

## Y Bwrdd Gweithredol 20FED Ionawr 2020

### Protocol ar gyfer y Wasg a'r Cyfryngau

#### Yr argymhellion / penderfyniadau allweddol sydd eu hangen:

- Ystyried Protocol wedi'i ddiweddarau ar gyfer y Wasg a'r Cyfryngau

#### Y Rhesymau:

- Mae strwythur is-adrannol newydd wedi'i weithredu ers cytuno ar y protocol presennol, sydd wedi cyfuno nifer o wasanaethau i greu tîm Marchnata a'r Cyfryngau newydd. Mae strwythurau staffio ac arferion gwaith newydd ar waith o ganlyniad i hyn, sydd hefyd yn adlewyrchu'r gofynion newidiol gan y wasg a'r cyfryngau
- Mae'r wasg a'r cyfryngau yn sianeli cyfathrebu hanfodol i'r Cyngor. Mae'r protocol hwn yn ceisio egluro'r prosesau ar gyfer cyfathrebu rhagweithiol ac adweithiol drwy'r wasg a'r cyfryngau, ac yn rhoi arweiniad i'r holl staff ac aelodau
- Cytunwyd ar Brotocol ar gyfer y Cyfryngau a'r Wasg gan y Cyngor Llawn ym mis Mehefin 2018, fodd bynnag ers hynny bu newidiadau sylweddol o ran y ffordd y mae'r cyfryngau'n gweithio, ac mae llawer mwy o bwyslais ar ddarlledu newyddion ar-lein ac ar y cyfryngau cymdeithasol
- Mae'r Protocol newydd hwn yn cynnwys canllawiau ynghylch Safonau'r Gymraeg a Deddf Llesiant Cenedlaethau'r Dyfodol.

Angen ymgynghori â'r Pwyllgor Craffu perthnasol      NacOes

Angen i'r Bwrdd Gweithredol wneud penderfyniad      OES

Angen i'r Cyngor wneud penderfyniad      OES

YR AELOD O'R BWRDD GWEITHREDOL SY'N GYFRIFOL AM Y PORTFFOLIO:- Y  
Cynghorydd Emlyn Dole

Y Gyfarwyddiaeth: Y Prif  
Weithredwr

Awdur yr Adroddiad: Deina  
Hockenhull

Rheolwr Marchnata a'r  
Cyfryngau

Rhifau ffôn: 01267 224654

Cyfeiriadau E-bost:  
[DMHockenhull@sirgar.gov.uk](mailto:DMHockenhull@sirgar.gov.uk)

# EXECUTIVE SUMMARY EXECUTIVE BOARD 20<sup>TH</sup> 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

## IMPLICATIONS

I confirm that other than those implications which have been agreed with the appropriate Directors / Heads of Service and are referred to in detail below, there are no other implications associated with this report :

**Signed:** DM Hockenhull Marketing and Media Manager

| Policy, Crime & Disorder and Equalities | Legal      | Finance    | ICT         | Risk Management Issues | Staffing Implications | Physical Assets |
|-----------------------------------------|------------|------------|-------------|------------------------|-----------------------|-----------------|
| <b>YES</b>                              | <b>YES</b> | <b>YES</b> | <b>NONE</b> | <b>YES</b>             | <b>YES</b>            | <b>NONE</b>     |

### 1. Policy, Crime & Disorder and Equalities

The updated protocol will ensure all media requests and communications are treated equally and fairly

### 2. Legal

The updated protocol builds on the previous protocol. It 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

### 3. Finance

Media training for Executive Board Members, Chairs of Scrutiny Committees and other Committees, Directors and nominated officers will have a cost implication.

## 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 Hockenhull

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 |
|-------------------|--------------|---------------------------------------------------------------|
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|                   |              |                                                               |
|                   |              |                                                               |