

From: Eddington Danielle
Sent: 05 March 2019 11:40
To: Rowles Lynsey; Canham Rebecca
Cc: MacLeod Chris; Reader Chris (TFL); Harrison-Cook Victoria; Murphy Siobhra; Canning Thomas; Henshaw Jenna; +CDComms; [REDACTED]
Subject: RE: FYI - Urgent Media Enquiry - Michael Jackson Adverts
Sensitivity: Confidential

Hi all,

Just to be aware, the Guardian has just asked for our statement for an audio programme they are doing on Friday called 'Today in Focus'. I have sent it through, but they have been asked to be kept in the loop if our position changes.

Thanks,
Danielle

Danielle Eddington | Press Officer
Transport for London | Press Office, 11th Floor, Green Zone – 4, Palestra, 197 Blackfriars Road, London, SE1 8NJ
Tel: [REDACTED] | E-mail: [REDACTED]

www.tfl.gov.uk/media

From: Eddington Danielle
Sent: 01 March 2019 10:04
To: Rowles Lynsey; Canham Rebecca
Cc: MacLeod Chris; Reader Chris (TFL); Harrison-Cook Victoria; Murphy Siobhra; Canning Thomas; Henshaw Jenna; +CDComms; [REDACTED]
Subject: RE: FYI - Urgent Media Enquiry - Michael Jackson Adverts
Sensitivity: Confidential

Hi Lynsey,

Thanks for confirming.

Thanks,
Danielle

Danielle Eddington | Press Officer
Transport for London | Press Office, 11th Floor, Green Zone – 4, Palestra, 197 Blackfriars Road, London, SE1 8NJ
Tel: [REDACTED] | E-mail: [REDACTED]

www.tfl.gov.uk/media

From: Rowles Lynsey
Sent: 01 March 2019 10:02
To: Eddington Danielle; Canham Rebecca
Cc: MacLeod Chris; Reader Chris (TFL); Harrison-Cook Victoria; Murphy Siobhra; Canning Thomas; Henshaw Jenna; +CDComms; [REDACTED]
Subject: RE: FYI - Urgent Media Enquiry - Michael Jackson Adverts
Sensitivity: Confidential

JCD have just replied and said they have nothing running on the TfL estate. They have put a flag on their system and will let us know if they take any bookings

Lynsey

Lynsey Rowles

Performance Manager - Advertising | Commercial Development

Phone: [REDACTED]

Mobile: [REDACTED]

Floor 5 West Wing, 55 Broadway, Victoria, London SW1H 0BD

Email: [REDACTED]



From: Eddington Danielle

Sent: 01 March 2019 10:00

To: Rowles Lynsey; Canham Rebecca

Cc: MacLeod Chris; Reader Chris (TFL); Harrison-Cook Victoria; Murphy Siobhra; Canning Thomas; Henshaw Jenna; +CDComms; [REDACTED]

Subject: RE: FYI - Urgent Media Enquiry - Michael Jackson Adverts

Sensitivity: Confidential

Hi Lynsey,

Thank you. I think Chris R also spoke to them last night and he said they weren't running. However, the article mentioned that they were on bus shelters, so always worth double-checking.

I think we would just let it run. However, it might be useful to start gathering the information re: revenue etc. as we will probably get an FOI.

Thanks,
Danielle

Danielle Eddington | Press Officer

Transport for London | Press Office, 11th Floor, Green Zone – 4, Palestra, 197 Blackfriars Road, London, SE1 8NJ

Tel: [REDACTED] | E-mail: [REDACTED]

www.tfl.gov.uk/media

From: Rowles Lynsey

Sent: 01 March 2019 09:57

To: Eddington Danielle; Canham Rebecca

Cc: MacLeod Chris; Reader Chris (TFL); Harrison-Cook Victoria; Murphy Siobhra; Canning Thomas; Henshaw Jenna; +CDComms; [REDACTED]

Subject: RE: FYI - Urgent Media Enquiry - Michael Jackson Adverts

Sensitivity: Confidential

Hi Danielle I have ask JCD to check and will let you know as soon as I hear.

Chris/all - Exterior have just advised that the client has been in contact as they would like to extend the campaign to run on 125 escalator panels across LU sites. Normally Exterior would just let this run as we have already approved the copy, however than want to double check that we are ok with this as we were querying the campaign yesterday.

Can I tell them to let this run?

Thanks

Lynsey Rowles

Performance Manager - Advertising | Commercial Development

Phone: [REDACTED]

Mobile: [REDACTED]

Floor 5 West Wing, 55 Broadway, Victoria, London SW1H 0BD

Email: [REDACTED]



**TRANSPORT
FOR LONDON**
EVERY JOURNEY MATTERS

From: Eddington Danielle

Sent: 28 February 2019 16:21

To: Rowles Lynsey; Canham Rebecca

Cc: MacLeod Chris; Reader Chris (TFL); Harrison-Cook Victoria; Murphy Siobhra; Canning Thomas; Henshaw Jenna; +CDComms; [REDACTED]

Subject: RE: FYI - Urgent Media Enquiry - Michael Jackson Adverts

Sensitivity: Confidential

Hello,

Is there any way we can check if the Leaving Neverland adverts are running on JCDecaux sites? We have been asked by City Hall to check.

Thanks

Danielle

Danielle Eddington | Press Officer

Transport for London | Press Office, 11th Floor, Green Zone – 4, Palestra, 197 Blackfriars Road, London, SE1 8NJ

Tel: [REDACTED] | E-mail: [REDACTED]

www.tfl.gov.uk/media

From: Rowles Lynsey

Sent: 28 February 2019 15:37

To: Eddington Danielle; Everitt Vernon; Brown Matt

Cc: MacLeod Chris; Reader Chris (TFL); Harrison-Cook Victoria; Murphy Siobhra; Canning Thomas; Henshaw Jenna; +CDComms; [REDACTED]

Subject: RE: FYI - Urgent Media Enquiry - Michael Jackson Adverts

Sensitivity: Confidential

Hi All

Exterior have checked and they have not run any campaigns for the Channel 4 Documentary

Lynsey

Lynsey Rowles

Performance Manager - Advertising | Commercial Development

Phone: [REDACTED]

Mobile: [REDACTED]

Floor 5 West Wing, 55 Broadway, Victoria, London SW1H 0BD

Email: [REDACTED]



**TRANSPORT
FOR LONDON**
EVERY JOURNEY MATTERS

From: Eddington Danielle

Sent: 28 February 2019 15:19

To: Everitt Vernon; Brown Matt

Cc: MacLeod Chris; Reader Chris (TFL); Harrison-Cook Victoria; Murphy Siobhra; Canning Thomas; Henshaw Jenna; +CDComms; Rowles Lynsey; [REDACTED]

Subject: FYI - Urgent Media Enquiry - Michael Jackson Adverts

Sensitivity: Confidential

Hi both,

For your information, we have been approached by the Daily Mail online about the below advertising campaign that is running on our bus network. They want to know whether it breaches our policy and wouldn't fall foul of the public controversy part. They have requested the statement for as soon as possible. The campaign is for a website that claims that Michael Jackson is innocent and that those who accused him are lying.

Ultimately, the advert is compliant with our policy and we would be fair and consistent with a campaign that was the opposite e.g. was investigating the claims against Michael Jackson. There is the possibility that we could be running the Leaving Neverland programme on Channel 4 that does just that.

Victoria, Chris and [REDACTED] have cleared the below statement. If we/Lynsey receive confirmation about us running the Leaving Neverland adverts, I will include the second bullet point as well.

A TfL spokesperson: "This advertising campaign is compliant with our advertising policy."

Further Information

- The campaign is running between 25 February 2019 – 24 March 2019.
- **[TO BE INCLUDED IF WE RECEIVE CONFIRMATION]** TfL is also running a campaign for the Channel 4 documentary, Leaving Neverland, across the network between x x 2019 and x x 2019.

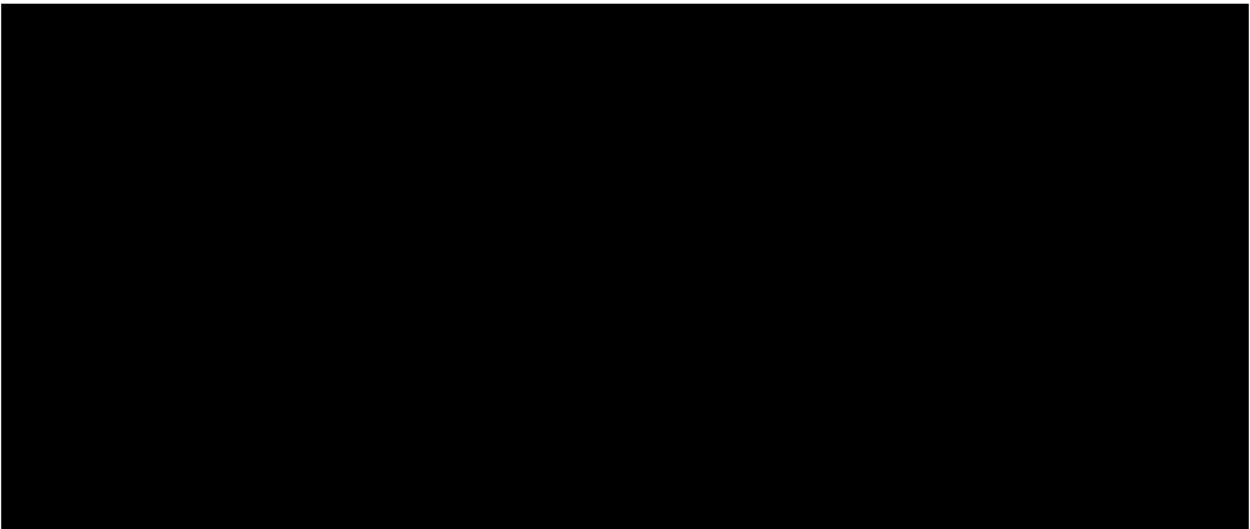
Thanks,
Danielle



Danielle Eddington | Press Officer
Transport for London | Press Office, 11th Floor, Green Zone – 4, Palestra, 197 Blackfriars Road, London, SE1 8NJ

Tel: [REDACTED] | E-mail: [REDACTED]

www.tfl.gov.uk/media



[REDACTED]

From: Rowles Lynsey
Sent: 28 February 2019 13:34
To: Eddington Danielle; MacLeod Chris; [REDACTED]; Canham Rebecca; Reader Chris (TFL)
Cc: Harrison-Cook Victoria; Leedham Miranda (Exc); Thompson Amy; Beaney Joanne; Murphy Siobhra; Canning Thomas; Jacobs Laurie; Clark Patrick
Subject: RE: For Approval - Urgent Media Enquiry - MJ Adverts
Sensitivity: Confidential

Hi Danielle

The campaign is running on 20 bus sides – not sure which routes and is a month long campaign running from 25th Feb – 24th March.

[REDACTED]

I will double check if Finding Neverland was advertising on the estate but it didn't come via copy

Lynsey

Lynsey Rowles

Performance Manager - Advertising | Commercial Development

Phone: [REDACTED]

Mobile: [REDACTED]

Floor 5 West Wing, 55 Broadway, Victoria, London SW1H 0BD

Email: [REDACTED]



From: Eddington Danielle
Sent: 28 February 2019 13:15
To: Rowles Lynsey; MacLeod Chris; [REDACTED]; Canham Rebecca;

Reader Chris (TFL)
Cc: Harrison-Cook Victoria; Leedham Miranda (Exc); Thompson Amy; Beaney Joanne; Murphy Siobhra; Canning Thomas; Jacobs Laurie; Clark Patrick
Subject: For Approval - Urgent Media Enquiry - MJ Adverts
Importance: High
Sensitivity: Confidential

Hi all,

We've been approached by the Daily Mail online about the below advertising campaign that is running on our bus network. They want to know whether it breaches our policy and wouldn't fall foul of the public controversy part. They have requested the statement for close of play.

Given the discussion below, I think we would need to stick to something factual as suggested below. Do we have more information on the campaign (the dates it's running, where, size) and also whether we are running adverts for the Channel 4 documentary (so we

can say that we are balanced)? Did we get also confirm that the indemnity from Exterior was enough?

A TfL spokesperson: "This campaign is compliant with our advertising policy."

Thanks,
Danielle



Danielle Eddington | Press Officer
Transport for London | Press Office, 11th Floor, Green Zone – 4, Palestra, 197 Blackfriars
Road, London, SE1 8NJ
Tel: [REDACTED] | E-
mail: [REDACTED]

www.tfl.gov.uk/media

From: Rowles Lynsey
Sent: 20 February 2019 14:55
To: MacLeod Chris; [REDACTED]
Cc: +Corporatepressdesk; Leedham Miranda (Exc); Thompson Amy; Beaney Joanne
Subject: RE: PRIVATE AND CONFIDENTIAL - COPY MJFFC
Sensitivity: Confidential

Hi Chris

[REDACTED]

[REDACTED]

[REDACTED]

Thanks

Lynsey Rowles

Performance Manager - Advertising | Commercial Development

Phone: [REDACTED]

Mobile: [REDACTED]

Floor 5 West Wing, 55 Broadway, Victoria, London SW1H 0BD

Email: [REDACTED]



From: MacLeod Chris
Sent: 20 February 2019 11:57
To: Rowles Lynsey; [REDACTED]

Cc: +Corporatepressdesk; Leedham Miranda (Exc); Thompson Amy; Beaney Joanne

Subject: RE: PRIVATE AND CONFIDENTIAL - COPY MJFFC

Sensitivity: Confidential

Lynsey,

[REDACTED]

Otherwise I think it is OK

Chris

From: Rowles Lynsey
Sent: 20 February 2019 10:43
To: [REDACTED]; MacLeod Chris
Cc: +Corporatepressdesk; Leedham Miranda (Exc); Thompson Amy; Beaney Joanne
Subject: RE: PRIVATE AND CONFIDENTIAL - COPY MJFFC
Sensitivity: Confidential

Hi Chris

[REDACTED]

Thanks

Lynsey Rowles

Performance Manager - Advertising | Commercial Development

Phone: [REDACTED]
Mobile: [REDACTED]
Floor 5 West Wing, 55 Broadway, Victoria, London SW1H 0BD
Email: [REDACTED]



[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

On 18 Feb 2019, at 11:21, Rowles Lynsey <[REDACTED]> wrote:

This time with attachment

Lynsey Rowles

Performance Manager - Advertising | Commercial Development

Phone: [REDACTED]
Mobile: [REDACTED]

Floor 5 West Wing, 55 Broadway, Victoria, London SW1H 0BD

Email: [REDACTED]

From: Rowles Lynsey

Sent: 18 February 2019 11:19

To: MacLeod Chris; [REDACTED]

Cc: +Corporatepressdesk; Leedham Miranda (Exc); Thompson Amy; Beaney Joanne

Subject: PRIVATE AND CONFIDENTIAL - COPY MJFFC

Hi Chris

Please find attached a CAF for MJFFC – which appears to be a campaign group to prove Michael Jackson innocence's in regards to the sexual accusations made against him.

Exterior have ask the client to confirm to provide a statement in regards to what the purpose of this advert and they have provided the following:

Although this may seem like some fun publicity stunt, it's really not at all. The truth is, I wish we weren't here having to fund such a campaign and that the whole Leaving Neverland debacle didn't exist. This project is our way of promoting Truth, Facts and Logic to those who remain open in their own journeys to discovering an honest account of why Michael Jackson is being targeted once more. They deserve to know the truth and that's our mission, to ensure it's available and accessible to them. This campaign will play a part in guiding the public to the information being withheld from the media and the press.

The next step is to have an advert featured in the national free newspaper and a small dedicated team of us are working on bringing that concept to life. We are doing all we can and please know, that you are with us EVERY. SINGLE. STEP. OF. THE. WAY"

"In response to your email regarding the campaign and TFL adverts, please know that we have been given permission to use the image of Michael Jackson in our campaign. Such authority was granted by the Estate of Michael Jackson's legal team in the UK.

Please note, I can confirm that I will have legal representation in place in the unlikely event that any action is taken against me in relation to the advert.

I have tried to look up the website to find out more about this campaign but it is not yet live.

I am really not sure on how to respond to this as I think we would be opening a can of worms by letting this run, but at the same time this it could come back on us if we reject

Lynsey

Lynsey Rowles

Performance Manager - Advertising | Commercial Development

Phone: [REDACTED]

Mobile: [REDACTED]

Floor 5 West Wing, 55 Broadway, Victoria, London SW1H 0BD

Email: [REDACTED]



From: Murphy Siobhra
Sent: 08 March 2019 12:55
To: [REDACTED]; Eddington Danielle; Rowles Lynsey; Canham Rebecca
Cc: MacLeod Chris; Reader Chris (TFL); Harrison-Cook Victoria; Canning Thomas; Henshaw Jenna; +CDComms
Subject: RE: URGENT Update on Michael Jackson Adverts
Sensitivity: Confidential

[REDACTED]

Channel 4 have now joined in.

However, Channel 4's head of news, Dorothy Byrne, has condemned the campaign, telling the [Daily Star](#), "The documentary details the memories of two men who, when they were children, experienced serious sexual abuse.

"We are surprised that Tfl have chosen to run adverts that defend a man who has had serious allegations of sexual abuse made against him. We are not clear how Tfl think parents will explain these adverts to their children."

Siobhra Murphy
Head of Press Desk – Campaigns and Corporate

Tel: [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

From: Murphy Siobhra
Sent: 08 March 2019 12:09
To: Eddington Danielle; Rowles Lynsey; Canham Rebecca
Cc: MacLeod Chris; Reader Chris (TFL); Harrison-Cook Victoria; Canning Thomas; Henshaw Jenna; +CDComms; [REDACTED]
Subject: URGENT Update on Michael Jackson Adverts
Sensitivity: Confidential

Hi all,

Could we also just check on the below:

- Have there been many complaints about the adverts to us directly?
- Given there is so much public outcry and it is causing offence to people, would we now bring this to our steering board to make a decision on whether it should be removed or now? Are there any next steps?

We feel we may need to update our narrative around this now given that charities are now speaking on behalf of victims about it. Also Claire Waxman (the victims' commissioner) was asked to comment on the campaign by The Survivors Trust. She provided the below quote for their press release (which is at bottom of email).

Victims' Commissioner for London, Claire Waxman, said: "All too often, victims of rape or abuse find themselves in a position where they are made to feel ashamed by the false assumptions people make about these crimes. There must be a combined effort from the public, from the media and from the relevant authorities to truly change the narrative around these complex crimes, a narrative which far too often prevents survivors from coming forward and accessing the support they need."

We have received emails from The Sun and Pitchfork today. We have also received a customer complaint to contact centre which we need to help draft a response to.

With the campaign about to get bigger, we would appreciate having a regroup to see where current thinking is at so we can adjust our comms approach.

Chris R and Chris M – are either of you available for a chat?

Survivors Trust release.

We had the privilege of being invited to the pre-screening of Dan Reed's *Leaving Neverland*, the already notorious documentary following the experiences of two young boys who were befriended by Michael Jackson throughout their childhood. The film hears from survivors James Safechuck and Wade Robson, now in their 30s and 40s, as well as their mothers, wives, and siblings. It navigates the complex spectrum of feelings that both men have towards Jackson, both as a man that brought great mentorship, attention and affection into their lives, and as a sexual predator. As Reed explains, "*Leaving Neverland* is about both what Michael Jackson gave to them, and what he took away."

What really struck us about the film was how included the audience was made to feel in the experiences of James, Wade and their loved ones. The retelling of the men's disclosures to their families were utterly gut wrenching and demonstrated how far reaching the effects of sexual abuse are on everyone involved. The film demonstrates how incredibly difficult this process is for survivors and their families and we hope will shed light on this to the public. Many wonder how it took the boys so long to disclose what had happened to them, especially for Wade who had testified Jackson's innocence in court years before. According to [Survivors UK](#), one of our member agencies working with male survivors, it takes on average 26 years for male survivors to feel ready to disclose what happened to them. Many factors play into this; including fear of being disbelieved, shame, self-blame, and societal

stigma. For Wade and James, these challenges were only amplified more by Jackson's stardom and platform.

Before seeing the film, we were aware of the already mounting criticism it was receiving by Jackson fans around the world. Many are in disbelief that he could have been capable of such things; especially in amongst the 10 year FBI investigation and the all so common allegations of 'they're just in it for the money!' Just like with many past cases, we are presented with the time-old trials that survivors wishing to disclose must face. Time and time again we see that society will choose to discredit the accounts of survivors in favour of preserving the legacy of a star. If this is hard to believe, one needs only remember how many turned a blind eye in the cases of Harvey Weinstein, Bill Cosby, and R-Kelly. We have been particularly concerned by the recent news that TFL London has chosen to run an advertising campaign paid for by the Jackson estate that endorses Jackson's innocence in the lead up to the documentary's broadcast. The decision to prioritise advertising revenue over the option of remaining neutral on such an emotive topic is disappointing. The most recent Crime Survey of England and Wales showed that less than 1 in 5 victims of rape or assault by penetration reported this to the police, 25% of these choosing to remain silent as they did not think that they would be believed. An advertising campaign such as this perpetuates this fear amongst survivors and is very misplaced.

For Wade and James, opening up about their experiences has led to fierce attacks on their credibility, mental stability, and motives. Even director David Reed has received threats from Jackson fans, asking that the film and the survivors be silenced. In terms of false accusations in the UK, evidence shows that proven cases of false allegations are rare, at around 3-4% ([The UK's Independent Fact Checking Charity](#)), despite claims that these are very common. It is also clear to see from examples such as the Christine Blasey Ford and Brett Kavanaugh case that survivors have a lot to lose from disclosing in the public eye. Ford has been forced to leave her home, uproot her family, and still to this day receives [death threats](#) for her testimony. For Wade and James, the documentary provided an opportunity for them to "speak the truth louder than they were forced to speak the lie." For those that are sceptics, we urge you to watch the film in its entirety. The heart-breaking stories of Wade and James are ones that once heard, are hard to deny.

What we think the film did so masterfully was to isolate the narrative to only the accounts of the two families. By doing this, the audience sees first-hand how the families came to love and trust Jackson and how enveloped by his stardom they became. It almost begs belief that the 7 year old boys were ever allowed to have unsupervised 'sleepovers' with an adult, but this only serves to reinforce the weight of Jackson's influence and trust. To the families, he embodied aspiration, wonder, and promise. The accounts of all of the family members are even now littered with memories filled with warmth and awe, conflicted by the recent revelation of the truth. By reliving these memories through the lens of the family's experiences, the audience can see how Jackson's behaviour fits the classic pattern of a paedophile. Jackson charmed both Wade and James' parents, allowing him to insert himself deeply into family life, with James' mother describing him as being like another son. The men describe how he then privately undermined the parents and other adults, isolating them and preventing them from trusting anyone enough to share the truth with. It's common for the abuser to drive fear into their victim, Wade recalling as a young boy when Jackson told him that they would both "go to jail for the rest of our lives if anyone found out" about their sexual relationship. Reed describes how paedophiles like Jackson "become everything to the child: father, brother, mentor, then sexual abuser. The child is overwhelmed and can't reach out and connect to the things that had previously formed their identity." When it came to defending Jackson's innocence later in life, it's clear that the young boy's sincere love for their abuser shaped their behaviour. It has taken many years of therapy for the boys to come to terms with their pasts and accept that what they experienced was not love, but abuse.

The Leaving Neverland film will forever change the legacy of Michael Jackson. We hope that it will open the eyes of some members of the public to the ordeals that survivors face. If you feel affected by the film and the things that are discussed, please find information about support on the 'Find Support' page on our website. If you are a male survivor and wish to discuss your experiences, we are holding a male survivor Facebook Live event on March 7th at 6pm. Tune in to our Facebook page to hear our expert panel of speakers answer your questions and discuss topics such as support services and issues that affect male survivors getting help.

"forgiveness is not a line you cross, it's a journey you take." James Safechuck

Siobhra Murphy
Head of Press Desk – Campaigns and Corporate
Tel: [REDACTED]

From: Eddington Danielle
Sent: 08 March 2019 11:22
To: Rowles Lynsey; Canham Rebecca
Cc: MacLeod Chris; Reader Chris (TFL); Harrison-Cook Victoria; Murphy Siobhra; Canning Thomas; Henshaw Jenna; +CDComms; [REDACTED]
Subject: RE: FYI - Urgent Media Enquiry - Michael Jackson Adverts
Sensitivity: Confidential

Hi Lynsey,

We're still getting lots of enquiries about the below campaign. I appreciate that they were expanding it to include the Tube. Has this now been confirmed and what dates would they run? I am assuming there's been no other additional purchases of space?

Thanks
Danielle

Danielle Eddington | Press Officer
Transport for London | Press Office, 11th Floor, Green Zone – 4, Palestra, 197 Blackfriars Road, London, SE1 8NJ
Tel: [REDACTED] | E-mail: [REDACTED]

www.tfl.gov.uk/media

From: MacLeod Chris
Sent: 08 March 2019 14:01
To: Murphy Siobhra
Cc: [REDACTED]; Eddington Danielle; Rowles Lynsey; Canham Rebecca; Reader Chris (TFL); Harrison-Cook Victoria; Canning Thomas; Henshaw Jenna; +CDComms; +Corporatepressdesk; Brown Matt
Subject: Re: URGENT Update on Michael Jackson Adverts
Sensitivity: Confidential

OK. Thanks

Chris

On 8 Mar 2019, at 13:59, Murphy Siobhra [REDACTED] > wrote:

Hi all,

Just spoken with Lindsey and she has confirmed that CAP advice was sought also. I am sending this to City Hall for FYI and we will use it going forwards.

A Tfl spokesperson: "This advertising campaign is compliant with our advertising policy. Prior to running the campaign, advice was taken from the Committees of Advertising Practice (CAP) and our legal team."

Further Information

- The campaign is running between 25 February 2019 – 24 March 2019.

Please shout if any issues.

Thanks

Siobhra

Siobhra Murphy

Head of Press Desk – Campaigns and Corporate

Tel: [REDACTED]

From: Murphy Siobhra

Sent: 08 March 2019 13:41

To: MacLeod Chris; [REDACTED]

Cc: Eddington Danielle; Rowles Lynsey; Canham Rebecca; Reader Chris (TFL); Harrison-Cook Victoria; Canning Thomas; Henshaw Jenna; +CDComms; +Corporatepressdesk

Subject: RE: URGENT Update on Michael Jackson Adverts

Sensitivity: Confidential

Dear all,

We have just spoken to Chris Macleod and have decided that we will stick to our current line but add in that we sought legal and CAP advice prior to running the campaign, as per request from City Hall. See below for your approval.

We will not be accepting any further adverts but we will not issue a statement about this, unless asked.

Line for clearance – need quick approval. Lindsey – can you confirm we sought legal and CAP advice.

A Tfl spokesperson: "This advertising campaign is compliant with our advertising policy. Prior to running the campaign, advice was taken from the Committees of Advertising Practice (CAP) and our legal team."

Further Information

- The campaign is running between 25 February 2019 – 24 March 2019.

Thanks
Siobhra
Siobhra Murphy
Head of Press Desk – Campaigns and Corporate
Tel: [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

From: Rowles Lynsey
Sent: 08 March 2019 13:29
To: Murphy Siobhra
Cc: Eddington Danielle; Canham Rebecca; MacLeod Chris; Reader Chris (TFL); Harrison-Cook Victoria; Canning Thomas; Henshaw Jenna; +CDComms; [REDACTED]
Subject: RE: FYI - Urgent Media Enquiry - Michael Jackson Adverts
Sensitivity: Confidential

If the new campaign is booked it will run until 7th April.

The 24th March is the bus campaign that is already live

Lynsey Rowles

Performance Manager - Advertising | Commercial Development

Phone: [REDACTED]

Mobile: [REDACTED]

Floor 5 West Wing, 55 Broadway, Victoria, London SW1H 0BD

Email: [REDACTED]



**TRANSPORT
FOR LONDON**
EVERY JOURNEY MATTERS

From: Murphy Siobhra
Sent: 08 March 2019 12:20
To: Rowles Lynsey

Cc: Eddington Danielle; Canham Rebecca; MacLeod Chris; Reader Chris (TFL); Harrison-Cook Victoria; Canning Thomas; Henshaw Jenna; +CDComms; [REDACTED]
Subject: Re: FYI - Urgent Media Enquiry - Michael Jackson Adverts
Sensitivity: Confidential

Thanks. So it is possibly going to go beyond the 24th March initial finish date?

Sent from my iPhone

On 8 Mar 2019, at 12:15, Rowles Lynsey <[REDACTED]> wrote:

Hi Danielle

The client has requested 125 x LEPs for a 2 week campaign starting 25th March – this has been booked but not paid for so Exterion cannot state that this is def going ahead.

The client has until next Tuesday to make payment

Thanks

Lynsey Rowles

Performance Manager - Advertising | Commercial Development

Phone: [REDACTED]

Mobile: [REDACTED]

Floor 5 West Wing, 55 Broadway, Victoria, London SW1H 0BD

Email: [REDACTED]

From: Eddington Danielle
Sent: 08 March 2019 11:22
To: Rowles Lynsey; Canham Rebecca
Cc: MacLeod Chris; Reader Chris (TFL); Harrison-Cook Victoria; Murphy Siobhra; Canning Thomas; Henshaw Jenna; +CDComms; [REDACTED]
Subject: RE: FYI - Urgent Media Enquiry - Michael Jackson Adverts
Sensitivity: Confidential

Hi Lynsey,

We're still getting lots of enquiries about the below campaign. I appreciate that they were expanding it to include the Tube. Has this now been confirmed and what dates would they run? I am assuming there's been no other additional purchases of space?

Thanks
Danielle

Danielle Eddington | Press Officer
Transport for London | Press Office, 11th Floor, Green Zone – 4, Palestra, 197 Blackfriars Road, London, SE1 8NJ
Tel: [REDACTED] | E-mail: [REDACTED]

www.tfl.gov.uk/media

From: Rowles Lynsey
Sent: 01 March 2019 10:02
To: Eddington Danielle; Canham Rebecca
Cc: MacLeod Chris; Reader Chris (TFL); Harrison-Cook Victoria; Murphy Siobhra; Canning Thomas; Henshaw Jenna; +CDComms; [REDACTED]
Subject: RE: FYI - Urgent Media Enquiry - Michael Jackson Adverts
Sensitivity: Confidential

JCD have just replied and said they have nothing running on the TfL estate. They have put a flag on their system and will let us know if they take any bookings

Lynsey

Lynsey Rowles

Performance Manager - Advertising | Commercial Development

Phone: [REDACTED]

Mobile: [REDACTED]

Floor 5 West Wing, 55 Broadway, Victoria, London SW1H 0BD

Email: [REDACTED]

From: Rowles Lynsey
Sent: 08 March 2019 13:30
To: Canning Thomas; Eddington Danielle; Canham Rebecca
Cc: MacLeod Chris; Reader Chris (TFL); Harrison-Cook Victoria; Murphy Siobhra; Henshaw Jenna; +CDComms; [REDACTED]
Subject: RE: FYI - Urgent Media Enquiry - Michael Jackson Adverts
Sensitivity: Confidential

Ive just checked and Exterion have said the bus adverts has been extended to 60 buses across London, which is booked to the 24th March

Lynsey Rowles

Performance Manager - Advertising | Commercial Development

Phone: [REDACTED]

Mobile: [REDACTED]

Floor 5 West Wing, 55 Broadway, Victoria, London SW1H 0BD

Email: [REDACTED]



From: Canning Thomas
Sent: 08 March 2019 12:21
To: Rowles Lynsey; Eddington Danielle; Canham Rebecca
Cc: MacLeod Chris; Reader Chris (TFL); Harrison-Cook Victoria; Murphy Siobhra; Henshaw Jenna; +CDComms; [REDACTED]
Subject: RE: FYI - Urgent Media Enquiry - Michael Jackson Adverts
Sensitivity: Confidential

Thanks Lyndsey – just to check – all that is currently running on our transport network are just the 20 buses? Only wondering whether we need to make it a bit clearer in additional information going forward that this is a very small campaign.

Tom

From: Rowles Lynsey
Sent: 08 March 2019 12:15
To: Eddington Danielle; Canham Rebecca
Cc: MacLeod Chris; Reader Chris (TFL); Harrison-Cook Victoria; Murphy Siobhra; Canning Thomas; Henshaw Jenna; +CDComms; [REDACTED]
Subject: RE: FYI - Urgent Media Enquiry - Michael Jackson Adverts
Sensitivity: Confidential

Hi Danielle

The client has requested 125 x LEPs for a 2 week campaign starting 25th March – this has been booked but not paid for so Exterion cannot state that this is def going ahead.

The client has until next Tuesday to make payment

Thanks

Lynsey Rowles

Performance Manager - Advertising | Commercial Development

Phone: [REDACTED]

Mobile: [REDACTED]

Floor 5 West Wing, 55 Broadway, Victoria, London SW1H 0BD

Email: [REDACTED]



From: MacLeod Chris
Sent: 11 March 2019 22:22
To: Rowles Lynsey
Cc: Reader Chris (TFL); Harrison-Cook Victoria
Subject: RE: FYI Michael Jackson advert commotion

Lynsey,

I would prefer it if we didn't let the escalators run beyond March 25 – but let's wait until they want to rebook – they might not

Chris

From: Rowles Lynsey
Sent: 11 March 2019 10:29
To: MacLeod Chris
Cc: Reader Chris (TFL)
Subject: RE: FYI Michael Jackson advert commotion

Hi Chris

I have checked and the extra bus campaigns were booked against the original date so will end 24th March – Exterior are flagging these on their system to ensure they are removed ASAP

Are we still ok with running the additional escalator campaigns – this was the copy we agreed to let run 1st March – the client hasn't confirmed booking but if they do it will run 25th March – 7th April??

Lynsey Rowles

Performance Manager - Advertising | Commercial Development

Phone: [REDACTED]

Mobile: [REDACTED]

Floor 5 West Wing, 55 Broadway, Victoria, London SW1H 0BD

Email: [REDACTED]



**TRANSPORT
FOR LONDON**
EVERY JOURNEY MATTERS

From: MacLeod Chris
Sent: 11 March 2019 06:54
To: Rowles Lynsey

Cc: Reader Chris (TFL)
Subject: FW: FYI Michael Jackson advert commotion

Please note the highlighted section below. Are we committed to the extra bus sides to March 24?

Chris

From: Everitt Vernon
Sent: 08 March 2019 14:24
To: Murphy Siobhra; Brown Matt

Cc: Quinn Amy; Lee Stuart; +Corporatepressdesk; MacLeod Chris; Reader Chris (TFL)
Subject: RE: FYI Michael Jackson advert commotion

Fine thanks Siobhra.

Vernon

From: Murphy Siobhra
Sent: 08 March 2019 14:13
To: Everitt Vernon; Brown Matt
Cc: Quinn Amy; Lee Stuart; +Corporatepressdesk; MacLeod Chris; Reader Chris (TFL)
Subject: FYI Michael Jackson advert commotion

Hi Vernon,

You may have already seen that there has been renewed media interest in the Michael Jackson adverts on the buses following the documentary being aired last night. The angle is much the same as before – public concern at campaign and why has TfL allowed this to go ahead. The advert is compliant with our policy and legal and CAP advice was sought.

The campaign is due to complete on 24th March and we will not be accepting any further adverts, due to offence caused. We have no intentions of talking about this proactively as it will just keep the story in the news. Hopefully it might die down in a few days on its own.

For now, we plan on sticking with our line but we have added in the legal and cap advice bit to the quote, as per request from City Hall. Please see amended line below for your information.

A TfL spokesperson: "This advertising campaign is compliant with our advertising policy. Prior to running the campaign, advice was taken from the Committees of Advertising Practice (CAP) and our legal team."

Best wishes

Siobhra

Siobhra Murphy
Head of Press Desk – Campaigns and Corporate
Transport for London

Tel: [REDACTED]
www.tfl.gov.uk/media

From: MacLeod Chris
Sent: 13 March 2019 12:27
To: Murphy Siobhra
Cc: Harrison-Cook Victoria; Reader Chris (TFL); Rowles Lynsey; Eddington Danielle; [REDACTED];
Leedham Miranda (Exc); Canning Thomas
Subject: Re: TfL Restricted: Michael Jackson

Just to confirm that we have instructed that the bus sides will be removed. As you say they won't come down immediately but over the next few days.

Chris, can we ensure Exterior let's the client know we are 'shortening ' their run

Chris

On 13 Mar 2019, at 12:12, Murphy Siobhra <[REDACTED]> wrote:

Hi Chris,
Could you confirm the logistics of how they will come down – how long they will take etc. City Hall would like to know so they can essentially let Survivors Trust know that it won't necessarily happen overnight.
Thanks
Siobhra
Siobhra Murphy
Head of Press Desk – Campaigns and Corporate
Tel: [REDACTED]

From: MacLeod Chris
Sent: 13 March 2019 11:44
To: Murphy Siobhra
Cc: Harrison-Cook Victoria; Reader Chris (TFL); Rowles Lynsey; Eddington Danielle; [REDACTED];
[REDACTED]; Leedham Miranda (Exc); Canning Thomas
Subject: Re: TfL Restricted: Michael Jackson
Agree. Just waiting to hear from Chris on the logistics of taking them down.
Have also written to a couple of Assembly members at Heidi's request. Will forward that for completeness
Chris

On 13 Mar 2019, at 11:40, Murphy Siobhra <[REDACTED]> wrote:

Hi Chris,
Assuming that we will remove the adverts on buses also, please see draft line below. Can you let us know if you have any comments on this.
A TfL spokesperson: "Given the level of public concern, we have reviewed our position and will be removing these advertisements. We will not be accepting any future advertisements for this campaign."

We feel that the communications process for this should be:

- Clear line with TfL and City Hall before having conversation with client
- Have conversation with client
- Let press office know straight away
- Press office will issue updated line to those who have been in contact already
- Bus adverts start coming down

This enables us to lead with our message.

Let us know if this sounds ok. City Hall are interested to hear about this also and seek reassurance that it won't get out any other way – i.e.g via Exterior to client.

Thanks
Siobhra

Siobhra Murphy
Head of Press Desk – Campaigns and Corporate
Tel: [REDACTED]

From: MacLeod Chris

Sent: 13 March 2019 10:43

To: Murphy Siobhra

Cc: Harrison-Cook Victoria; Reader Chris (TFL); Rowles Lynsey; Eddington Danielle; [REDACTED];
[REDACTED]; Leedham Miranda (Exc); Canning Thomas

Subject: Re: Tfl Restricted: Michael Jackson

Thanks. We are currently looking to take the bus ads down too. Will let yo know by noon but assume we're going to do that and draft accordingly.
Chris

On 13 Mar 2019, at 10:34, Murphy Siobhra <[REDACTED]> wrote:

Thanks Chris.

We have the below draft line. **Keen to get feedback ASAP so we can get this cleared** as we have now had contact from BBC's Newsbeat and from Arriva.

A Tfl spokesperson: "This advertising campaign is compliant with our advertising policy. However, given the level of public concern, we have reviewed our position and will not be accepting any further advertisements for this campaign."

Can you please confirm the following is factually correct:

- The escalator panels will not go up at all
- Bus adverts will cease after 24th March when the existing campaign ends
- Post 24th March, there will be no more advertisements appearing on the network as part of this campaign
- If you are going to start taking adverts down before the campaign ends, then we may need revise the above line

Look forward to hearing your thoughts.

Thanks

Siobhra

Siobhra Murphy

Head of Press Desk – Campaigns and Corporate

Tel: [REDACTED]

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

From: MacLeod Chris

Sent: 13 March 2019 10:17

To: Harrison-Cook Victoria

Cc: Murphy Siobhra; Reader Chris (TFL); Rowles Lynsey; Eddington Danielle; [REDACTED];
[REDACTED]; Leedham Miranda (Exc)

Subject: Tfl Restricted: Michael Jackson

Colleagues,

Given the issues now being raised by this campaign and the fact that the TV programme has now aired I don't think we should be accepting further ads in the current form from this advertiser. I think we should also now take steps to remove the remaining ads from buses.

I think we should anticipate a negative response from the advertiser.

I have advised City Hall that this is our approach and agreed you'd get in touch with their Press Office.

Any questions, let me know.

Chris

From: [REDACTED]
Sent: 13 March 2019 06:32
To: Holness Nigel (Managing Director, London Underground)
Subject: Re: BUS Adverts

Thank you Nigel. I appreciate your response and actions.

Best

[REDACTED]

On Tue, 12 Mar 2019, 20:49 Holness Nigel (Managing Director, London Underground),
<[REDACTED]> wrote:

Good evening

I am actually the MD for the tube and not responsible for buses or any of the advertising campaigns at TfL.

We will ensure you complaint is directed to the right person.

Nigel

Sent from my iPhone

On 12 Mar 2019, at 16:31, [REDACTED] > wrote:

Shame on TFL Nigel and under your watch. Adverts question Micheal Jackson's abuse of children. How long can a company stoop?

Disgusted

From: Farrow Mark (ST)
Sent: 13 March 2019 13:56
To: MacLeod Chris; Powell Gareth; Brown Staynton
Cc: Craig Graeme; Holness Nigel (Managing Director, London Underground); Everitt Vernon; [REDACTED]; Harrison-Cook Victoria; Hayward Siwan
Subject: RE: [REDACTED]

Chris, thanks. Just so I'm clear, in light of the decision to turn down the extension of the campaign onto the Tube because of the concerns raised, are we reconsidering the appropriateness of it being on buses too?

And on a more practical note, is someone in your team best placed to respond to the query Nigel received earlier, and attached?

Mark

From: MacLeod Chris
Sent: 13 March 2019 08:52
To: Powell Gareth; Brown Staynton
Cc: Craig Graeme; Farrow Mark (ST); Holness Nigel (Managing Director, London Underground); Everitt Vernon; [REDACTED]; Harrison-Cook Victoria; Hayward Siwan
Subject: RE: [REDACTED]

Gareth,

We approved this on the basis of legal advice and having referred it to CAP (the Code of advertising practice). There is free speech argument (Jackson has not been convicted and is dead and not able to defend himself) and the ads were a counterpoint to a C4 documentary which ran recently.

We would have accepted ads for this programme if they had been submitted (in the event they weren't). The argument would have been we would have logically had to reject any ads for the documentary or we would have appeared partial.

We have since had a proposal for this campaign to be extended on Tube escalators (it's currently running on buses) but we are proposing to turn this down now on the basis of the concerns raised and having considered the whole issue further.

Other colleagues copied here for completeness as this has been raised by a number of people internally

Chris

From: Powell Gareth
Sent: 13 March 2019 08:43
To: MacLeod Chris; Brown Staynton
Cc: Craig Graeme; Farrow Mark (ST)
Subject: Fwd: [REDACTED]

Chris

Can you update me on our policy and how this fits? I completely agree with the sentiment expressed by [REDACTED] here.

I have said I will get back to her today. Mark can you follow up?

Thanks

Gareth

Sent from my iPhone

From: [REDACTED]
Sent: 12 March 2019 13:23
To: Hayward Siwan
Subject: Re: [REDACTED]

[REDACTED]

"Facts don't lie. People do." Yikes.

Advertising rules mean campaigns that "cause widespread or serious offence to reasonable members of the public," or "could be reasonably seen as distasteful," are not allowed. Apparently TfL have confirmed that they meet our guidelines. How?!

This isn't what we stand for.

<https://pbs.twimg.com/media/D1H9CISX0AACPRV.jpg:large>

From: Hayward Siwan
Sent: 12 March 2019 14:10
To: Jermamy Claire; MacLeod Chris; Leedham Miranda (Exc)
Cc: McGregor Mandy (ST); Herbert Tim (ST) (CSEP)
Subject: FW: [REDACTED]

Welcome your view on this – it certainly seems to run contrary to our Guardian message which is to report, and that you will be believed.

Best

Siwan

Siwan Lloyd Hayward

Director

Compliance, Policing and On-Street Services

Phone: [REDACTED]

9th Floor Palestra, 197 Blackfriars Rd, London, SE1 8NJ

Email: [REDACTED]



From: [REDACTED]

Sent: 12 March 2019 13:23

To: Hayward Siwan

Subject: [REDACTED]

"Facts don't lie. People do." Yikes.

Advertising rules mean campaigns that "cause widespread or serious offence to reasonable members of the public," or "could be reasonably seen as distasteful," are not allowed. Apparently TfL have confirmed that they meet our guidelines. How?!

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