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Memorandum



Your Ref
Our Ref
Please Ask For
Direct Line/Ext
Date

PNB
PAULINE NIXON-BLACK

DPA
6/6/94.

To
Martin Eaden
Asst. Director Trent

From
PAULINE NIXON-BLACK
Title
PUBLIC RELATIONS OFFICER
Dept
PUBLIC RELATIONS UNIT
CHIEF EXECUTIVE'S

cc. Steve Andrews
County Public Relations Officer.

ROD

Reference the NO-A89 /Hazelwood Case.

You asked me to prepare a defensive brief on the above in readiness for the conclusion of the trial. Having read the internal social services report I would like to make the following points.

1. Once again the Dept. is facing a "no-win" situation. There will almost certainly be reporters at the Crown court and given the recent media attention the Dept. has received, no matter how well the trial goes for us, the Dept. will once again face a trial by media.
2. Even if the judge decides not to admit our internal report as evidence, I feel that his concluding remarks will almost certainly refer detrimentally to the Dept.
3. Given the recent BBC coverage (1st June) of alleged paedophile rings within the social services profession, I feel that the media will almost certainly try to infer the possibility of such a ring within Nottinghamshire and in particular within the Dept.
4. I feel that the only way forward is to try and work with the media, not shy away from them as this will only fuel a belief of a cover-up. This may take the form of a press briefing/conference, but something stronger than just a statement. I would suggest that you head these briefings in conjunction with the Director. (If the Director does not appear it may look as if he is trying to shy away from further adverse publicity. If we are very strong on our line of totally eradicating this type of bullying/ behaviour within our homes,