

Sujet : Re: Press request - Bulgaria
De : David Leloup
Date : Mon, 8 Mar 2010 21:22:32 +0100
Pour : "Mack, Robert"

Mail #7 - Leloup to Mack
Sent at 21:22, 1 hour and 40 minutes
after Mail #6

Dear Robert,

I have two final questions:

- 1/ could you please provide me with the names of the three MEPs? I'd like to have a quick chat with (some of) them tomorrow.
- 2/ which hearing in the EP was it (date, topics)?

Good evening,

David

Statement by Robert Mack, CEO, Burson-Marsteller Brussels to David Leloup, Corporate Europe Observatory

8 March, 2010

In June, 2008, an article appeared in the Bulgarian publication Kapital that gave a false impression that Burson-Marsteller Brussels had been paid significant sums to lobby the EU on behalf of the Bulgarian government. Based on this story, other media subsequently wrote similar stories.

In 2008, Burson-Marsteller Brussels did a small amount of work for the Bulgarian government, as a sub-contractor to our former Vienna-based affiliate, Hochegger Communications, which won a communications assignment from the Bulgarian government via public tender.

B-M Brussels provided media relations support and media monitoring to the government about the implications of a European Parliament hearing and, in that context, held meetings with three MEPs. The total value of the fees earned from all that work, including the production of a regular media monitoring report through 2008, was €35,608.

We declared this work as part of our ETI registration for 2008.

We have not worked for the Government of Bulgaria at all since December, 2008.

Sujet : RE: Press request - Bulgaria
De : "Mack, Robert"
Date : Mon, 8 Mar 2010 13:42:09 -0500
Pour : "David Leloup"

Mail #6 - Mack to Leloup
Sent at 19:42, 3 hours and 24 minutes after
Mail #5

Dear David,

Thanks for the clarification. I now understand that you have approached me in your capacity as CEO staff, not as a journalist. I hope you find the attached statement a useful response to your question.

Regards,

Robert Mack
CEO Brussels
Burson•Marsteller
37 Square de Meeûs
1000 Brussels - Belgium

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Email: robert.mack@bm.com
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-----Original Message-----

From: David Leloup [<mailto:david.leloup@gmail.com>]
Sent: Monday, March 08, 2010 4:18 PM
To: Mack, Robert
Subject: Re: Press request - Bulgaria

Mail #5 - Leloup to Mack
Sent at 16:18, 12 minutes after Mail #4

Dear Robert,

I'm working as a journalist two days a week for CEO and the rest of the week as a freelancer. When working for CEO I apply to my work the same professional standards as for any media I work with: accuracy of information, balance, etc.

This is why I get in touch with you to get first-hand information on the Bulgaria dossier.

Best regards,

David

Sujet : RE: Press request - Bulgaria
De : "Mack, Robert"
Date : Mon, 8 Mar 2010 10:06:51 -0500
Pour : "David Leloup"

Mail #4 - Mack to Leloup
Sent at 16:06, 14 minutes after Mail #3

David,

Thanks for your email. On the CEO website, it lists you as staff. Do you work for CEO or are you a journalist?

Regards,

Robert Mack
CEO Brussels
Burson•Marsteller
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-----Original Message-----

From: David Leloup [<mailto:david.leloup@gmail.com>]
Sent: Monday, March 08, 2010 3:52 PM
To: Mack, Robert
Subject: Re: Press request - Bulgaria

Mail #3 - Leloup to Mack
Sent at 15:52, 9 minutes after Mail #2

Dear Robert,

sorry I am writing the story for a transparency NGO called Corporate Europe Observatory and it will be published end of this week or early next week. It will also mention Dominique de Villepin's counselling to Sofia.

Kind regards,

David

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Sujet : RE: Press request - Bulgaria
De : "Mack, Robert"
Date : Mon, 8 Mar 2010 09:43:28 -0500
Pour : "David Leloup"

Mail #2 - Mack to Leloup
Sent at 15:43, 4 minutes after Mail #1

Dear David,

Thank you for your email. For whom are you writing the story and when will you publish it? I could of course provide a little more information, but I'd like a little clarity from you first. Thnak you.

Kindest regards,

Robert Mack
CEO Brussels
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-----Original Message-----

From: David Leloup [<mailto:david.leloup@gmail.com>]
Sent: Monday, March 08, 2010 3:39 PM
To: Mack, Robert
Subject: Press request - Bulgaria

Mail #1 - Leloup to Mack
Sent at 15:39

M. Mack,
To whom it may concern,

As a journalist I am about to publish a story on Bulgaria and I would like to know whether Burson-Marsteller Brussels is still representing the Bulgarian government today, and if so until when.

Also, early January 2008 the entire Bulgarian press announced that an Austrian company called "Dr. Hoheger Communicationsberatung", which would be part of the Burson-Marsteller group, signed a contract with the government. Could you please provide me with more information on that company and the nature of the contract? I find nothing on Google... The source of that info is the French embassy in Sofia:
<http://www.ambafrance-bg.org/spip.php?article911>

Could you also confirm that when referring to Bulgaria as a client in the EU register of interest representatives it is indeed that Austrian BM company's lobbying budget for Bulgaria that is declared?

Best regards,

David Leloup
Journalist

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