

From: John Abbott
To: Tansy Mundon
Date: Mon, May 21, 2007 10:18 AM
Subject: Re: Media coverage - ER/PR

For tomorrow's briefing of MHAs, what will be Eastern's messaging on what govt knew and when. Pls call my cell. Thanks.

Sent via Blackberry
Government of Newfoundland and Labrador

-----Original Message-----

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Creation Date: 5/19 12:35 pm
Subject: Media coverage - ER/PR

I've reviewed all media coverage since 12:30 pm yesterday when Eastern Health held a briefing for media. All media outlets covered the issue, including a live hit on CBC Newsworld. The focus of most of the articles was on Eastern Health's apology, acceptance by EH of the need to release information sooner, questions around the number of deaths and anxiety of patients due to information not being released sooner, and reference to Government's commitment to undertake a review of what happened. Most articles also referenced quality assurance practices in the lab.

However, two articles in particular - CBC TV's article by Chris O'Neill-Yates last evening and Globe and Mail article today by Stephanie Porter - had a different focus. Both articles focused more on Government - who knew what and when, and why information not disclosed by Government - and reference how opposition is calling for a judicial review. Chris O'Neill-Yates article, in particular, questions why government didn't investigate months ago when it found it just how many of those breast cancer tests were wrong, and defines what she thinks any review should address: "Any investigation the province does will have to answer several questions. Who knew what and when and why wasn't the public informed sooner?"

I have emailed most of the transcripts to you directly and will provide a package of articles on Tuesday morning. In the meantime, I will continue to monitor coverage over the weekend. In the meantime, I've pasted headlines below.

Tansy

Media Coverage — ER/PR

Canadian Press, Friday, May 18, 2007
Health authority apologizes for cancer-test confusion

CBC - Newsworld, Friday, May 18, 2007 12:30PM Item # 01- Live coverage
NEWS CONFERENCE: Right now we want to take you live to St. John's Newfoundland.

CBC Radio St. John's, Friday, May 18, 2007 05:01PM Item # 06
EASTERN HEALTH HOLDS NEWS CONFERENCE TO APOLOGIZE

CBC Radio St. John's, Friday, May 18, 2007 05:02PM Item # 07
WILLIAMS DOES DAMAGE CONTROL ON INACCURATE TESTS: Premier Danny Williams is doing some damage control of his own today.

CBC - TV News, Fri, 18 May 2007 06:00PM Item # 01
TILLEY APOLOGIZES TO BREAST CANCER PATIENTS AND FAMILIES: The head of Eastern Health apologized today for inaccurate breast cancer testing.

CBC - TV News, Friday, May 18, 2007 06:03PM Item # 02
POLITICIANS KNEW ABOUT PROBLEM MONTHS AGO. Chris O'Neill-Yates has found out when the politicians found out about the problem.

CBC - TV News, Friday, May 18, 2007 06:23PM Item # 17
HUDSON REACTS TO EASTERN HEALTH APOLOGY: Jonathon spoke with Cancer Patient Juanita Hudson with the latest apology by Eastern Health and her experience with the hormone receptor tests.

CBC - TV News, Friday, May 18, 2007 06:32PM Item # 18
TILLEY EXPLAINS APOLOGY: "George Tilley" is president and CEO of Eastern Health and he joins Debbie to discuss the organization's apology today.

CBC Radio St. John's, Friday, May 18, 2007 05:19PM Item # 08
TILLEY APOLOGIZES ON BEHALF OF EASTERN HEALTH: "George Tilley", the CEO of Eastern Health apologized today for the way his organization handled the information about incurrent hormone receptor tests.

VOCM Radio St. John's, Friday, May 18, 2007 01:33PM Item # 02
THE VOICE: Should Eastern Health compensate women or their survivors impacted by the breast CANCER screening controversy.

VOCM Back Talk - Host Preamble, Friday, May 18, 2007 02:07PM Item # 03
EASTERN HEALTH NEWS CONFERENCE: Host Preamble- There was an Eastern Health press conference on TV today

VOCM Radio Back Talk St. John's, Friday, May 18, 2007 02:19PM Item # 09
HORMONE RECEPTOR TEST ISSUE: "Lorraine" is calling comment on the hormone receptor tests with women with breast CANCER

NTV - Evening News, Friday, May 18, 2007 06:01PM Item # 02
TILLEY SHOWS REGRET: The president and CEO of Eastern Health apologized today and said he regrets the decision not to disclose the total number of breast cancer patients affected by a flawed hormone test.

NTV - Evening News, Friday, May 18, 2007 06:32PM Item # 15
TILLEY IN NTV STUDIOS: The head of Eastern Health, George Tilley, was in the NTV studios today.

Globe and Mail, May 19, 2007
Newfoundland to review faulty cancer testing- Government briefed about concerns as early as two years ago

The Telegram, Editorial, May 19, 2007

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