

Executive Board 20th JANUARY 2020

Press and Media Protocol

Recommendations / key decisions required:

- To consider an updated Press and Media Protocol

Reasons:

- A new divisional structure has been implemented since the agreement of the current Protocol, which has combined several services into a new Marketing and Media team. New staffing structures and working practices are in place as a result of this, which also reflect the changing demands from the press and media
- The press and media are essential channels of communication for the Council. This protocol seeks to clarify the processes for proactive and reactive communications via the press and media, and provides guidance to all staff and members
- A Press and Media Protocol was agreed by Full Council in June 2015, however there have since been major changes in the way the media works, with much more emphasis on online and social media news coverage
- This new Protocol includes guidance in relation to Welsh Language Standards and The Wellbeing of Future Generations Act.

Relevant scrutiny committee to be consulted NO

Exec Board Decision Required YES

Council Decision Required YES

EXECUTIVE BOARD MEMBER PORTFOLIO HOLDER:- Cllr Emlyn Dole.

Cllr Emlyn Dole

Directorate: Chief Executives

Report Author: Deina
Hockenull

Marketing & Media Manager

Tel Nos. 01267 224654

E Mail Addresses:
DMHockenull@carmarthenshire.gov.uk

**EXECUTIVE SUMMARY
EXECUTIVE BOARD
20TH JANUARY 2020**

Press and Media Protocol

BRIEF SUMMARY OF PURPOSE OF THIS REPORT

To consider an updated Press and Media Protocol which updates and strengthens existing protocol, and reflects changes in the press and media environment.

The current Press and Media Protocol was agreed by Full Council on June 9, 2015. Since then, there is much more emphasis on online and social media news coverage which means the demands from the press and media are different and more fast-paced.

The updated protocol will assist the Marketing and Media team to manage press and media communications and relationships on behalf of the Council, and provide guidance to all staff and members.

It will assist the Council in providing information, promoting its services and developing its image as an open and transparent organisation that is accountable to the local community. It explains the principles that the Council adopts, whilst taking into account the national Code of Recommended Practice on Local Authority Publicity in Wales.

Key changes include:

- Inclusion of a new approvals process
- Clarity on written statements and interviews
- Reference to the Social Media Policy
- Reference to out of hours and emergencies
- Inclusion of new photography and filming guidelines
- Inclusion of invitations to a photo call
- Inclusion of invitations to events

DETAILED REPORT ATTACHED?

YES



EICH CYNGOR arleinamdani
www.sirgar.llyw.cymru

YOUR COUNCIL doonline
www.carmarthenshire.gov.wales

5. Risk Management Issues

The updated protocol clarifies that all media relations and communications are to be managed by the Marketing and Media team to avoid unauthorised or inaccurate information being provided to the media, and therefore placed in the public domain. It provides all staff and members with clarity about what they should do if approached by a member of the media.

It sets out a comprehensive approvals system to ensure all information released by the Council is agreed and consistent, to minimise the risk of misinformation being put in to the public domain.

7. Staffing Implications

This updated protocol impacts on all employees of the Authority and provides all staff and members with clarity about what they should do if approached by a member of the media. It also impacts on a number of existing policies, legislation and guidance relating to communications, and the management of data and information. They include:

- Social Media Policy
- The Wellbeing of Future Generations Act (Wales) 2015
- The General Data Protection Regulation (GDPR) (EU) 2016/679
- Welsh Language Standards (No.1) Regulations 2015
- Code of Recommended Practice on Local Authority Publicity in Wales
- Part 5.4 – Officers Code of Conduct (Revised 14.06.2012)
- Information Security Policy v4.1
- Data Protection article 7 and 8.
- Behavioural Standards in the Workplace Guidance
- Equality and Diversity
- Customer Complaints and Complaints Procedure
- Breaches of Security Policy

CONSULTATIONS

I confirm that the appropriate consultations have taken in place and the outcomes are as detailed below

Signed DM Hockenull

Marketing and Media Manager

1. Scrutiny Committee

N/A

2. Local Member(s)

N/A

3. Community / Town Council

N/A

4. Relevant Partners

N/A

5. Staff Side Representatives and other Organisations

N/A

Section 100D Local Government Act, 1972 – Access to Information

List of Background Papers used in the preparation of this report:

THERE ARE NONE

Title of Document	File Ref No.	Locations that the papers are available for public inspection