and one for Carlow ...

Can you have a dig around the attached word documents to find your specific pieces ... Mayo is handy, Waterford is handy, Roscommon is WEST docc and then Mike/Natasha will have to have a root around to get your ones.

The rest of you should get your editors to finesse what is attached. This cannot, under any circumstances, be a copy and paste job. We need to get it rewritten focussing on your area. In terms of pictures, if they mention a road – I am sure you will find a picture of a road. If they mention a school – same thing ...

We also need this to run in a prime spot in the paper – ie before page 13 (so 12 and 13 would be latest).

Below is a note we sent to papers yesterday which should illustrate what needs to be done ... I hope you don't have any issues with this.

The client does not need to see this.

However I would like to see it to sense check before we run.

I will also send you on a couple of examples of what ran in other papers this week. This is purely to give you an idea of design.

The idea is that you would get your editorial team to rewrite/reshape the material in a positive way.

Anyway – below are some points that I sent to everyone yesterday : should help ...

Apologies for the group mail.

A couple of points on the above that I wanted to reiterate.

**In terms of strapline - attached is an idea of how this should look.
It should read 'Brought to you in partnership with Project Ireland 2040'**

This will clearly illustrate to readers that this is a Govt initiative and negate the need to have ADVERTORIAL on the page etc.

In terms of the editorial. The idea is that this will not be a copy and paste job from the document. More that the points in it, in relation to your area, should be enhanced somewhat. It's a guide to take your readers through what the plan means for them (and so needs some editorial team back up to finesse the message). The pieces and articles should fit with the tone of your papers - that's what got this over the line. Some of you will notice the same piece may cover 3 or 4 counties ... This emphasises more why we need some editorial input to really localise the message for your readers.

Any images that you need - you should have on file be that pictures of a road/school/sports ground etc.

As mentioned I do (and the client too) appreciate that you will cover what this plan means for your locale independently on your pages this week - but that will fall outside these 2 pages. The idea is that within these pages - the plan for your area should be laid out clearly and concisely.

**Hope that this is all clear for you.
Any questions please give me a call.**

I understand that this is an unusual project. However I really need us to do a good job on this as I believe if we do, there should be more to come on this project and indeed other issues, such as Brexit, in the coming weeks and months.

Shane

Preparing students for a changing world with

There is a new focus on an area where we have trailed the rest of Europe, writes Katherine Donnelly

Preparing students for a changing world is a new focus for the Department of Education. There is a new focus on an area where we have trailed the rest of Europe, writes Katherine Donnelly. The Department of Education has announced a new initiative to improve the quality of education in the area of language learning. This initiative is part of a broader strategy to improve the quality of education in the area of language learning. The Department of Education has announced a new initiative to improve the quality of education in the area of language learning. This initiative is part of a broader strategy to improve the quality of education in the area of language learning.

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world with



The ambition is to increase the numbers studying a foreign language at all levels

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