

MINUTE of MEETING of PRESS SUB-COMMITTEE of S.P.T.A. with Representatives of Agripress Publicity Ltd. at Ingliston at 12 noon on TUESDAY, 20th JUNE, 1978.

PRESENT: S.P.T.A. - Messrs. D.H. Lindsay, J.G.H. Fenton, R. McArthur, J. Waddell and R.D. Hunter.

AGRIPRESS - Derék Watson and Raymond Grater

The Representatives of Agripress explained the facilities which they had to offer to S.P.T.A. :-

Drafting. They are able to draft Press Releases and other Statements in a form which generally is acceptable to the Press without being edited.

Placing Articles. They have close contact with the Press, in particular the Farming Press which enables them to ensure that articles submitted are published. Because of their close contacts they are able to warn a magazine or newspaper that comment will be coming in response to some previous statement in order that the publication may be prepared to receive material.

Monitoring. They can, if required, monitor the Press in order that they can bring to our attention any Press comment which requires a reply. They warned, however, that the monitoring facility could be expensive.

Assuming S.P.T.A. retained Agripress they would want to obtain as much information as possible regarding S.P.T.A. and would suggest that regular meetings take place in order that a close contact may be maintained.

Agripress were prepared to offer a six month trial period.

Agripress will quote a fee for retaining their services. The only extras in addition to their fee will be travelling expenses, Press entertainment, photographic work and printing. Agripress would not confirm that they would represent S.P.T.A. exclusively in preference to all other potato interests. They indicated, however, that it was unlikely that they would be representing other clients involved in the Potato Industry.

In the course of discussion regarding the publishing of a Supplement/

Supplement in one or more of the farming publications Agripres made it quite clear that this would prove extremely expensive even allowing for our own members taking up advertising space.

It was agreed that Mr. Watson would prepare a document describing in detail the proposals of Agripres so far as S.P.T.A. were concerned. He will send 25 copies of the document to R.D.H. for consideration by Council Members at our meeting to be held on Friday, 30th June. It was further agreed that Mr. Watson will hold himself available to attend an Open Meeting of S.P.T.A. to be held in Perth on 27th July, 1978, if this is the wish of S.P.T.A. Council. Mr. Watson would not be available to attend a meeting in Perth on 28th July for the reason that he is attending the Game Fair at Annan on that day.