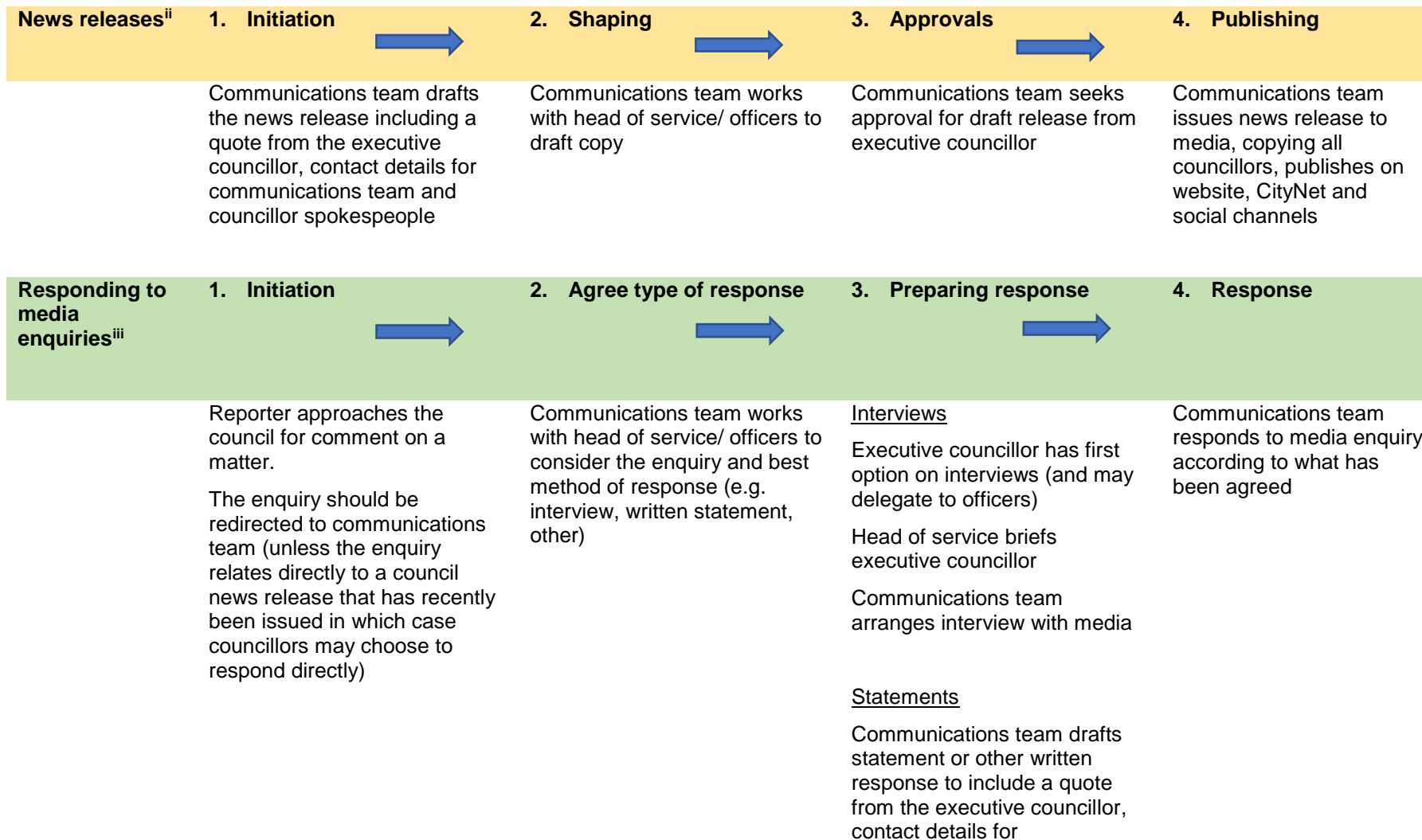
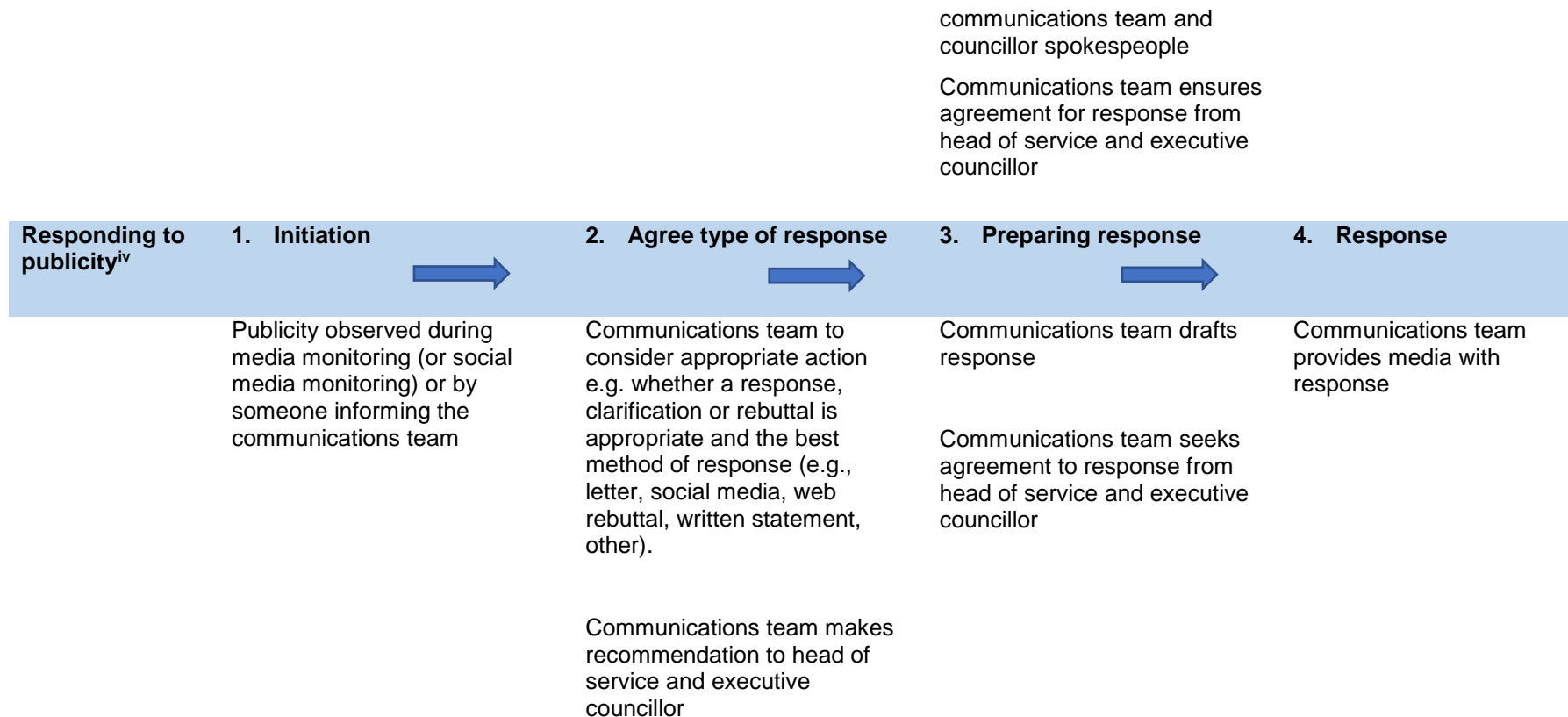




APPENDIX B: Proposed media management process<sup>i</sup>





<sup>i</sup> All council publicity is subject to a [national code of practice](#)

<sup>ii</sup> This process differs from the current protocol because it places the communications team as the starting point for news releases rather than acting as clearing house for releases written by other officers

<sup>iii</sup> This process differs from the current protocol because it gives the communications team, rather than the head of service or other officers, responsibility for coordinating the response from start to finish

<sup>iv</sup> This process is not set out in the current media protocol beyond letters to media organisations. It would be appropriate to record how the communications team will respond to publicity about the council arising from media or social media monitoring