

CHESHIRE EAST COUNCIL

Cabinet Member for Performance and Capacity

Date of Meeting: 20 December 2010
Report of: Communications and PR Manager
Subject/Title: Media Relations Protocol

1.0 Report Summary

1.1 This report is in relation to the Media Relations Protocol which has previously been approved by Cabinet. It has subsequently had minor revisions which are explained in Appendix B.

2.0 Recommendation

2.1 That the Cabinet Member for Performance and Capacity approve the proposed minor changes to the Council's Media Relations Protocol as explained in Appendix B to the report.

3.0 Reasons for Recommendations

3.1 To expedite the approval of the protocol so that it may be brought into use with immediate effect.

4.0 Wards Affected

4.1 Not applicable.

5.0 Local Ward Members

5.1 Not applicable.

6.0 Policy Implications

6.1 Not applicable.

7.0 Financial Implications

7.1 Not applicable.

8.0 Legal Implications

8.1 As the range of issues covered by the media team and Council representatives is extremely wide, it is difficult to predict which if any may involve legal considerations. Freedom of Information, Data Protection and legally privileged information are examples of areas of legal issues which may be relevant. Judgement as to when legal advice or support may be necessary

must rest with the individuals concerned, but does need to be a factor to be considered in the publication of information.

9.0 Risk Management

9.1 Not applicable.

10.0 Background and Options

10.1 The Media Relations Protocol is needed to guide both Members and officers in their dealings with the media to ensure we follow best practice in enhancing and protecting the reputation of the Council.

11.0 Access to Information

The background papers relating to this report can be inspected by contacting the report writer:

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