

Rt Hon Alex Salmond MSP
First Minister of Scotland

St Andrew's House, Regent Road, Edinburgh EH1 3DG
T: 0845 774 1741



Ken MacQuarrie
Controller, BBC Scotland
40 Pacific Quay
Glasgow, G51 1DA
(by e-mail: Ken.MacQuarrie@bbc.co.uk)

18 February 2008

Dear Ken,

You will be aware that Scotland has two representatives competing in the UEFA Cup this Thursday: Panathinaikos V Rangers which will be screened live by the BBC at 5.00pm and Bayern Munich v Aberdeen which kicks off at 5.45pm

I can understand if there was a direct clash why the BBC could not show both games. However, given that the Aberdeen game starts exactly 45 minutes after the Rangers tie I write to you enquiring what attempts have been made to show the second half live to the nation.

This is the first year Scotland had three teams in Europe after Christmas since 1970 and they have all done the country proud. I think it would be appropriate that the fans have the opportunity to watch their teams in action.

I look forward to hearing from you at the earliest opportunity.

Yours sincerely,



ALEX SALMOND

British Broadcasting Corporation BBC Scotland 40 Pacific Quay Glasgow G51 1DA
Telephone 0141 422 6000 Fax 0208 936 9214

BBC Scotland

Controller, Scotland
bbc.co.uk

AS41

FM to SCE 25/2.
cc. Smart
Sport Division
Jan.

F * * * *

22 FEB 2008

FM OFFICE

19th February 2008

Rt Hon Alex Salmond MSP
First Minister of Scotland
St Andrew's House
Regent Road
Edinburgh
EH1 3DG

Dear First Minister

Many thanks for your letter of 18 February regarding the televised broadcasting of the Bayern Munich v Aberdeen UEFA Cup tie on Thursday evening.

When the draw for this round of the UEFA Cup competition was made, the kick-off times for the Bayern Munich v Aberdeen and the Panathinaikos v Rangers matches were determined by German and Greek broadcasters respectively. We had to take a decision some weeks ago on which match to cover for scheduling and planning purposes.

In the event, we chose the Rangers match, which kicks off at 1700 GMT, for live broadcast on BBC Two Scotland (thus avoiding disruption to the evening news programmes on BBC One Scotland). As it is possible that this match could go to extra time and penalties (potentially taking coverage to 1930 or thereabouts) it would mean that the transmission slot required could cover the whole of the Bayern Munich v Aberdeen match (which kicks off at 1745).



INVESTOR IN PEOPLE

MOD300014045

Given the unavailability of other BBC digital channels – BBC Three, for example, does not go on air until 1900 and BBC Four is not allowed to carry live football – we did begin to examine the possibility of the use of the interactive red button, though the interactive service has not previously been used in this way. As I now understand it, Setanta has acquired rights to televise the Aberdeen game live.

I fully agree with your estimation of the success of our club sides in Europe this year and it is heartening to see Celtic and Rangers joined by Aberdeen in competitive competition with Europe's top sides at this point in the season. We have so far covered seven of Aberdeen matches in Europe in 2007/08 and will be broadcasting live radio coverage of Thursday's game.

Please be assured that BBC Scotland will do everything in its power to ensure that Scottish football fans will have every opportunity to follow the fortunes of their respective clubs across the various domestic and international competitions.

Yours sincerely



Ken MacQuarrie
Controller, Scotland

AS42

Rt Hon Alex Salmond MSP
First Minister of Scotland

St Andrew's House, Regent Road, Edinburgh EH1 3DG
T: 0845 774 1741



Ken McQuarrie
Controller
BBC Scotland
40 Pacific Quay
Glasgow
G51 1DA

Our ref: F1706913

29 September 2008

Dear Mr ~~McQuarrie~~ *Ken*

Following our telephone conversation last week, I am writing to request a comprehensive answer to the allegation in the Sunday Herald newspaper, supported by leaked internal emails, that Mr Iain Macwhirter had been effectively blocked from BBC Scotland political discussion programmes because of the nature of the evidence he gave to the Scottish Broadcasting Commission.

I take this allegation extremely seriously as it appears to bring into question the ability of government appointed bodies to effectively discharge their public responsibilities and, given that the SBC was launched as a First Ministerial initiative, my locus in the matter is clear.

There is a clear public interest in witnesses giving open, honest and full evidence to inquiries and reviews set up by the Government. Public policy making should be based on the best evidence, and individuals should not be deterred from expressing their views for fear of suffering any detriment (to borrow the words of the Public Interest Disclosure Act 1998). This principle is embodied in the privileges of Westminster as it is a contempt of that Parliament to prevent or hinder witnesses from giving evidence to committees or Parliament. Similarly, it is an offence under the Scotland Act not to give full evidence in response to a request from the Scottish Parliament. Of course, not everybody is confident that others, such as their employer, will behave properly in response to public comments, hence it is normal practice in Government consultations to allow respondees to withhold their name. The SBC followed this practice and some written contributions were made on this basis. However, I do not believe that this practice should be widespread, and it should not be necessary in dealing with reputable individuals or bodies on matters of public interest.

I look forward to receiving assurance that such practises are not being followed by the BBC or its staff.

Y. F. Siddons



ALEX SALMOND

AS43
memo note to FM
To DA for advice
14/10

British Broadcasting Corporation BBC Scotland 40 Pacific Quay Glasgow G51 1DA
Telephone 0141 422 6000 Fax 0208 936 9214

BBC Scotland

Controller, Scotland
bbc.co.uk

FM OFFICE

LC

10th October 2008

Rt Hon Alex Salmond MSP
First Minister of Scotland
St Andrew's House
Regent Road
Edinburgh
EH1 3DG

Dear First Minister

Thank you for your letter of 29 September (received 2 October) in relation to Iain MacWhirter.

I am happy to confirm that there is no truth in the allegation that Iain MacWhirter has been blocked from appearing on BBC Scotland programmes.

Indeed, less than a month ago, on 16 September, he appeared on BBC Radio Scotland's 'Scotland at Ten' and our news, current affairs and politics teams are free to use him as they feel appropriate (and as is the case with any external correspondent or commentator).

I would note that, particularly in relation to our output in these areas, we are placing increasing emphasis on the use of in-house expertise, drawing on sources across the BBC, in order better to make use of our own resources and of the finances available to us. Such an approach has seen increasing use of correspondents such as Brian Taylor on network news.

I would further note that any suggestion that BBC Scotland has banned Iain MacWhirter because of opinions offered to the Scottish Broadcasting Commission is completely without foundation, as is any suggestion that fear of



INVESTOR IN PEOPLE

retribution by BBC Scotland might deter any employee from providing evidence to a commission such as the SBC.

I hope this goes some way to reassuring you on the points you raise in your letter.

Yours sincerely

A rectangular box with a thin black border, used to redact the signature of Ken MacQuarrie.

Ken MacQuarrie
Controller, Scotland

AS44

Rt Hon Alex Salmond MSP
First Minister of Scotland

St Andrew's House, Regent Road, Edinburgh EH1 3DG
T: 0845 774 1741



Ken MacQuarrie
Controller
BBC Scotland
40 Pacific Quay
Glasgow
G51 1DA

4 February 2009

Dear Ken

I apologise for being unable to meet with you last Wednesday.

I understand you met with my Special Adviser Geoff Aberdein who discussed with you possibility of the BBC extending its coverage of Scotland's Year of Homecoming to include The Gathering 2009 as an individual documentary programme.

I welcomed the BBC's coverage of Homecoming's launch weekend and note that the wonderful History of Scotland series continues to be broadcast on network BBC 2 and HD channels.

As you know The Gathering is a signature event of the Homecoming programme and will offer a unique celebration of the culture and history of Scotland. The Gathering 2009 in Edinburgh is set to be the greatest ever international clan gathering with an expected 40,000 visitors over the weekend of Saturday 25 and Sunday 26 July.

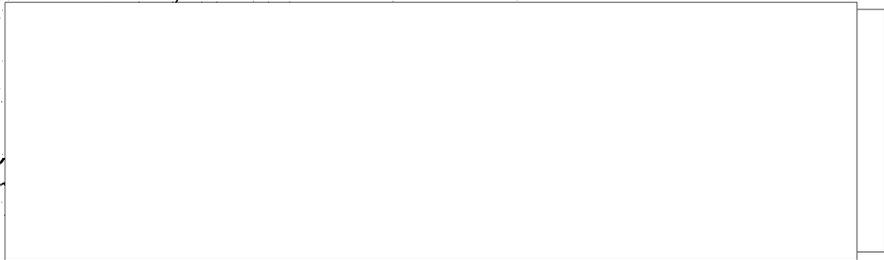
Holyrood Park will be home to a two-day Scottish festival and Highland Games - the largest ever held in Scotland - with a Clan Parade along the Royal Mile followed by a Historic Pageant on Edinburgh Castle Esplanade on the Saturday evening. Up to 8500 people from 140 clans will march along the Royal Mile with banners, pipes and drums, reminiscent of, but larger than, the 1822 pageant organised by Sir Walter Scott for the visit of King George IV which involved 45 clans.

I'm sure you will agree The Gathering presents a great programming opportunity for the BBC and I understand the organisers of the event are willing to discuss the legacy and commercial benefits that would extend from coverage of this momentous event.

For further details about The gathering please contact Jenny [redacted]
at jenny [redacted]

Y f Scotland

ALEX SALMOND



As an aside, I would note that the Celtic Connections Auld Lang Syne concert, which we broadcast on 25 January, was picked up by 10 European broadcasters and by one in Australia and we intend to build on this model in 2009/10, with a view to sharing a number of Scottish programmes with other members of the European Broadcasting Union.

I will also ensure that colleagues in other parts of the BBC, and, in particular, those involved in producing network output, are aware of The Gathering 2009.

I hope this goes some way to assuring you of our commitment to the Year of Homecoming and to the continued promotion of Scottish programmes and content and I would like to take this opportunity to wish the initiative every success across 2009.

Kind regards.



Ken MacQuarrie
Controller, Scotland

Rt Hon Alex Salmond MSP
First Minister of Scotland

St Andrew's House, Regent Road, Edinburgh EH1 3DG
T: 0845 774 1741



Mr Ken MacQuarrie
Controller, Scotland
British Broadcasting Commission
40 Pacific Quay
Glasgow
G51 1DA

Our ref: 2009/0005966

16A March 2009

Dear Ken

Thank you for your letter of 19th February. While I am disappointed that the BBC is unable to consider The Gathering 2009, a key event within the Homecoming Year, as an exclusive programming opportunity, I do appreciate the support of the corporation in Scotland in ensuring Homecoming Scotland receives exposure throughout the year.

Yours faithfully

ALEX SALMOND

AS47

British Broadcasting Corporation 40 Pacific Quay Glasgow G3 7JA Telephone 0141 422 6000 Fax 0208 936 9214
Comhairle Craoladh Bhreatainn 40 Cidhe a' Chuain Shèimh Glaschu G3 7JA Fòn 0141 422 6000 Facs 0208 936 9214

Info noted
14/10
Info note + copy francesca
+ ackn.
13/10

BBC Scotland
bbc.co.uk/scotland

BBC Alba
bbc.co.uk/alba

Director, Scotland

Neach-stiùiridh, Alba

8th October 2009

13/10 2009
FM OFFICE

Rt Hon Alex Salmond MSP
First Minister of Scotland
St Andrew's House
Regent Road
Edinburgh EH1 3DG

Dear Alex,

May I offer my sincere thanks to you, Mike and Francesca for the kind hospitality afforded to all of the members of the BBC Scotland party, over dinner, on Tuesday evening.

I have noted all of the points which featured in our conversation and, in particular, those concerning BBC sports and politics coverage.

I will seek to ensure that the issues raised will be communicated to the relevant members of BBC senior management and I will be very happy to keep you across any subsequent developments.

I look forward to our next opportunity to meet to take forward our discussions on broadcasting in Scotland.

Best wishes,



Ken MacQuarrie
Director, Scotland

cc. Mike Russell MSP
cc. Francesca Osowska

British Broadcasting Corporation 40 Pacific Quay Glasgow G51 1DA Telephone 0141 422 6000 Fax 0208 936 9214
Comhairle Craoladh Bhreatainn 40 Cidhe a' Chuain Shèimh Glaschu G51 1DA Fòn 0141 422 6000 Facs 0208 936 9214

AS48

Urgent

PS Advice: Ian

JK
4/12

BBC Scotland
bbc.co.uk/scotland

BBC Alba
bbc.co.uk/alba

Controller, Scotland

Àrd-cheannard, Alba

L

28th November 2008

Rt Hon Alex Salmond MSP
First Minister of Scotland
St Andrew's House
Regent Road
Edinburgh EH1 3DG

03 DEC 2008
FM 044-22

Dear Alex,

I would be delighted if you could join me and BBC Scotland colleagues for a seasonal drink on Wednesday 17th December between 5.15pm and 7.30pm in the Holyrood Suite, Macdonald Holyrood Hotel, 81 Holyrood Road, Edinburgh.

The past year or so has seen significant developments in broadcasting in Scotland, not least the opening of the new BBC Scotland headquarters at Pacific Quay, the launch of BBC Alba and the work of the Scottish Broadcasting Commission. I would welcome the opportunity to hear your views or respond to any questions you might have on the impact of these on BBC Scotland or any other topics.

I would be grateful if you could inform Caroline Peat on or via caroline.peat if you are able to attend.

I look forward to welcoming you on the 17th.

Best,

Ken MacQuarrie
Controller, BBC Scotland



INVESTOR IN PEOPLE
CRIDEAS NAR
LUCHD-OBACH

AS49

FAST TRACK - MACCS - Oneff FM reply re

British Broadcasting Corporation 40 Pacific Quay Glasgow G51 1DA Telephone 0141 422 6000 Fax 0208 936 9214
Comhairle Craoladh Bhreatainn 40 Cidhe a' Chuain Shèimh Glaschu G51 1DA Fòn 0141 422 6000 Facs 0208 936 9214

recent developments
please 9/5.

L



Director, Scotland



Neach-stiùiridh, Alba

9th May, 2011

65 MAY 2011
FM

9 - MAY 2011
FM OFFICE

Rt Hon Alex Salmond MSP
First Minister of Scotland
St Andrew's House
Regent Road
Edinburgh EH1 3DG

Dear Alex,

May I congratulate you and your colleagues on your election victory. I wish you and the newly elected Parliament every success in tackling the challenges that lie ahead.

As we approach a new chapter in Scottish politics, I look forward to working with you and the Scottish Government in continuing to sustain and promote Scotland's cultural institutions and its industries.

To that end I should perhaps note two recent developments – our success in securing BBC ALBA availability on digital terrestrial television (Freeview) and cable from June 2011 and our recently announced partnership arrangement with Creative Scotland, which we hope will result in a number of fruitful collaborative ventures. We also continue to work closely and productively with the 2014 Commonwealth Games team and, as Scotland's national broadcaster, we are keen to continue to play an important role in reflecting our cultural heritage, in Scotland and beyond.

Once again, please accept my congratulations on your success and I look forward to when we next will meet.

Kind regards,

Ken MacQuarrie
Director, Scotland

Rt Hon Alex Salmond MSP
First Minister of Scotland

St Andrew's House, Regent Road, Edinburgh EH1 3DG
T: 0845 774 1741



Mr Ken MacQuarrie
Director, Scotland
B B C Scotland
40 Pacific Quay
GLASGOW
G51 1DA

Our ref: 2011/1003272

19th May 2011

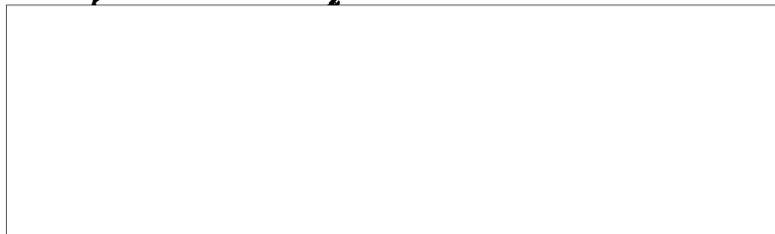
Dear Ken

Thank you for your letter of 9 May 2011 and for your congratulations on our election victory.

I am delighted that BBC ALBA is to be available on Freeview and cable. As you know, I have consistently supported this important development and look forward to BBC ALBA being made available to a much wider audience.

I was also pleased to hear about your partnership arrangement with Creative Scotland and your work with the 2014 Commonwealth Games team. As you say, the BBC has a key role to play in reflecting our cultural heritage and we welcome your commitment to this important aspect of our national life. I look forward to hearing more about these and other ventures when we next meet.

Yours for Scotland



ALEX SALMOND

DIARY - MCM JF 24/5



JBR\LS

21 May 2007

Mr A Salmond, MSP
First Minister
Scottish Executive
St Andrew's House
Regent Road
Edinburgh
EH1 3DG



Date received:
22 MAY 2007

**The Scottish
Daily Newspaper
Society**

21 LANSDOWNE CRESCENT
EDINBURGH EH12 5EH
Tel: 0131 535 1064
Fax: 0131 535 1063
Email: info@sdns.org.uk

Dear First Minister

On behalf of the Council of the Scottish Daily Newspaper Society, I write to offer you our sincere congratulations on your election as First Minister and to wish you success in advancing the interests of Scotland and its people.

The SDNS is the representative body for seven leading publishing houses (Aberdeen Journals Ltd, Associated Newspapers Ltd, News International Newspapers (Scotland) Ltd, Newsquest (Herald & Times) Ltd, The Scotsman Publications Ltd, Scottish Daily Record & Sunday Mail Ltd and D C Thomson & Co Ltd) whose 18 titles have aggregate weekly sales of approximately 11 million and reach many more through the online versions of their newspapers.

The SDNS Council, comprising Managing Directors of those seven companies, would very much welcome an early opportunity to meet you over lunch or dinner to discuss issues of mutual interest including relationships between the Executive and the press in furthering the interests of Scotland and the importance of public sector advertising to maintaining a strong indigenous press.

I look forward to hearing from you.

Kind regards

Yours sincerely /

[Redacted signature box]

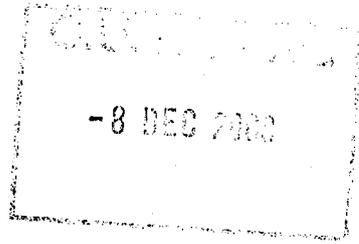
J.B. Raeburn
Director

DIRECTOR : J.B. RAEBURN

MOD300014060

Hastie TW (Thomas)

From: Jim Raeburn [info@]
Sent: 08 December 2008 13:10
To: Scottish Ministers
Subject: Scottish Newspaper Industry



Dear First Minister,

I write on behalf of The Scottish Daily Newspaper Society representing seven major companies – Aberdeen Journals, D C Thomson, Newsquest Herald & Times Group, Scottish Daily Record & Sunday Mail, Scotsman Publications, Associated Newspapers and News International Newspapers – whose 18 titles account for aggregate weekly sales of 10 million in Scotland.

As I know you are aware from recent events, the Scottish newspaper industry is facing serious commercial challenges from a combination of declining sales of printed newspapers, the migration of traditional newspaper advertising platforms, such as recruitment, property and motors, to the internet and, of course, economic recession. As a result, most, if not all, member companies are having to take action to reduce costs.

The Council of the SDNS would very much welcome the opportunity of discussing the industry's concerns with you to see whether there may be ways of the Scottish Government recognising the importance of the contribution newspapers make to our devolved democracy in Scotland. If you are agreeable, I would be very happy to organise a lunch or dinner meeting in Edinburgh.

I look forward to hearing from you.

Kind regards

Jim Raeburn
Director, Scottish Daily Newspaper Society

Tel:

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AS53

Fast track
MCD (GF - FM reply)
9/3

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**The Scottish
Daily Newspaper
Society**

JBR/LS

FM OFFICE

6 March 2009

21 LANSDOWNE CRESCENT
EDINBURGH EH12 5EH
Tel: 0131 535 1064
Fax: 0131 535 1063
Email: info@sdns.org.uk

Rt Hon. Alex Salmond MP, MSP
First Minister
Scottish Government
St Andrew's House
Regent Road
Edinburgh
EH1 3DG

Dear First Minister

I write on behalf of the SDNS and Scottish Newspaper Publishers Association to express firstly our appreciation of the opportunity you gave us on 4 March to discuss the increasingly difficult trading conditions confronting the daily and weekly newspaper industry in Scotland.

Our concern is about the whole future of our industry but it is also based on a fundamental belief, which I am sure you will share, that a strong, sustainable local press providing depth of coverage of national and local politics is in the best interests of democracy in a devolved Scotland. I should add that our member companies employ an estimated 6,000 people in Scotland.

I will briefly reiterate the tremendous pressures under which newspapers are currently operating. These are:

- long term decline in sales of printed newspapers
- economic downturn severely affecting advertising revenues
- migration of classified advertising to the internet
- changes in communications technology with instant news available from online publications, video, mobile telephony, podcasts etc.

We are therefore suffering from a cyclical downturn as well as structural change. The impact of this combination has resulted in sharply deteriorating revenues necessitating action to reduce costs including, regrettably, the loss of jobs.

In order to address these challenges, our respective members have invested substantial resources in their digital publishing operations which are now firmly

DIRECTOR: J.R. RAEBURN

established as an integral part of the publishing mix. While this investment is yielding significant growth, digital revenues generally are still at the stage where they represent a relatively small proportion of total income.

The industry's problems are, as we explained, being exacerbated by the loss of local authority recruitment advertising to the Cosla electronic portal and the prospective loss of public notices going online.

While we appreciated your willingness to discuss with Cosla the proposal to commission an independent evaluation of the cost effectiveness of its electronic portal you will understand our strongly held belief that our daily and weekly newspapers and their online services have long been an essential meeting place for people seeking new employment. It is our view that any financial savings claimed by Cosla needs careful scrutiny against the value of securing the best people through the services of the newspaper publishing industry.

We are also deeply concerned about any proposed removal of the obligation on local authorities and others to place public notices in regional and local newspapers. We consider that there would be a serious risk of such action leading to more secretive, less open government and to many grass roots issues being decided without consultation and debate.

We demonstrated to you how broadband take-up in parts of Scotland is quite low e.g. 32% in Glasgow according to Ofcom's Nations and Regions survey in 2008, and compares extremely poorly against the household penetration of newspapers. We do not understand how the Government could contemplate disenfranchising large numbers of the public by relying on less effective information channels.

More generally, we are concerned about local authorities and other public sector bodies using their privileged position of public funding to provide services fully met by daily and local newspapers operating in a commercial environment to generate revenues based on audience reach. They can have a profoundly negative effect on the financial viability of our newspapers and their related websites.

We readily acknowledge the pressures on the Scottish Government to reduce public spending but our belief is that the most effective use of any advertisement spend is with our newspapers.

Two final points:

1. We explained the importance of a level playing field with such as the BBC (to the extent that is possible with an organisation funded by the licence fee) and

STV in the provision of regional and local news. We welcomed the view of the Scottish Broadcasting Commission in opposing public subsidy to STV for providing what it called a bare minimum of Scottish content in return for the benefits of remaining in the public service broadcasting framework.

2. We would welcome the support of the Scottish Government in the imminent OFT review of regional and local media. We are asking that rules on newspaper and cross media ownership and competition be amended to take account of the realities of the Scottish media landscape and to allow flexibility in meeting the exceptional circumstance in which the industry finds itself.

We look forward to staying in touch with you on the above matters.

Kind regards,

Yours sincerely

A rectangular box with a thin black border, used to redact the signature of the sender. The box is empty, indicating that the signature has been removed for security or privacy reasons.

Jini Raeburn
Director

Rt Hon Alex Salmond MSP
First Minister of Scotland

St Andrew's House, Regent Road, Edinburgh EH1 3DG
T: 0845 774 1741



Mr Jim Raeburn
Scottish Daily Newspaper Society
21 Lansdowne Crescent
Edinburgh
EH12 5EH



Our ref: 2009/0007215
March 2009

Dear Mr Raeburn

Thank you for your letter of 6 March following our meeting on 4 March discussing the challenges currently faced by the newspaper industry. As promised at that meeting, I attach a summary of advertising expenditure by the Scottish public sector.

I understand that you are concerned about any additional loss of income to the newspaper industry and I sympathise with that concern. However, the decisions of the Scottish Government have to be made with the needs of the whole nation in mind. Under national outcome 15, the Scottish Government has committed to ensuring our public services are high quality, continually improving, efficient and responsive to the needs of local people. The proposed removal of Public Information Notices from newspapers to an online portal should result in not only a significant saving on the estimated £10 million currently spent on Public Information Notices but also a more useful format for the intended audience. The current brief includes exploring the potential to allow citizens to locate the area affected by the notice on a map and local issues involved. If this potential is realised this would clearly provide a more effective service than a newspaper advertisement alone can deliver.

I can assure you the decision to consider this option is not, as you called it, a result of public sector bodies using their privileged position of public funding to appropriate services met by daily and local newspapers. The decision has been taken to look at new opportunities to provide a more efficient public service as well as to meet the ever-increasing needs to cut spending in order to support Scotland in this particularly challenging time. This is especially crucial with the threat of a substantial reduction in our budget in 2010-11.

Although there is no legal requirement to consult on the draft regulations required to allow for the publication of PINs electronically, we are now looking to allow a consultation period for the draft regulations in the interests of openness. I am sure you will take advantage of this proposed opportunity.

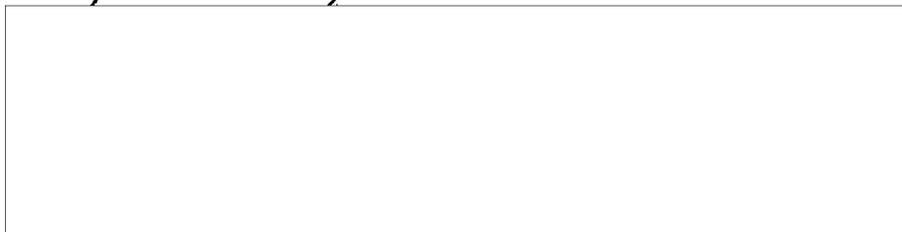
Turning to the local government recruitment portal, the Scottish Government is committed to honouring its concordat with local government, releasing local authorities to make informed decisions enabling them to provide the most efficient and cost effective service for their region. This includes decisions such as moving recruitment advertising into online portals to meet the need to modernise the recruitment methods used by local government to reach an increasing market of jobseekers through the best medium.

The recruitment portal is intended to position local government as an employer of choice, to address the issue of attracting key skills and to support future requirements in terms of the age profile of the workforce and changing business needs.

I understand from colleagues in CoSLA that after the portal has been fully operational for 12 months, a report will be presented to CoSLA leaders to assess its performance and efficiency and there will be regular reports thereafter to inform their continuous improvement and efficiency programme. CoSLA members are already reporting a highly successful rate of return with 79,055 applications received for 3,774 positions since the launch of the recruitment portal in June 2008. In January 2009 alone, 20,000 applications were made with over 500 jobs currently live on the site. As well as this, I understand that at least 47% of those applying for jobs through the portal and who declared their position, were not current Council employees.

You also referred to the OFT review into local and regional media. My officials are in contact with OFT about this review, and the discussion paper published on 10 March, and I am sure you will avail yourselves of the opportunity afforded by the review to put forward the views of the Scottish press to help inform any emerging proposals.

I hope this information is helpful.



ALEX SALMOND

ANNEX A

SUMMARY ANALYSIS OF ADVERTISING EXPENDITURE BY THE SCOTTISH PUBLIC SECTOR (2005-2006)

An analysis of the advertising expenditure within the public sector was carried out by the Analytical Services Division, within the Scottish Government in 2006. The overall aims and objectives of the research was to assess how much the Scottish public sector spends on advertising jobs, appointments and public notices in Scotland and the various media types used in advertising. This note summarises the main findings of that research.

It should be noted that figures of advertising expenditure for organisations within the public sector have been estimated where returns were not submitted, based on returns from within that sector or for a similar organisation.¹ Figures should be used as a guide only.

- More than £47m is estimated to have been spent on advertising public sector jobs and information notices over the financial year 2005-06.
- Over £37m is estimated to have been spent on recruitment advertising and over £10m is spent on PINS advertising.
- National newspapers had the highest expenditure per media type for recruitment advertising with £14.4m.
- Local and regional newspapers had the highest expenditure per media type for advertising public information notices with £6.4m.
- Table 1 and Charts 1 and 2 show a breakdown of the various public sectors, their respective workforce and how much was spent on advertising jobs and PINS.

Table 1

	Employment	% of Public Sector	Spend on job advertising and PINS	Proportion of Spend
Armed Forces	13,520	2.5%	£3,382,243	7.1%
Civil Servants	47,390	8.9%	£8,544,210	18.0%
Public Corporations	29,800	5.6%	£4,681,166	9.9%
NDPB's	12,300	2.3%	£1,932,159	4.1%
NHS	128,213	24.0%	£4,947,123	10.4%
Police and Fire Services	29,086	5.5%	£988,913	2.1%
HE and FE Education	40,323	7.6%	£3,544,880	7.5%
Local Government	233,517	43.7%	£19,357,755	40.9%
Total	534,149	100%	£47,378,449	100%

¹ Response rates were highest in Local Government and NHS (over 80 per cent) and lowest in HE/FE (20 per cent).

Chart 1 Recruitment Advertising Expenditure by Public Sector

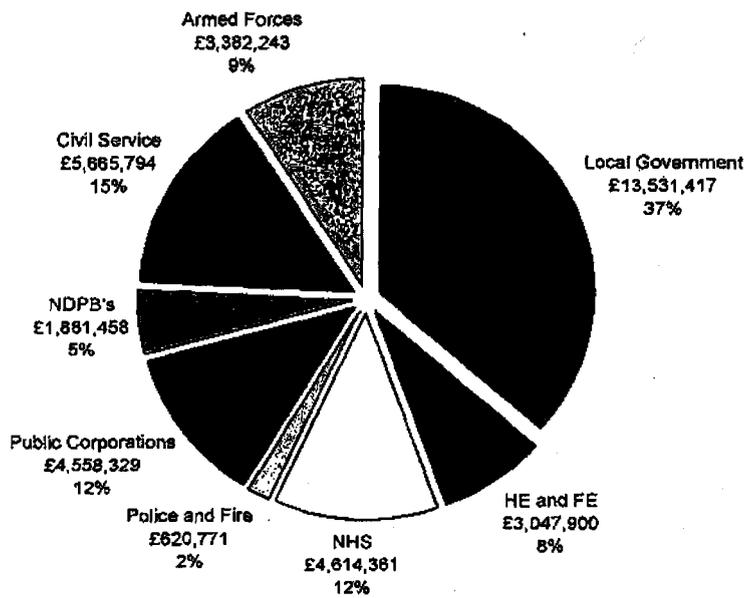
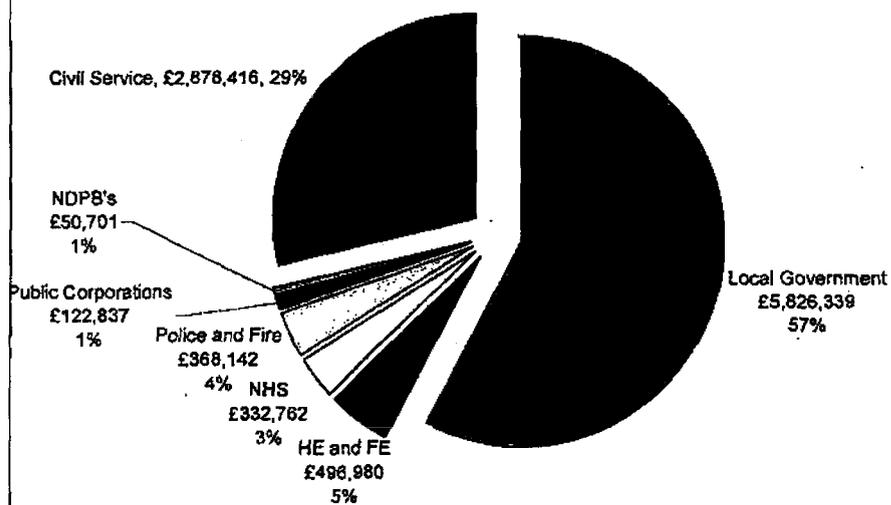


Chart 2 PIN Advertising Expenditure by Public Sector



Source: Analytical Services Division, Scottish Executive, 2006

FAST TRACK
8/4

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**The Scottish
Daily Newspaper
Society**

JBR/LS

7 April 2009

Rt Hon. Alex Salmond MP, MSP
First Minister
Scottish Government
St Andrew's House
Regent Road
Edinburgh
EH1 3DG

21 LANSDOWNE CRESCENT
EDINBURGH EH12 5EH
Tel: 0131 535 1064
Fax: 0131 535 1063
Email: info@sdns.org.uk

FM OFFICE

Dear First Minister

Many thanks for your letter of 25 March.

While I note your comments regarding the prospective savings arising from the transfer of Public Information Notices to an online portal, no mention is made of its likely audience reach. As I said previously, household penetration of newspapers is well ahead of the take-up of broadband which is quite low in parts of Scotland e.g. 32% in Glasgow according to Ofcom's Nations and Regions survey in 2008. The fundamental of PINs surely is that the public are given maximum opportunity to read important matters which may affect them before they become a fait accompli. I shall enlarge on these points in our response to the consultation on the draft regulations.

With regard to the recruitment portal, I do have to question some of CoSLA's claims. As I understand the position, participating councils are pointing applicants to one online application point from their own websites and all their advertising. That application point is within the recruitment portal, so total application numbers are not even close to being a reflection of the actual performance of the website as a media channel in its own right. I would seek your assurance therefore that the report to be presented to CoSLA leaders will be from an independent source, such as Audit Scotland.

I am grateful for the summary of advertising expenditure by the Scottish public sector in 2005-06. It underlines the extent of the loss of revenue to the newspaper industry and the potential damage to the viability of our titles which for reasons previously explained are under enormous pressure. You may appreciate why my members look with envy when they read that the Culture,

Media and Sport Secretary of the UK Government, Andy Burnham, indicates that he is minded to instruct local authorities that, in the interests of local democracy, they should not be competing with local newspapers and should be supporting them through advertising and other means.

Kind regards

Yours sincerely /



Jim Raeburn
Director

Rt Hon Alex Salmond MSP
First Minister of Scotland

St Andrew's House, Regent Road, Edinburgh EH1 3DG
T: 0845 774 1741



Mr Jim Raeburn
Scottish Daily Newspaper Society
21 Lansdowne Crescent
Edinburgh
EH12 5EH



Our ref: 2009/0011779

Sr May 2009

Dear Mr Raeburn

Thank you for your letter of 7 April following up on my response of 25 March 2009.

I note your comments about the report to be presented to CoSLA leaders. Can I take this opportunity to reiterate the Scottish Government's commitment to honouring the concordat with Local Government, which will release local authorities to make informed decisions about providing the most efficient and cost effective service for their locality. It is therefore a matter for Local Government to satisfy their Leaders and electorate in relation to delivering efficient and effective public services.

I note your reference to UK Government developments and am aware that Treasury published the OEP report last month. We look forward to further information on this approach.

In addition, I am aware that the UK Government have just launched a Job Online website for advertising public sector jobs which will become part of the next phase of www.directgov.co.uk.

As confirmed in my letter of 25th March both portals developed in Scotland are more than advertising boards and as such we are committed to ensuring we can provide high quality public services, that are continually improving, efficient and responsive to the needs of the people.

J. Salmond

ALEX SALMOND



AS57

McGeown D (David)

From: Jim Raeburn [info@
Sent: 26 January 2011 11:46
To: Scottish Ministers
Subject: Scottish Newspaper Industry

Dear First Minister,

Since we last met in March 2009, the Scottish Daily Newspaper Society has merged with the Scottish Newspaper Publishers Association to form the Scottish Newspaper Society, the new organisation representing publishers of Scottish local, regional and national titles and the Scottish editions of selected UK national newspapers. Our members, in print and online, are providing a depth of news coverage at local, regional and national level unmatched by any other part of the media.

Senior representatives of the Society – President Michael Johnston (Johnston Press), Vice President Tim Blott (Herald & Times) and I - would very much welcome the opportunity of a further meeting to update you on where we are as an industry and the pressures facing it from the downturn in advertising revenues. We would wish to discuss issues concerning the industry, including how you see the importance of the role of newspapers in the developing media landscape.

I look forward to hearing from you.

Best regards,

Jim Raeburn
Director

Scottish Newspaper Society

[Redacted]

Tel: [Redacted]

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**Scottish
Newspaper
Society**

JBR/LS

29 January 2010

Rt Hon. Alex Salmond MP, MSP
First Minister
Scottish Government
St Andrew's House
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~~AGH~~

Geoff / Comm FM
advice P122
SC
1/2.

Dear First Minister

As you may be aware, the Scottish Daily Newspaper Society and the Scottish Newspaper Publishers Association merged earlier this month to form the Scottish Newspaper Society. The new organisation is representative of local press from Shetland to Stranraer and Stornoway to Berwick upon Tweed, Scottish national and regional press and five UK national titles with major Scottish editions. The President and Vice President are Michael Johnston, Divisional Managing Director, Johnston Newspapers Scotland, and Tim Blott, Managing Director, Herald & Times Group, respectively.

It is now coming up one year since we last met and we would welcome the opportunity to update you on the state of the industry and the issues facing it. One of those issues is, of course, the Scottish Government's position on public information notices in light of yesterday's vote in Parliament.

We would be delighted to host a lunch or dinner meeting or, if you prefer, some other arrangement.

I look forward to hearing from you.

Kind regards,

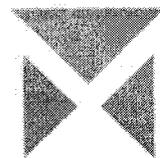
Yours sincerely



Jim Raeburn
Director

DIRECTOR : JIM RAEBURN OBE

MACCS.



AS59

31 MAY 2011

FM OFFICE

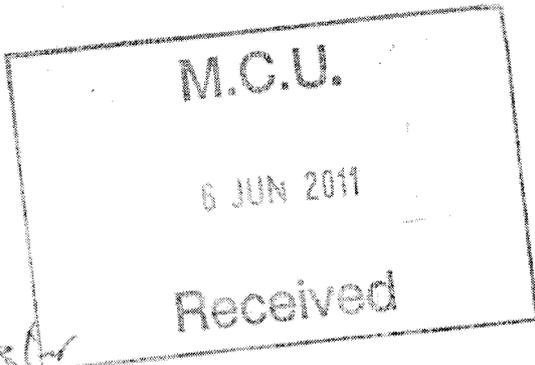
**Scottish
Newspaper
Society**

JBR/LS

27 May 2011

Rt. Hon. Alex Salmond MSP
First Minister of Scotland
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Dear First Minister

May I firstly offer you the Society's sincere congratulations on forming the new Scottish Government and on your own re-election as First Minister. We look forward to engaging you and your Ministers in constructive discussion and, in that connection, we would very much welcome an early meeting to brief you on a number of industry issues.

These are difficult times for the newspaper industry, particularly the indigenous Scottish press. Advertising revenues, the lifeblood of the industry, continue to fall. They were down by 26% in 2009, 6.4% last year and in the year to date major groups are reporting a decline of 10%. The losses have been particularly severe in classified advertising, most notably recruitment advertising. This has been attributable to a combination of economic conditions and the migration of advertising to the internet. While digital revenues are growing, they remain a relatively small proportion of total income for most companies. The concern, should there be a degree of permanence about some of the lost revenues, has to be how it will impact on our newspapers, particularly in terms of investment in quality journalism.

I would stress, however, that it is not all doom and gloom in the industry. Readership of newspaper content across the different platforms has never been greater but monetising the online versions is still a tough nut to crack. Sales of the printed newspaper, albeit that they are in decline, remain all important to generating advertising revenues.

In the circumstances I have described, you may appreciate that the industry can ill afford to lose any further part of its revenues if its ability to play a full role in

the democracy of Scotland is not to be impaired. In a previous meeting, we discussed with you the case for retaining Public Information Notices in newspapers. We believe the parties with no financial interest, such as Scottish Consumer Focus and Community Councils up and down the country, responding to the Scottish Government's consultation demonstrated overwhelmingly the democratic value they attach to PINs being in newspapers. We would appreciate the opportunity of further discussion with on this important subject.

The Society's President, Michael Johnston, Vice-President, Tim Blott, and I would be pleased to meet you. Alternatively, I would be happy to arrange either a lunch or dinner meeting which would allow you to meet a wider group of daily and local newspaper publishers.

I look forward to hearing from you.

Kind regards,

Yours sincerely

A rectangular box with a thin black border, used to redact the signature of the sender.

Jim/Raeburn
Director