

Y Cyngor Sir 10.03.20

Y Protocol ynghylch y Wasg a'r Cyfryngau

Yr argymhellion / penderfyniadau allweddol sydd eu hangen:

- Ystyried Protocol ynghylch y Wasg a'r Cyfryngau sydd wedi'i ddiweddarau

Y Rhesymau:

- Mae strwythur is-adrannol newydd wedi cael ei roi ar waith ers cytuno ynghylch y Protocol presennol, sydd wedi cyfuno nifer o wasanaethau mewn tîm Marchnata a'r Cyfryngau newydd. Mae strwythurau staffio ac arferion gwaith newydd yn eu lle o ganlyniad i hyn, sydd hefyd yn adlewyrchu'r newid o ran gofynion 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 mae'n darparu canllawiau i'r staff a'r aelodau.
- Cytunwyd ar Brotocol ynghylch y Wasg a'r Cyfryngau gan y Cyngor Llawn ym mis Mehefin 2015, fodd bynnag mae newidiadau sylweddol wedi bod ers hynny o ran y ffordd y mae'r cyfryngau'n gweithredu, ac mae llawer mwy o bwyslais ar roi sylw'r wasg ar-lein ac ar y cyfryngau cymdeithasol.
- Mae'r Protocol newydd hwn yn cynnwys rhoi cyfarwyddyd mewn perthynas â Safonau'r Gymraeg a Deddf Llesiant Cenedlaethau'r Dyfodol.

Angen ymgynghori â'r Pwyllgor Craffu perthnasol

NAC OES

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

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EXECUTIVE SUMMARY

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

Executive Board considered the updated protocol at its meeting on January 20, 2020, and recommended that it be adopted. Whilst much of the protocol relates to the functions of the Executive Board, it is necessary for County Council to consider some elements. For ease of reference these are outlined below and are highlighted throughout the document.

- Interviews given by Committee Chairs
- Requests about decisions at Council meetings
- Quotes in press releases
- Covering Council meetings
- Media access to Council proceedings/premises
- Elections
- Events
- Social Media
- Photography and filming
- Invitations to a photo call (appendix B)
- Invitations to events (appendix C)

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
YES	YES	YES	NONE	YES	YES	NONE

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

2. Local Member(s)

3. Community / Town Council

4. Relevant Partners

5. Staff Side Representatives and other Organisations

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