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| <b>Report on</b>         | Revised Media Protocol |
| <b>Date of Meeting</b>   | 9 January 2020         |
| <b>Reporting Officer</b> | Ursula Mezza           |
| <b>Contact Officer</b>   | Ursula Mezza           |

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|---|-----|---|
| <b>Is this report restricted for confidential business?</b>         | Yes |   |
| If 'Yes', confirm below the exempt information category relied upon | No  | x |

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| <b>1.0</b> | <b>Purpose of Report</b>  |
| 1.1        | The report provides details of proposed revisions to the Council's Media Protocol.  |
| <b>2.0</b> | <b>Background</b>   |
| 2.1        | A Media Protocol was first developed and agreed by the Council in November 2014.  |
| 2.2.       | The Protocol reflects the Council's elected member-led approach to media relations, identifying spokesperson roles and arrangements for photographs, and asks members to observe embargoes and confidentiality of council business.   |
| 2.3        | The Protocol was last updated in July 2015 and a recent internal audit of the marketing and communications service recommended that it be reviewed.   |
| <b>3.0</b> | <b>Main Report</b>  |
| 3.1        | The internal audit of the marketing and communications service recommended that the Media Protocol be reviewed, that a section signposting to further advice and information be included, along with a brief description of the role of the marketing and communications service.   |
| 3.2        | The Protocol has been reviewed as recommended and an additional element has been added to reflect the fact that, on rare occasions, an officer may be required to undertake a media interview, normally where technical knowledge would be required or where the member of staff is representing the Council at an event (e.g. tourism show). |
| 3.3        | A new section has been added which provides links to information and advice on media and social media compiled by NILGA and the Local Government Association.   |

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| 3.4        | A short description of the remit of the marketing and communications service is also now included, highlighting that members may also seek advice on corporate media issues from the service. |
| <b>4.0</b> | <b>Other Considerations</b>   |
| <b>4.1</b> | <b>Financial, Human Resources &amp; Risk Implications</b>   |
|            | Financial: N/A  |
|            | Human: N/A  |
|            | Risk Management: N/A  |
| <b>4.2</b> | <b>Screening &amp; Impact Assessments</b>   |
|            | Equality & Good Relations Implications: N/A   |
|            | Rural Needs Implications: N/A   |
| <b>5.0</b> | <b>Recommendation(s)</b>  |
| 5.1        | That the Committee recommends the revisions to the Media Protocol.  |
| <b>6.0</b> | <b>Documents Attached &amp; References</b>  |
|            | Draft Revised Media Protocol.   |