

# Bell Pottinger Communications

## Contact Report

**Client** Nuclear Decommissioning Authority

**Date** 18 August 2005

**At** Old Queen Street

**Present for client**

Sir Anthony Cleaver (AC)  
Jon Phillips (JP)  
Bill Hamilton (BH)

**Present for consultancy**

Kevin Murray (KM)  
Mark Herbert (MH)  
Tim Walker (TW)

**Distribution**

All present  
David Sowell (DS)  
Kevin Read (KR)  
Matthew Lister (ML)  
Giles Broom (GB)

### 1. Strategy

#### Launch

Bell Pottinger to consider approach required for further media training for senior NDA executives in advance of future announcements/press conferences.

#### Action

KM

#### Media - next steps

- Future media programme to be based on NDA rather than draft Strategy
- Targets should be serious newspapers with key correspondents/editors
- Approach should be to establish credibility and claim high ground, eg around legacy handed to future generations, job preservation
- Use NDA executives to promote credibility, eg programme/engineering director profiles
- Set up one-to-ones for key trade press
- Media programme/contacts to be fleshed out by Bell Pottinger.

JP/BH  
MH

#### Other stakeholders

Develop ideas for interim feedback at mid-point of consultation in order to manage overall expectations.

All

### 2. National stakeholder programme

Bell Pottinger to develop next draft of contact programme for AC based on essential to meet, others to meet and others for contact by letter only.

TW

# Bell Pottinger Communications

	Action
<b>3. AOB</b>  Bell Pottinger to contact Jack Cunningham in advance of AC dinner.  <b>Next meeting:</b> 10.00 14 October 2005	TW