

Meeting Notes 1st October, 1996 - KF and AV.

Re: Press and Information needs NIWC - October to December, 1996

OBJECTIVES

- 1) To increase media, particularly print media, profile of NIWC
- 2) To promote the policy position of NIWC, particularly vis-a-vis the Forum debates, and to challenge any inaccurate reporting.

To publicise the consultative conference on October 19th

METHOD

Using weekly paradigm for objectives 1 & 2.

Wednesdays -

AV to check with Monica McWilliams & Pearl Sagar as to debate topics due. Check with KF for additional references, information.

Thursdays-

Forward prepared statement, sound bites to NIWC for check. When confirmed OK, forward to regional weeklies and dailies.

Fridays-

Be on call for emergency statements and PR (Interpoint Centre)

OBJECTIVE (3)

Ideas for press - Dunseith - Talkback
Women's Hour
Today
PM
World Service
Mary Johnson
Lynda Jane
Liz McPearson

OTHER TASKS

Programme - Stormont fax to send simultaneously to regional weeklies etc.
- Read press statements released by NIWC to understand style etc.

Associated Research Needs:

April-September 1996 - Collect and assess nature of media coverage (print) (LC)

October 1996 onwards - continue to monitor media coverage to assess impact of renewed media work.