

RESTRICTED

CC: PS/SOS (B&L)  
PS/Mr Bloomfield  
Mr Gilliland  
Mr Merifield  
Mr Spence  
Mr Wood

RESTRICTED

PS/DED 386/85

HEADS OF DIVISIONS (DOD CENTRAL)

cc Mr McAllister  
Mr Gamble  
Mr McAlear

PS/Ministers (B&L)  
PS/PUS (B&L)  
NI Permanent Secretaries

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PUBLICISING GOOD NEWS

- The Secretary of State wishes Ministers and Departments to tune up their existing practices for identifying and disseminating "good news".
- The Secretary of State considers it to be particularly important in the present climate that the Government provides a steady flow of newsworthy items - or comments on items not under direct government control - which emphasise the positive aspects of life and developments in Northern Ireland. This request builds on the Secretary of State's earlier request about his publicity profile set out in my minute of 5 November to Mr Gilliland, headed "Come On, Northern Ireland".
2. The Secretary of State has asked that Departments be constantly on the look-out for suitable items. He has requested a weekly report from Permanent Secretaries, submitted through Ministers, on the "good news" which each Department has identified during the previous week and the action that has been taken, or will be taken, to publicise it.
  3. I should be grateful if the first weekly reports could be submitted so as to reach the Secretary of State's office by Tuesday 3 December.

RPC

R P CLEASBY  
Private Secretary

10 November 1985

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