

**COMMUNICATIONS AND MEDIA
ACTIVITY REPORT
July/August 2009**

1. NEWS RELEASES AND PRESS EVENTS

MINISTERIAL

- **Historic Scotland Launch Scottish and International 3D Scanning Project** – Following the reccie to Mount Rushmore with the TCG and Glasgow School of Art scanning team, HS Comms organised a press briefing for the Minister to announce the Scottish 10 project in to the UK media before attending the press conference in the States. HS Comms worked with Special Advisors for the Sunday trail which received coverage in the Sunday Post and then held a press event on 1 July where news release and press pack were issued along with the presentation on scanning technique. Coverage included Scotsman, STV online, BBC Radio Scotland, Scottish Architecture, Radio Orkney (David Mitchell interview). Article in HS membership magazine to follow in Winter issue.
- **Project to Digitally Preserve Mount Rushmore Announced** – HS Comms liaised with press office at Mt Ruhsmore and organised a press conference for the announcement of the scanning project with Ministerial attendance. Various interviews followed and news release and press pack, with images, were issued to target media. Coverage included Washington Post, USA Today, Associated Press, Rapid City Journal, Argus Leader, Sioux Falls and various online articles. Additional local and trade coverage is continuing to come through
- **Mt Rushmore Scanning Project – Independence Day** - Following the press conference at Mt Rushmore, a comment piece was prepared (by USA based Special Advisor) for publication in Scotland. Following changes by the Minister, HS Comms placed the piece in the Scotsman which appeared on 13 July. Piece was also posted on the HS corporate news centre
- **Battlefields given new protection** – Dr Tony Pollard and Minister attended photocall at Killiecrankie to announce new inventory. Positive coverage across the board including Press Association, BBC GMS and news bulletins, online, West Lothian Courier, Daily Mail, Daily Telegraph, Teletext, Scotsman, Metro, Herald, P&J, Courier, Evening Times, Bearsden Today, Planning Resource, Edinburgh Evening News, Architecture Scotland, Central FM and Planning magazine.
- **Grants release** – coverage of Abbotsford dominated with supportive quotes from Abbotsford Trust, featured in Leisure Opportunity, BBC radio and online, Sourcews and Radio Borders
- **Borders cabinet visits** – Trimontium Museum and Robert Smail's print works. Pictures and story covered in Border Telegraph and Southern Reporter. Visits were suggested through Tourism team but HS provided Ministerial support and liaised with Culture Comms team

INSPECTORATE

- **Corrieyairack Pass Repairs 2009** - news release on support and funding for repairs to allow annual charity bike race to go ahead
- **Simpson and Brown appointed to co-write castle restoration guide** – HS Comms prepared a news release announcing the firm to co-write guidance for the Agency's Scottish Castles Initiative. HS Comms liaised with Simpson and Brown press office and included quote from Marc Ellington in support of the appointment

and project. Release was issued and coverage included Edinburgh Evening News, Scottish Architecture, BuildScotland online, AOL, and Planning Magazine.

- **Historic Scotland's role in restoration** – Following a comment piece in The Scotsman by Peter Clarke regarding the Agency's role in the Castle Tioram case. HS Comms prepared a response and spoke with the Scotsman to find an equal space to reply. A 650-word opinion piece was prepared and approved by the Minister and appeared in the Scotsman on Friday, 14 August. Following the initial comment piece, there has been several letters to the newspaper and additional media enquiries asking for an update on the case. HS Comms has been handling the enquiries, quickly advising that there is currently no application for SMC. Additional coverage and enquiries is expected

2. PRESS ENQUIRIES

- **Castle Tioram** – as noted above. Enquiries have been handled effectively and there has been no news stories appearing following the initial coverage
- **Black Building, Orkney** – following high interest from the local media in the case for designation, HS Comms issued the Agency's decision to the local authority which was then issued to the local press. There has been no additional coverage or follow-up enquiries
- **Cowie Line – Sunday Mail** – Coverage of 4-year-old study by Gordon Barclay into wartime defences. Accompanied by quote from Sally Foster on the significance. Full page spread with illustrations.
- **SMT FOI** – Evening News – Following the information provided to the newspaper, a holding line was approved and issued. Story appeared on July 15 and almost all comments in response were in defence of the agency, going so far as to explain context of criticism and suggest that having no expenses would be a demonstration that the agency was not taking its Scotland-wide portfolio seriously.
- **Old Fort, Fort William, clearing** – Two local enquiries – line prepared with Inspectorate and issued. No additional enquiries
- **Old St Peters Thurso** - Grant News Agency – line prepared with Grants on funding possibility
- **Knock Castle** – P&J – line prepared with Inspectorate and issued. No coverage as yet
- **Walking Through History** – Approach for suggested interviewees for a radio programme looking at illustrating walks with historical context. Some suggestions were put forward and arrangements will be made when convenient for recording.
- **St Andrew's College Campus, Bearsden** – Evening Times, Architect's Journal and Bearsden Herald – line prepared with Inspectorate regarding position of planning application and issued to all three titles
- **Perth bodies under stone** – Herald – line prepared with Inspectorate and issued – Archaeology grant, Noel Fojut quoted extensively.
- **Moat Brae House, Dumfries** – D&G Standard, The Herald and BBC Scotland online – demolition of the building and HS' position. Line prepared with Inspectorate and issued. HS coverage has been maintained but the story has potential to run
- **Archaeology funding/ coastal erosion** - Sunday Express – quote provided by Inspectorate with larger SG piece appearing on 8 August
- **CARS** – local coverage issued through council for Dalkeith. STV enquiry, coverage not come through so far
- **Greenlaw Town Hall** – coverage from project leaders, supportive quotes on HS support

3. STATEMENTS AND LETTERS

- No letters issued

4. OTHER ACTIVITIES

JOURNALIST MEETINGS:

- No journalist meetings organised

SG INVOLVEMENT

- Feeding into handling the Ministerial summer tours including media events and advising Cabinet of need to know issues where relevant

STAKEHOLDER ENGAGEMENT:

- Prepared Scottish 10 video in conjunction with Glasgow School of Art to sell-in to National Geographic. Additional calls have continued
- Presentation to Friends Of Scotland Congressional Caucus and National Geographic in Inverness with David Mitchell and Doug Pritchard of GSA

CORPORATE ACTIVITY

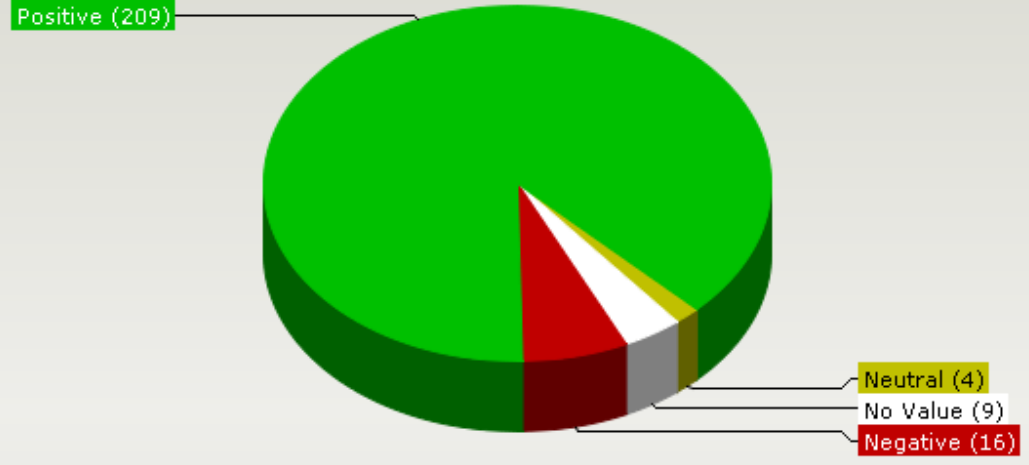
- Swine flu announcement and advice to HS staff via the intranet
- Working with Policy Group to organise HS Summit scheduled for 3 November

PRESS COVERAGE STATISTICS

July to Friday, 8 Aug (week on the year)	Articles in Global Press containing "Historic Scotland"
2009-27	37
2009-28	23
2009-29	48
2009-30	30
2009-31	42
2009-32	43
2009-33	14
2009-34	1

01 Historic Scotland (Global Press)

■ Neutral □ No Value ■ Negative ■ Positive



Meltwater News Statistics - 2009

ENDS