
From: Gordon Mackenzie [gordon@[REDACTED]]
Sent: 14 March 2010 21:08
To: Mandy Haeburn-Little
Cc: david_mackay@[REDACTED]
Subject: Media Strategy

David / Mandy

If the buggers aren't playing by the rules - why should we?

I'm sure you'll be reviewing the media strategy going forward. If it's true that BB (Donald et al) are showing adjudications around the press, alongside all the other stuff they're leaking, I'd like to have a discussion about what we could put out there to redress the balance.

At the moment Tie are being painted as an organisation with something to hide. I'd like us to turn that around, pretty quickly.

Can you get back to me with your thoughts please - I'd like to follow this up in the course of the week.

Gordon

On 12 Mar 2010, at 09:48, Mandy Haeburn-Little wrote:

> Gentlemen good morning, there is quite a lot on the go at the moment.
> David, I will email a short update later this morning - long series
> of discussions with the Scotsman last night and the editor stepped in
> and was very helpful. The word by the way is that Donald Anderson sold
> his skills to BB on the basis of his relationship with you!.....

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> -----Original Message-----
> From: david_mackay@[REDACTED] [mailto:david_mackay@[REDACTED]]
> Sent: 12 March 2010 09:42
> To: gordon@[REDACTED]
> Cc: Mandy Haeburn-Little
> Subject: Re: Newsnight Scotland

>
> Gordon,
> Thanjks.
> Your comment is faithfully reported in the Scotsman and comes across
> as about the only bit of common sense in a heavily biased piece. WE
> are terrible bullies are we not!!
> Copy of an interesting respose will follow shortly from Reid in reply
> to my email. Darcy is back in the frame.
> Regards,
> David

>> ----Original Message----
>> From: gordon@[REDACTED]
>> Date: 11/03/2010 20:33
>> To: "david_mackay@[REDACTED]"<david_mackay@[REDACTED]>
>> Subj: Re: Newsnight Scotland

>>
>> Hello again, thanks for the support - we've just heard that, in
>> tomorrows Scotsman, SAS and Margo MacDonald are calling for an Audit

>> of tie!
>>
>> I've given a quote to Alastair Dalton saying 'I haven't heard of a
>> proposal that is more damaging to the taxpayer in all my time with
>> the project' - that was the polite version. I gave him another couple
>> of comments of a similar level. Mandy is following up with John
>> McLellan to try to ensure the quotes / this line gets into the story
>> if (as seems inevitable) they run with it. I've asked Lynn McMath to
>> see if she can get some of our business supporters to come on board
>> and spell out just how damaging for the taxpayer it would be to
>> devote Tie time to an audit in these circumstances.
>>
>> Gordon
>>
>> Gordon
>> On 11 Mar 2010, at 12:50, david_mackay@ [REDACTED] wrote:
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>>> Gordon,
>>> Happy to talk with you and Richard at your convenience.
>>> Strangely enough the DRP slant has also just popped up from another
>>> well kent source and my immediate conclusion is that they are trying
>>> to get inside our commercial legal advice and tactics.
>>> I hasten to add that overall your performance was excellent
>>> yesterday.
>>> Regards,
>>> David
>>>
>>> ----Original Message----
>>> From: gordon@ [REDACTED]
>>> Date: 10/03/2010 21:44
>>> To: <rjeffrey@tie.ltd.uk>
>>> Cc: "Mandy Haeburn-Little"<Mandy.Haeburn-Little@tie.ltd.uk>,
>>> <david_mackay@ [REDACTED]>
>>>>
>>>> Subj: Newsnight Scotland
>>>>
>>>> Good Evening,
>>>>
>>>> after a series of reasonably straightforward interviews with
>>>> various press today I had a 'one on one' with Gordon Brewer for
>>>> Newsnight Scotland this evening. I'm afraid it didn't go nearly as
>>>> well - he homed in on the DRPs and wanted me to provide details of
>>>> how many there had been, what the outcomes had been in those which
>>>> had been adjudicated upon etc. I was unwilling to give him details
>>>> on this and told him I didn't have the information with me - which
>>>> is true!
>>>>
>>>> However for future interviews I (we) need to have a better response
>>>> - in my opinion it comes across very badly (judge for yourself this
>>>> evening!) not to be able or willing to give something more tangible
>>>> on the DRPs which have been decided (and where unless otherwise
>>>> indicated we have accepted that decision). I know this is a very
>>>> sensitive issue for Tie but I think it undermines public confidence
>>>> in us and will play badly with some of the politicians who are
>>>> linked to our supporters. See what you think this evening and
>>>> canvass opinion where you can tomorrow.
>>>>
>>>> It's a disappointing end to what I thought was a very good day - so
>>>> keep up the good work and let's see if we can have an even better
>>>> day tomorrow!
>>>>

>>>> Gordon

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