

APPENDIX B: Proposed media management processi

News releases ⁱⁱ	1. Initiation	2. Shaping	3. Approvals	4. Publishing
	Communications team drafts the news release including a quote from the executive councillor, contact details for communications team and councillor spokespeople	Communications team works with head of service/ officers to draft copy	Communications team seeks approval for draft release from executive councillor	Communications team issues news release to media, copying all councillors, publishes on website, CityNet and social channels
Responding to media enquiries ⁱⁱⁱ	1. Initiation	2. Agree type of response	3. Preparing response	4. Response
	Reporter approaches the council for comment on a matter. The enquiry should be redirected to communications team (unless the enquiry relates directly to a council news release that has recently been issued in which case councillors may choose to respond directly)	Communications team works with head of service/ officers to consider the enquiry and best method of response (e.g. interview, written statement, other)	Interviews Executive councillor has first option on interviews (and may	Communications team responds to media enquiry according to what has been agreed
			delegate to officers)	
			Head of service briefs executive councillor	
			Communications team arranges interview with media	
	, , , , , , , , , , , , , , , , , , ,		<u>Statements</u>	
			Communications team drafts statement or other written response to include a quote from the executive councillor, contact details for	

communications team and councillor spokespeople

Communications team ensures agreement for response from head of service and executive councillor

Responding to publicityiv

1. Initiation



2. Agree type of response



4. Response

Publicity observed during media monitoring (or social media monitoring) or by

someone informing the

communications team

Communications team to consider appropriate action e.g. whether a response, clarification or rebuttal is appropriate and the best method of response (e.g., letter, social media, web rebuttal, written statement, other).

Communications team drafts response

Communications team provides media with response

Communications team makes recommendation to head of

service and executive councillor

Communications team seeks agreement to response from head of service and executive councillor

ⁱ All council publicity is subject to a national code of practice

ii 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

iii 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

iv 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