

Report on	Revised Media Protocol
Date of Meeting	9 January 2020
Reporting Officer	Ursula Mezza
Contact Officer	Ursula Mezza

Is this report restricted for confidential business? If 'Yes', confirm below the exempt information category relied upon	Yes	
	No	x

1.0	Purpose of Report
1.1	The report provides details of proposed revisions to the Council's Media Protocol.
2.0	Background
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.
3.0	Main Report
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.

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.
4.0	Other Considerations
4.1	Financial, Human Resources & Risk Implications
	Financial: N/A
	Human: N/A
	Risk Management: N/A
4.2	Screening & Impact Assessments
	Equality & Good Relations Implications: N/A
	Rural Needs Implications: N/A
5.0	Recommendation(s)
5.1	That the Committee recommends the revisions to the Media Protocol.
6.0	Documents Attached & References
	Draft Revised Media Protocol.