

Joint Committee
25th November 2010

Report Title Update to Press Release Protocol

Recommendation

That the Board notes and approves the update to the Press release Protocol

**Contribution to
Priorities**

Introduction/Summary

Communications has always been a key factor in the WRS project initially to make sure staff get consistent messages. As the project progresses we now need to make sure that messages sent out from the service to customers are also consistent. Work has been done on the branding and now press releases relating to WRS, and how we send them out, have also been reviewed.

Background

Previously, as set out in the Communications Strategy, there was a two-way split between press releases. Those relating to the project were sent out via Bromsgrove and County Press Teams and day to day service delivery press releases were sent out by 'local' press teams.

However, as the service moves towards unification, it appeared messages which were being sent out 'locally' could be used across the County.

The measures below have been sent to current WRS Managers and the County Communications Group which comprises Media Officers from across Worcestershire's seven Councils.

Report

Press Release Protocol

- All day to day service press releases come through the 'local' communications teams but to be put on the press release template with relevant 'local' contact details. The 'local' Joint Committee member is the spokesperson.
- If the WRS managers or Communications Team think that the message could be County-wide then



the press release is sent to Gary Morgan at the County Council for distribution and he is the contact on the release. Joint Committee Chair Anna Mackison is the spokesperson.
(gmorgan@worcestershire.gov.uk)

- All press releases about the new WRS service project to come through to Gary Morgan from County and sent out on the press release template with his contact details.

These are interim measures which will be put into place until such a time that a communications function is put into the WRS structure. The protocols will also be reviewed if the resource in the County or Bromsgrove Communications Team becomes an issue.

Financial Implications

None

Sustainability

Contact Points

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Background Papers

