Requester Name: Mr. Stephen McDermott	Records: Press Office		File Re: FOI-000159-2019	
Page No	**Description of document**	**Deletions**	**Relevant Section of FOI Acts**	**Decision Maker's decision**
1-18	Garda Recruitment Campaign Development	All	Section 36 - Commercially sensitive	Refuse
19	Email Press Office to HR recruitment re Garda Trainee Campaign			Grant
20-24	Garda Shooting Board	All	Section 36 - Commercially sensitive	Refuse
25-29	Email Press Office to HR recruitment re Adworld Ezine 12th April			Grant
30-31	Email Press Office to HR recruitment re Garda Media Plan	4 deletions	Section 37 - Personal Information	Part-Grant
32-34	Email Press Office to HR recruitment re Advertising for the 2019 campaign	All	Part 1(n) of Schedule 1 - Out of Scope	Refuse
		Total number of pages	34	
		Total number of pages for full release	6	
		Total number of pages for partial release	1	
		Total number of pages being withheld	27	

Clarke, Olivia

From: McLindon, Andrew
Sent: Wednesday 22 May 2019 09:49
To: FOI
Cc: OGrady, Brenda
Subject: Freedom of Information request FOI-000159-2019
Attachments: Garda_Shooting_Board.pdf

Andrew McLindon
Director of Communications
An Garda Síochána

Tel: 01 666 2031
Mobile: 086 8289279

www.garda.ie

From: McLindon, Andrew
Sent: Tuesday 26 March 2019 11:53
To: Kennedy, Denise <Denise.Kennedy@garda.ie>; Mulligan, Alan <Alan.Mulligan@garda.ie>
Cc: Ferris, John D <John.D.Ferris@garda.ie>
Subject: FW: Garda Trainee Campaign

Alan, Denise,

Please find attached the storyboard for the TV ad – images from this will be used in the print ad, and social media advertising. The last frame will feature a message about applying on www.publicjobs.ie.

At the moment, all participants in the ad are Garda members (apart from the children in the football scene all of whom have signed released forms).

Filming will take place this Thursday and Friday.

Regards,
Andrew

Andrew McLindon
Director of Communications
An Garda Síochána

Tel: 01 666 2031
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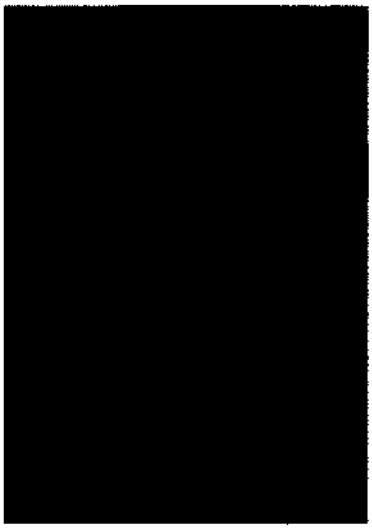


[redacted]

[redacted]

[redacted]

[redacted]

Clarke, Olivia

From: McLindon, Andrew
Sent: Wednesday 22 May 2019 10:01
To: FOI
Subject: Freedom of Information request FOI-000159-2019

Andrew McLindon
Director of Communications
An Garda Síochána

Tel: 01 666 2031
Mobile: 086 8289279

www.garda.ie

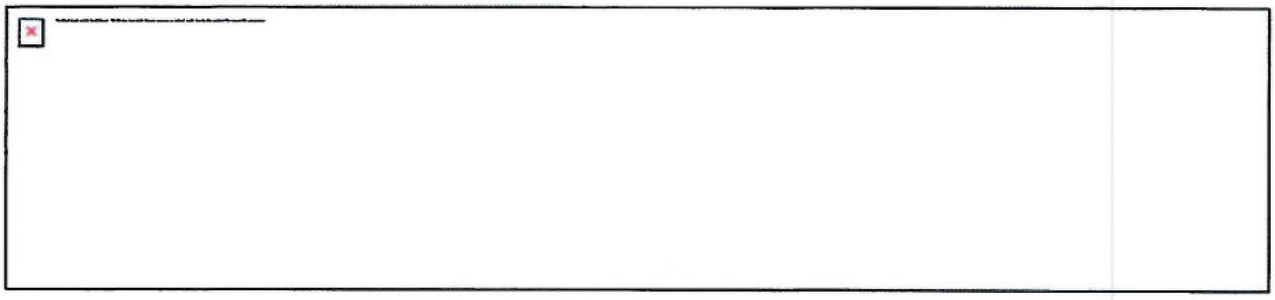
From: McLindon, Andrew
Sent: Friday 12 April 2019 15:09
To: Mulligan, Alan <Alan.Mulligan@garda.ie>; Kennedy, Denise <Denise.Kennedy@garda.ie>; Nugent, Joseph <joseph.p.nugent@garda.ie>
Subject: FW: Adworld Ezine 12th April

FYI – we have been selected as Ad of the Week on Adworld – the site of the Irish Marketing Journal.

Andrew

From: IMJ <adworld@imj.nw008.com> **On Behalf Of** IMJ
Sent: Friday 12 April 2019 14:48
To: Dave Griffin <Dave.Griffin@onecore.ie>
Subject: Adworld Ezine 12th April

Web Version | Unsubscribe
Please add adworld@adworld.ie to your address book to ensure that our emails reach your inbox.



Friday, 12 April, 2019

Finian Murphy Appointed Marketing Director of Core

Finian Murphy has been appointed as marketing director of Core, Ireland's largest marketing communications company.

Read more »

New Digital Options Fuel OOH Q1 Growth

The Irish OOH market got off to a strong start in 2019, driven primarily by increased investment from advertisers in Digital Out of Home formats, according to PML Group's latest quarterly review of the Out of Home (OOH) sector.

Read more »

Packed.House Teams Up With Verizon's RYOT Studio

The media and content studio, Packed.House celebrated its first anniversary with an announcement that it formed a partnership with RYOT Studio.

Read more »

Huskies Bag Two AME Awards in New York

In the Company of Huskies has picked up two Silver awards at the annual AME Awards in New York for the agency's campaign 'A Micra Revolution' for client Nissan.

Read more »

Job of the Week

Proposition Manager (Consumer)

Advertise

Useful Links

Send to a Friend »
Subscribe »
View Past Emails »
Contact us »
Visit our website »

TBWA Dublin and Jameson Launch The Bartenders Gathering

Jameson Irish Whiskey, which is produced by Irish Distillers in Midleton Distillery, has unveiled the next instalment of its successful advertising platform, 'Taste, That's Why'.

Read more »

BBDO Dublin Nominated for a Webby

BBDO Dublin has been nominated in the Best 360 Video (Branded) category in the Annual Webby Awards which will take place in two weeks time in New York.

Read more »

Cannes Young Lions Hopefuls to Showcase their Work

The seven teams that will represent Ireland at the forthcoming Cannes Young Lions competition in the south of France in June will showcase their work at a special event that is being organised by IAPI.

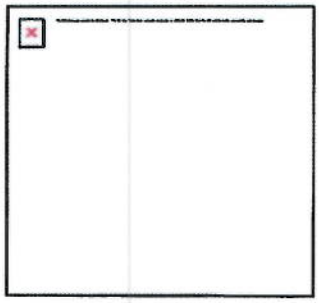
Read more »

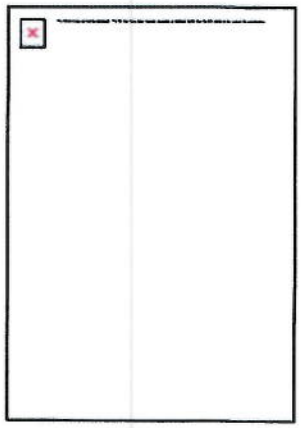
Tourism Ireland Goes All Out to Target US Market

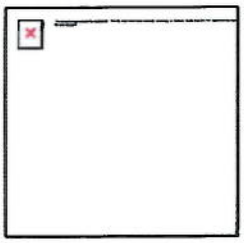
Tourism Ireland in the US has joined forces with Hearst Media – one of the world's largest magazine publishers – in a new initiative to promote the island of Ireland.

Read more »

Windmill Lane Showcases Creative Capabilities with OFFSET Video







As part of last week's OFFSET conference, the award-winning Windmill Lane produced a video that delves into the creative process and challenges it faces while at the same time showcasing the company's own creative credentials.

Read more »

Journal Media Launches Crowdfunded Investigative Journalism Website

Journal Media has launched Noteworthy, a new website which funds in-depth journalism based on suggestions from the public.

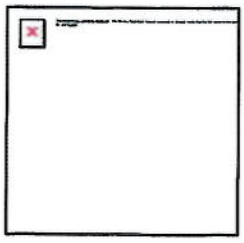
Read more »

IBI Calls on Government to Act on Public Service Broadcast Reforms

The Independent Broadcasters of Ireland (IBI) has on called on the Government to implement promised reforms in the the funding of public service content on radio stations throughout the country.

Read more »

Grooveyard Continues its Expansion



Grooveyard, one of Ireland's leading live experience agencies, has continued to expand its operations with a number of new hires.

Read more »

Ad of the Week: The Difference is You

An Garda Síochána will air their first tv ad this week, a recruitment campaign for their 2020 intake.

Read more »

Irish Marketing Journal and Adworld.ie
The Basement, 63 Lower Leeson Street
D02 NP73
T: +353 (1) 66 11 660
E: info@adworld.ie

Clarke, Olivia

From: McLindon, Andrew
Sent: Wednesday 22 May 2019 10:02
To: FOI
Subject: Freedom of Information request FOI-000159-2019

Andrew McLindon
Director of Communications
An Garda Síochána

Tel: 01 666 2031
Mobile: 086 8289279

www.garda.ie

From: McLindon, Andrew
Sent: Friday 12 April 2019 13:25
To: Mulligan, Alan <Alan.Mulligan@garda.ie>; Kennedy, Denise <Denise.Kennedy@garda.ie>; Nugent, Joseph <joseph.p.nugent@garda.ie>
Subject: FW: Garda media plan

Dear all,

Please find attached transmission times for the TV ad. While a lot of the slots are focused on our key younger target audience, there are also some nice prime time slots for the wider audience.

In particular, tonight we have a strong slot between the end of the 9 o'clock news and the start of the Late, Late Show. We also have a slot later in the week in the middle of a new show on RTE2 featuring the Defence Forces.

Regards,
Andrew

Andrew McLindon
Director of Communications
An Garda Síochána

Tel: 01 666 2031
Mobile: 086 8289279

www.garda.ie

From: [redacted]
Sent: Friday 12 April 2019 12:32
To: McLindon, Andrew <andrew.mclindon@garda.ie>; Ferris, John D <John.D.Ferris@garda.ie>;
[redacted]
Subject: Garda media plan

Hi All,
Please find attached confirmed transmission times as discussed with [redacted]
Regards

[redacted]

[redacted]

[redacted]