

## Molly Kirkbride (ADHB)

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**From:** Michael Shepherd (ADHB)  
**Sent:** Tuesday, 09 November 2021 17:23  
**To:** Alex Pimm (ADHB); Sarah McMahon (ADHB)  
**Cc:** Hannah Adam (ADHB); Media  
**Subject:** RE: For approval: Colin McArthur interview

agree

### Mike Shepherd (he/him)

Director of Provider Services

Ph: 09 307 4949 Ext: | Mob: [REDACTED]

### ■ Toka Tumai (Auckland District Health Board)

Level 12 | Building 01 | Auckland City Hospital

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**From:** Alex Pimm (ADHB)  
**Sent:** Tuesday, 09 November 2021 5:04 PM  
**To:** Sarah McMahon (ADHB) <[REDACTED]>; Michael Shepherd (ADHB) [REDACTED]  
**Cc:** Hannah Adam (ADHB) [REDACTED]; Media <Media@adhb.govt.nz>  
**Subject:** RE: For approval: Colin McArthur interview

Good with me

### Alex Pimm

Director | Patient Management Services

Incident Controller | COVID-19 Response & Vaccination Team

Te Toka Tumai (Auckland District Health Board)

Level 4 | Building 1 | Auckland City Hospital

Mob: [REDACTED]

E-mail [REDACTED]

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**From:** Sarah McMahon (ADHB)  
**Sent:** Tuesday, 09 November 2021 4:23 p.m.  
**To:** Michael Shepherd (ADHB)  
**Cc:** Alex Pimm (ADHB); Hannah Adam (ADHB); Media  
**Subject:** For approval: Colin McArthur interview

Hi Mike,

We've had the below request from 1 News (as a follow up from the weekend) to interview Colin McArthur regarding the studies he's been involved in. Nicole has assured me she has covered off the preparedness side with a CM Health spokesperson so won't be covering that.

If he does this on Zoom and in his non-DHB capacity are you comfortable with this?

It looks like I'm probably covering the PM's visit tomorrow so will get another reporter to interview Colin if he is available as the story will run on Thursday.

We can shoot the interview on Thursday if that suits him better.

We are going to cover off preparedness and other issues raised in our original weekend request with CMDHB.

We would also like to include Colin in our story given his expertise on the development/evolution of covid treatments since the outset of the pandemic.

You're probably aware that I've done two stories on global studies he's been involved with and he featured in a very recent 1 News story about Merck's covid treatment pill.

We see Colin's oversight as important in broadening understanding of how treatment is evolving and will continue to do so in the foreseeable future.

Please give me a call if you have any questions I'm happy to elaborate.

Ngā mihi

Sarah

**Sarah McMahon (she/her)**

Communications Manager | Media and External | Communications Team

Mob: [REDACTED]

Media line: 09 375 3499

**Te Toka Tumai – Auckland District Health Board**

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## Molly Kirkbride (ADHB)

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**From:** Sarah McMahon (ADHB)  
**Sent:** Tuesday, 09 November 2021 17:00  
**To:** Toni Shepherd (ADHB)  
**Cc:** Melissa Wilson (ADHB); Hannah Adam (ADHB); Media  
**Subject:** RE: Radio Waatea interview - Starship and COVID

Thanks Toni, sounds good.

It's not clear what exactly Radio Waatea are wanting to know so it would be good to get an idea of their line of questioning.

I think this is a good opportunity and I am more than happy for myself and my team to guide you through this, please just touch base with us prior, and the media training next week will certainly help!

Sarah

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**From:** Michael Shepherd (ADHB)  
**Sent:** Tuesday, 09 November 2021 4:54 p.m.  
**To:** Toni Shepherd (ADHB); Sarah McMahon (ADHB)  
**Cc:** Melissa Wilson (ADHB); Hannah Adam (ADHB); Media  
**Subject:** RE: Radio Waatea interview - Starship and COVID

Sounds good to me

**Mike Shepherd (he/him)**

Director of Provider Services

Ph: 09 307 4949 Ext: | Mob [REDACTED]

**Te Toka Tumai (Auckland District Health Board)**

Level 12 | Building 01 | Auckland City Hospital

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**From:** Toni Shepherd (ADHB)  
**Sent:** Tuesday, 09 November 2021 4:39 PM  
**To:** Sarah McMahon (ADHB) [REDACTED]  
**Cc:** Melissa Wilson (ADHB) [REDACTED]; Michael Shepherd (ADHB) [REDACTED]; Hannah Adam (ADHB) [REDACTED]; Media <[Media@adhb.govt.nz](mailto:Media@adhb.govt.nz)>  
**Subject:** RE: Radio Waatea interview - Starship and COVID

Kia ora koutou,

Thanks for letting me know the process Sarah 😊. This is what I know so far.

Pākiwaha is the Radio Waatea news and current affairs programme hosted by Dale Husband.

It is broadcast in Auckland on 603am and then sent out to all the iwi radio stations throughout Aotearoa.

There is also an article of the interview that goes on the Radio Waatea website.

The audience in Tamaki Makaurau is mainly urban Māori but distribution via iwi radio means it gets to niche Māori communities and audiences.

Hineani Melbourne (whanaunga) is the producer and wants us to convey key messages to Maori whanau who are in need or find themselves in need of Starships Services.

I am more than happy to be guided or have conversations about the agreed approach as I suspect we will be approached more by Māori radio and Māori television to provide perspectives of child health. This is a way we can position ourselves ahead of the reforms as child health leaders in the hospital space.

Mauri ora

Toni



**Toni Shepherd**

Kāi Tahu, Kāti Māmoe, Waitaha

Māori Health Lead

Starship Child Health

Ph: 09 307 4949 Ext: [REDACTED] | Mob: [REDACTED] | [REDACTED]

**Auckland District Health Board** | Level 5 | ACS House | 3 Ferncroft Street | Grafton

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**From:** Sarah McMahon (ADHB)

**Sent:** Tuesday, 09 November 2021 1:30 p.m.

**To:** Toni Shepherd (ADHB)

**Cc:** Melissa Wilson (ADHB); Michael Shepherd (ADHB); Hannah Adam (ADHB); Media

**Subject:** Radio Waatea interview - Starship and COVID

Thanks Toni, I can't wait to meet you soon.

I have cc'd Melissa and Mike Shepherd as all media requests for Starship need to be approved by them – it sounds like a positive thing to do from my perspective but we do need a bit more detail – do you know what they were particularly wanting to know? We just need to keep in mind that it may encourage larger media outlets to contact us for interviews about the same thing, so we need to agree on an approach and who would front these if that were to happen.

I'll be on leave until the 23<sup>rd</sup> so Hannah in my team is the best contact between this Friday and then 😊

Ngā mihi

Sarah

**Sarah McMahon (she/her)**

Communications Manager – Media and External | Communications Team

Mob: 021 804 122

Media line: 09 375 3499

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**From:** Toni Shepherd (ADHB)  
**Sent:** Tuesday, 09 November 2021 1:11 p.m.  
**To:** Sarah McMahon (ADHB)  
**Subject:** For input: [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]



**Toni Shepherd**  
Kāi Tahu, Kāti Māmoe, Waitaha  
Māori Health Lead  
Starship Child Health  
Ph: 09 307 4949 Ext: [REDACTED] | Mob: [REDACTED] | [REDACTED]  
Auckland District Health Board | Level 5 | ACS House | 3 Ferncroft Street | Grafton

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**From:** Sarah McMahon (ADHB)  
**Sent:** Tuesday, 09 November 2021 11:38 a.m.  
**To:** Toni Shepherd ([REDACTED])

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

**Sarah McMahon (she/her)**

Communications Manager – Media and External | Communications Team

Mob: 021 804 122

Media line: 09 375 3499

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**From:** Toni Shepherd (ADHB)

**Sent:** Monday, 08 November 2021 5:36 p.m.

**To:** Sarah McMahon (ADHB)

**Subject:** RE: For input: [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]



**TE TOKA TUMAI**  
Auckland DHB

**Toni Shepherd**

Kāi Tahu, Kāti Māmoe, Waitaha

Māori Health Lead

Starship Child Health

Ph: 09 307 4949 Ext: [REDACTED]

Mob: [REDACTED]

Auckland District Health Board | Level 5 | ACS House | 3 Ferncroft Street | Grafton

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**From:** Sarah McMahon (ADHB)

**Sent:** Monday, 08 November 2021 1:50 p.m.

**To:** Toni Shepherd (ADHB)

**Subject:** [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]