

HCS/829/95

FROM: SIR DAVID FELL
3 NOVEMBER 1995

cc PS/Secretary of State (B&L) - B
PS/Sir John Wheeler (DFP,B&L) - B
PS/Michael Ancram (DENI,B&L) - B
PS/Baroness Denton (DED,DANI&L) - B
PS/Mr Moss (DOE,DHSS&L) - B
PS/PUS (B&L) - B
Mr Thomas - B
Mr Watkins - B
Mr Bell - B
Mr Wood (B&L) - B
Mr Maccabe - B
Mr Maxwell - B
Miss Steele - B
Departmental Press Officers

NI PERMANENT SECRETARIES

PRESIDENT CLINTON'S VISIT TO NORTHERN IRELAND
30 NOVEMBER/1 DECEMBER 1995: "GOOD NEWS" STORIES

1. The forthcoming visit to Northern Ireland by President Clinton will afford us an unparalleled opportunity to "showcase" Northern Ireland to the USA and elsewhere through the world's media who will be present in their hundreds.
2. Plans are already being made to encourage important writers/broadcasters with an interest in eg industry, tourism, etc, to visit Northern Ireland to "piggyback" the President's visit as well as reporting on it directly.
3. To service the needs of these specialists, and to capitalise on the massive general interest of media people who will be in Northern Ireland in increasing numbers over the next few weeks, it will be important to have available:-



- (a) a flow of "good news" stories about significant aspects of life in the Province;
 - (b) a list of other "good story/interesting people" ideas, which, while not necessarily new, will nevertheless offer journalists an opportunity to develop their own contacts and their own story lines; and
 - (c) a note of any links between all or parts of Northern Ireland and specific areas of the USA which could possibly interest journalists from individual towns/states across the country, ranging from North West International through personal or family links to US citizens prominent in local life in Northern Ireland.
4. The Information Service will be seeking to manage and co-ordinate the flow of "good news" stories and other information, and to co-ordinate this where necessary with information about the visit itself. They are also the best contact point through which the type of "lead" mentioned at (c) above could be channelled to the visiting media.
5. I would be grateful therefore for your support (and I recognise that work is already in hand in some areas) in ensuring that suitable material is identified throughout Departments, and channelled via your Press Office, through Frank Woods (28214) at the Information Service at Stormont Castle. It will be for Frank to agree with your Press Officer how best the material is to be handled and by whom.

DAVID FELL