

13 October 1995

To: Stan Mallon  
From: Brian Arlow  
RE: CLINTON VISIT MEDIA PROPOSALS

Attached as requested are outline media relations proposals for next month's visit by President Clinton. As you know, we've put these together in a hurry so they are by no means comprehensive.

Please let me know if you require further information at this stage.

*MA*

*Jan*  
*New file (if we haven't get one already) CLINTON visit*

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## US Presidential visit, November 1995

### 1 Overview

Without doubt, next month's visit by President Clinton presents a once in a lifetime opportunity for everyone involved in promoting Northern Ireland to present the best of what we have to offer to a global audience.

Even by comparison to the scale of media interest in Northern Ireland over the past 25 years, the visit is likely to attract a huge number of journalists from around the world. Present forecasts put the anticipated media turnout at anywhere between 600 - 1500.

For the IDB, the Presidential visit *potentially* gives a rare opportunity to present Northern Ireland through the mass media to potential investors and decision influencers at home and abroad. Unlike last December's International Investment Forum however there is no clear business focus to the event. It is therefore inevitable that media reporting will be primarily of a political nature. It is more than likely that it will also be set in an all-Ireland context given that President Clinton will be travelling to the Republic immediately afterwards.

The challenge will therefore be to attempt to tie in the business media before and after the event in addition to selling in business stories to the general news media planning to cover the visit.

Ultimately, the finalisation of plans for public relations activities for the event will depend on the outcome of a number of decisions regarding:

- 1 The exact format of the visit in terms of which companies are featured on the itinerary and what other business-related venues are decided upon; and
- 2 The degree of accessibility afforded to media throughout the programme both in terms of venues and personalities.

## **US Presidential visit, November 1995**

A point worth stressing is that if we are to maximise business coverage of the visit, we need to identify or at least help to 'construct' major business news stories which could be broken during the event. Unless we can provide worthwhile business story angles, our target media may have little to 'write home' about. We have already examined our files to identify possible stories which could be offered up 'as new'. One such case might be FG Wilson.



## **US Presidential visit, November 1995**

### **2 Target media**

The media relations objective for the visit should be to maximise positive media comment on Northern Ireland's business environment in the IDB's target markets before, during and after the event.

To achieve this will require careful targeting of priority media outlets nationally, as well as internationally both through European-based (Dublin/ London/ Paris) foreign correspondents and directly with the outlets concerned in their respective countries.

We must bear in mind that the visit is not an IDB event as was the case with last year's Forum. This has important consequences not the least of which is that throughout the planning and execution phases, we should deal exclusively with only target media albeit in close liaison with the GIS and other parties involved. Another implication is that we need not be worried that we may be seen to treat some journalists more favourably than others, again as was the case last year.

We already have detailed lists of relevant journalists who may be interested in attending the event to cover it from a business perspective. This information will be refined in association with each of the overseas offices to ensure that the best use is made of the resources at our disposal. The final list should include:

- General business media such as BBC's Money Programme; Business Breakfast, ITN, World Business Report and NBC Business News.
- Business correspondents working for the general news media such as CNN;
- London and in some cases, Paris-based foreign correspondents; and
- Journalists with specialist industry interests - the automotive sector, for example.

## **US Presidential visit, November 1995**

### **3 Outline Plan**

We envisage that media relations activities will fall broadly into four stages. These are outlined below along with the key tasks associated with each:

#### **Stage 1**

- Identification of major business news stories which could be broken during the visit;
- Compilation of relevant media materials including information packs;
- Raising of awareness of the visit by direct verbal and written contact between target national and international media and consultancies centrally and in the overseas markets. In the case of Newsbureau, this contact should also be aimed at selling in stories in advance of the event.
- Talking directly to the journalists will also provide an insight into how they will cover the conference - by a stringer in Belfast, for example or a journalist travelling from London or further afield.
- IDB may also wish to consider targeting overseas correspondents based in London through letter of notification (possibly through COI) via relevant media groups such as the Foreign Press Association and the Association of American Correspondents in London. This might equally be done through personal briefings either by the Minister or a senior IDB executive. As with last year's Investment Forum, this process might be replicated through embassies and consulates.
- We suggest holding a pre-visit briefing in London for invited journalists and giving the event an accreditation function.

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- On-going contact in the run-up to the visit with all target journalists to ensure they receive news releases containing relevant details as they become available.
- Preparation of editorial copy and news releases etc.

### **Stage 2**

- The Newsbureau in association with GIS should ensure that all targeted media receive accreditation invitations once these are available. Newsbureau should act as the information point for the journalists concerned.
- In addition, where appropriate in individual markets, Newsbureau will liaise with the PR consultancies in order to short list key media who may be approached individually and invited to attend the event.
- At this stage, target media should be offered the opportunity to take part in special visits timed to coincide with the event which would include relevant companies and organisations. Itineraries would then be drafted according to demand.

### **Stage 3**

Newsbureau staff should be based in the press centre immediately before the event - say 2-3 days in advance, if necessary - and during the visit itself in order to service the needs of target journalists. Newsbureau staff should also accompany any media tours as suggested above.

### **Stage 4**

It would be desirable to use the visit as a springboard to facilitating media



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coverage of Northern Ireland in key markets through into 1996. This could be achieved in a number of ways, for example through:

- increasing trade media visits to report on Northern Ireland's 'hottest' sectors;
- retrospective features in heavyweight business publications such as Management Today and the Economist;
- Business television outlets such as the Money Programme which could be approached to report on Northern Ireland's prospects for 1996; and
- 'Controlled' publications such as Partnership News, Omnibus and IDB newsletters.

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### 4 Special initiatives

- The Newsbureau should help ensure that the latest version of the Foreign Office video on Northern Ireland is marketed effectively to key broadcasting organisations in target markets. It is worth noting MacMillan Media's unprecedented success in producing a LEDU video which was broadcast recently on ITN News at Ten, Sky TV and GMTV. This sort of expertise should be drawn into the pool of ideas going into the NIO video.
- Strongly Fitted* • Newsbureau should help to ensure that as much information as possible on Northern Ireland is available through the Internet and that the availability of this information source is publicised as widely as possible.
- Consideration should be given to developing video and audio news releases. These would focus on the positive business story and would feature interviews and background footage (in the case of a VNR) from companies and executives already in the region.
- We should aim to send complete transcripts of the visit's key events, along with a photographic record as soon as possible after the event to individual consultancies for their own publicity needs.
- Newsbureau should also give consideration as to how to make best use of the captive media audience at the press centre. It may be worth considering mounting a number of sideshow presentations / exhibitions as happened for the Forum.
- Because TV crews are expensive to send on trips, news desks want them to turn in more material per day than the newspapers. This means: first, the industrial story for the press will be an agency story so PA, AP, UPI and Reuters need to be targeted and second, the broadcast media need constant feeding with ideas.



## **US Presidential visit, November 1995**

### **5 Contractual/budgetary implications**

We anticipate that the workload over the next seven weeks will require the extra resources of an additional writer/ researcher. We will pass on details of the likely costs once these have been ascertained.

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### **6 Market summaries**

The following summarises the main points made by the overseas consultancies in our initial discussions with them:

#### **USA**

- Media interest is likely to be very high;
- Achieving advance media coverage in target outlets will be the key to getting across IDB business messages since politics will be focus of coverage during the visit;
- Aim to encourage key journalists from long-lead publications to remain in Northern Ireland to develop stories for future issues.

#### **Japan**

- Anticipate lot of interest in Japan in the visit and expect a number of London-based correspondents to cover it from Belfast;
- Don't recommend IDB sponsorship of media visit from Japan;

#### **Taiwan**

- Would like to promote visit as heavily as possible to Taiwan media;
- Availability of the Minister and IDB spokespeople key to maximising usefulness of attendance by London-based correspondents;
- Requirement for comprehensive transcripts of key speeches/ presentations and large selection of photographs;

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### **Korea**

- Don't anticipate much interest on the part of Korean media who at the moment are preoccupied with events closer to home.
- Suggest maximising chances of coverage by concentrating on London/ Paris-based correspondents.

### **Germany**

- Visit seen as good opportunity to obtain press and broadcast coverage.
- Number of London-based print/ broadcast outlets to be invited rather than German-based journalists.
- News release should be issued 'live' in Germany on day one of visit.



## **US Presidential visit, November 1995**

Copies of written preliminary proposals are attached for information.

**Public Communications Inc.**

COUNSELORS IN CORPORATE • MARKETING • PUBLIC AFFAIRS • FINANCIAL • INSTITUTIONAL COMMUNICATIONS

**MEMORANDUM**

October 11, 1995

TO: Trevor Robinson  
INDUSTRIAL DEVELOPMENT BOARD  
FOR NORTHERN IRELAND

cc: James Gray  
Pauline Brown  
Brian Arkow  
Richard A. Barry  
Mike Polisky  
William Currie

FROM: Cate Lewandowski

SUBJECT: CLINTON VISIT MEDIA RELATIONS PLAN

This memo outlines Public Communications Inc.'s expanded recommendations to leverage the planned visit to Northern Ireland by President Clinton to stimulate media coverage of the key Industrial Development Board business/economy themes.

**STRATEGY**

Baroness Denton states it very well when she tells her U.S. business audiences jobs are the best cement for peace in Northern Ireland. Our strategy will be to demonstrate to selected key U.S. media exactly what that means to U.S. corporations and to the Northern Ireland economy.

Clearly, it is big news in the United States when the president travels to another country. We agree that media interest in the Clinton visit will be high, with many members of the press corps traveling with the president to report on his activities. We understand that anywhere from 600 to 1,500 media will cover the president in Northern Ireland. However, news stories about the president's activities in Northern Ireland will do little to advance the IDB's key business, financial and economic development messages among its target audiences.

**Advance Coverage**

We propose an October 15-November 30 campaign. During this period, we will contact select targeted business media to stimulate interest in Northern Ireland in advance of the Clinton visit December 1-2 to develop stories that forecast Clinton's trip and provide the context of contemporary Northern Ireland, with a sharp focus on business development and the economy — before the President begins his tour.

Reporters from long-lead publications may be encouraged to remain in Northern Ireland to develop stories for future issues.

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and principal cities in Canada • Latin America • Europe • Asia • Africa • Australia • Middle East

Initiating this activity in advance of Clinton's trip can help maximize the IDB's messages and story themes and minimize the chance that these themes will be overlooked amidst the heavy Clinton/political coverage by the White House press corps.

We would schedule company visits and secure interviews for broadcast producers and print and broadcast reporters with key company executives whose stories illustrate the IDB messages, select IDB officials and executives of the U.S. parent — for example, Bill Farley of Fruit of the Loom — who can discuss the competitive advantages of doing business in Northern Ireland.

#### Clinton Visit

One way to maximize the IDB message during the Clinton visit is to encourage at least one stop on the president's Northern Ireland itinerary at a U.S. company engaged in high technology manufacturing. This would serve to help ensure some delivery of the IDB message. For example, an appearance by President Clinton at Seagate Technology would result in a very strong photo opportunity, if he were dressed in protective clothing in a clean room.

#### EDITORIAL THEMES

We envision a news feature story that runs along these lines:

"When President Clinton visits Northern Ireland, this is what he'll see. Ten thousand people who went back to work this year. Increased manufacturing output and decreased unemployment. Thriving companies such as Ford, Fruit of the Loom, Seagate Technology and others. Advanced technological research at Queens University and the University of Ulster. President Clinton will see — and feel — peace in what was once a troubled country — but which now is beginning to harvest the benefits of a peace dividend."

Such a story would report key IDB messages such as:

- business confidence is strong and getting stronger, bolstered by growth in manufacturing output and record employment;
- long-time investors in Northern Ireland, such as Ford and DuPont, continue to grow their operations in the province, while new investors such as Seagate Technology have expanded twice in just two years;
- Northern Ireland's workers are well-educated and technology-oriented;
- universities are important partners with industry; the IDB matches companies with researchers and others to blend science with commerce;
- companies receive assistance identifying, training and cultivating employees from the Training and Employment Agency;



- moving products to their eventual markets is easy in Northern Ireland — nowhere in the province is more than two hours away from a port and most products reach western Europe within 48 hours;
- 1995 tourism figures are breaking records, with a 56 percent increase in holiday visitors in the first six months of the year;
- commercial, retail and property development are up — Lagan-side in Belfast and Foyle-side in Londonderry are bringing goods, services and jobs to these areas; and
- international hotel chains such as Hyatt, Hilton, Radisson and Holiday Inn are entering, expanding or planning to build in the province.

The editorial themes and messages will be expressed and reinforced in our media materials. A sample media query letter is attached to this memo.

### TARGET MEDIA

This plan targets U.S. media that are based in the United States. We believe that U.S. media with correspondents or bureaus in London or Paris will likely cover the presidential visit regardless of whether they are invited on behalf of the IDB. It is also likely that their coverage will focus on President Clinton's day-to-day schedule and not focus on the strong IDB economic development themes. Therefore, we recommend PCI contact media here to encourage them to travel to Northern Ireland in advance of the Clinton arrival.

The list of target media is a strategic one. It includes, but is not limited to, high-profile major national media such as:

- |                              |                                     |
|------------------------------|-------------------------------------|
| • <i>USA Today</i>           | • <i>Fortune</i>                    |
| • <i>Wall Street Journal</i> | • <i>TIME</i>                       |
| • <i>New York Times</i>      | • <i>Newsweek</i>                   |
| • <i>Business Week</i>       | • <i>U.S. News and World Report</i> |
| • <i>Associated Press</i>    | • <i>Nation's Business</i>          |
| • <i>Reuters</i>             | • <i>United Press International</i> |
| • <i>Industry Week</i>       |                                     |

*Forbes* is not listed here, due to its recent coverage of Northern Ireland.

Target media also include newspapers in key IDB markets. These include, but are not limited to:

- *Atlanta Journal-Constitution*
- *Atlanta Business Journal*
- *Boston Globe*
- *Boston Herald*
- *Boston Business Journal*
- *Chicago Tribune*
- *Chicago Sun-Times*
- *Crain's Chicago Business*
- *Daily Herald*
- *Los Angeles Times*
- *Daily News of Los Angeles*
- *Orange County Register*
- *San Francisco Chronicle*
- *San Francisco Examiner*
- *San Jose Mercury News*

Other major market newspapers (top 25 by circulation) include:

- *Philadelphia Inquirer*
- *Newark Star-Ledger*
- *Houston Chronicle*
- *Minneapolis-St. Paul Star-Tribune*
- *Cleveland Plain Dealer*
- *Arizona Republic*
- *Miami Herald*
- *San Diego Union-Tribune*
- *St. Petersburg Times*
- *Detroit News/Free Press*

Some of these markets, such as Detroit, Cleveland and Philadelphia (Wilmington, Del.) are home to U.S. companies currently operating in Northern Ireland, which provides additional rationale for covering the economic development story.

Washington, D.C., print media are not listed here. The rationale is that Washington press corps coverage is most likely to focus on politics, not business and the economy.

Broadcast media targets include, but are not limited to:

- CNN
- "Good Morning America"
- "Today"
- "CBS This Morning"
- "20/20" (ABC)
- "48 Hours" (CBS)
- "Sunday Morning" (CBS)
- NPR
- CNBC

Trade media are also possible targets. The list includes, but is not limited to:

- *Industrial Maintenance and Plant Operation*
- *Computerworld*
- *Automotive Business*
- *Ward's Auto World*
- *Medical Product Manufacturing News*
- *Medical Device and Diagnostic Industry*
- *Electronic Engineering Times*
- *Electronic News*
- *Communications Week*
- *Expansion Management*
- *Plants, Sites and Parks*
- *Site Selection*



## **SAMPLE MEDIA QUERY LETTER**

Dear (Editor):

When President Clinton visits Northern Ireland next month, this is what he'll see. Record employment. Increased manufacturing output. Thriving manufacturing companies such as Ford and DuPont and growing high technology organizations such as Seagate Technology.

Most important, President Clinton will see — and feel — peace in what was once a troubled country.

The Northern Irish are confident in the peace process. And Northern Ireland's Minister for the Economy says jobs are the best cement for peace. A visit to Northern Ireland now — in advance of the president's trip — will enable you to forecast President Clinton's visit and put contemporary Northern Ireland into context as a strong opportunity for U.S. companies seeking to expand to Europe and beyond.

Some companies such as Ford and DuPont have been operating in Northern Ireland for more than 30 years. They cite the country's well-educated, adaptable workforce, research and development facilities, solid transportation and communications infrastructures, an atmosphere that welcomes business — and the quality of life that is unequalled nearly anywhere.

Other companies are relative newcomers to Northern Ireland — but they are growing just the same. Seagate Technology, a maker of thin-film heads for computer disk drives, began production in January 1994 in a \$200-million state-of-the-art facility that was a rugby field just eight months before. Seagate in Londonderry was profitable in just 20 months and it hasn't stopped. Turnover for the 1995 fiscal year was \$4.5 billion — up \$1 billion in a market where prices are coming down.

That's just a sample. There are dozens of stories to be told about the impact of peace on the Northern Ireland economy — and what that means to American business.

Our client, the Industrial Development Board for Northern Ireland, can help identify companies, schedule tours, meeting and interviews and provide background to help develop stories that examine today's Northern Ireland and put President Clinton's visit into focus.

We will call you to discuss.

180V101195.prt

# LYC & ASSOCIATES Public Relations

## TELEFAX TRANSMISSION SHEET

DATE: Oct.12, 1995

YOUR FAX NO:002-44-171-232-545-0

TO : IDB for Northern Ireland - Head Office

ATTN: Mr. Brian Arlow

FM : William Lue *Wm*RE : Upcoming CVlinton Visit

CC : OR, Brian Cummings / LYC team

PAGES (INCLUDING THIS PAGE) One(1) ONLY

Dear Brian

Good to hear from you, especially with the confirmed dates of the above-underlined.

With reference to your query, our response follows:

(1) we discussed the possibility earlier locally with OR and came to the conclusion that we'd be a lot better off to have London/Paris-based correspondents come to Belfast for sake of "value for money". Under that principle, please give us a little lead time to pen down further recommendations, once we will have the opportunity of discussing the matter with OR again to have his input. We will get back to you the day we hear from John;

(2) as Taiwan does have tremendous potentials for IDB's efforts in terms of inward investment, we wonder if somehow Clinton's public addresses will be taped down (with his consent of course), with neutral wordings that allow broad use for promotions by various regions post-event;

(3) lots and lots of re-useable documentaries/photos;

(4) could it be considered to arrange for interviews w/ local correspondents who attend the occasion? ie ideally w/ Clinton, but interviews with Baroness Denton, Mr. B. Robinson, and other IDB chief executive(s) are all welcome.

Based on the outcome of the above, we here in Taipei will be able to make the best out of it. Response will follow upon hearing from you.

All Best (Brenda joins me in sending regards

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Facsimile Transmission

CC/ Hiroshi Osawa

To:	IDB Belfast: Mr Brian Arlow	
From:	Izumi Niwa Shosuke Takahashi Yoichiro Tanabe	IDB Tokyo International Public Relations Co., Ltd. "

送付枚数 (Number of pages transmitted including this page) : 1

送付日 (Date) : 12 October 1995

Re : President Clinton's visit to Northern Ireland

Our comments on the four points raised by Mr Brian Arlow are as follows.

1) Japanese press people are very much interested in President Clinton's visit to Northern Ireland, and we expect a number of Japanese correspondents will visit Belfast to send their reports to Japan. Outcome of those press reporting will, of course, depends on how Clinton's visit will go on.

2) we don't think IDB needs to sponsor media trip from Japan to Belfast as affairs in the U.K. are in Principle covered by European based correspondents.

If any Japanese press judge it appropriate to send reporters from Tokyo to Belfast, they will do so on their expense anyway.

3) Please include London/Paris based correspondents of Japanese press on your mailing list. We think it appropriate for you to send correspondents an information on President's Itinerary, but we don't think you need to cover their travel expenses.

4) If President Clinton would have an opportunity to visit Japanese companies in Northern Ireland, it would be a golden opportunity for Japanese press to cover. Besides, any photographing shot of President Clinton with some symbols showing peace of Northern Ireland is preferable.

Best regards,



# KOMMUNIKATION

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## FACSIMILE

**To:** Brian Arlow  
Newsbureau  
**Fax-No.:** 0044-1 232 545 035  
**From:** Karl-Ernst Schäfers  
Birgit Wagner  
**Date:** 13.10.95  
**Pages:** 1 (including coverpage)  
**Subject:** President Clinton's visit to Northern Ireland

Dear Brian,

For President Clinton's visit to Northern Ireland end of November we propose to invite some London-based German correspondents, as there are:

- Manfred Fischer (Wirtschaftswoche)
- Reiner Gatermann (Die Welt)
- Peter Odrich (F.A.Z., Blick durch die Wirtschaft)
- Thomas Schmitt (Handelsblatt)
- electronic media (German TV stations)

From our point of view, it is not necessary to invite journalists from Germany. The media normally send their foreign correspondents to this type of event.

Furthermore we recommend to produce a press release including quotes from President Clinton and the Prime Minister that should be distributed on the first day of the visit.

Finally, we will certainly report about the visit in our newsletter (December edition).

Best regards

  
Birgit Wagner

Geschäftsführung:

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