

TS 101 CoRWM MEDIA Advisory Service

Phase 3 Options Assessment

Background

It is important that CORWM takes advantage of professional media advice throughout its programme, both to ensure awareness, profile and interest is raised throughout CORWM's programme, and that CORWM's messages are properly relayed through the media. In addition, it is important that the appropriate media advice and support is delivered in real time to CORWM in response related to media activity, both indirectly and directly associated with CORWM. CORWM's media profile has been raised significantly over recent months; it is important that this continues over the remainder of the programme. It is likely that media interest will build significantly as CORWM produces its recommendations; adverse media activity could risk the success of CORWM's whole programme if not managed.

This Task Spec covers the period for CORWM's Options Assessment phase (3) from 1 August 2005 until 31 July 2006. Notwithstanding this, the contract will be subject to review by NNC, & CORWM at 6 monthly intervals.

In addition, there will be a formal review of the contract in October 2005, following the report of DEFRA's CORWM Cost Review Panel. Following this report, CORWM's overall budgets will be confirmed, and the place of the Media contract will be reviewed within the context of CORWM's overall budget, at which point NNC reserve the right to modify or terminate the scope of work as appropriate.

Objectives

In general the media programme needs to communicate that:

- CoRWM is engaged in important work.
- CoRWM's role is to make recommendations for management solutions but will not make recommendations on where waste will be sited.
- CoRWM is an open and transparent organisation which encourages public engagement in its work, based on sound science.

It is difficult to measure the success of such activity but the successful outcome of the media programme will be: a better informed public, a wider and deeper awareness and understanding of the work of committee and a higher level of participation in CoRWM's consultation process. Ultimately this should be reflected in a positive response to CORWM, its work and its recommendations.

Methodology

Luther Pendragon will deliver the following for CoRWM's PR programme

Priority 1

- Review all press releases/statements, press lists, contact reports, photography produced by Grayling
- Map out existing relationships with stakeholders and media – identifying critics and advocates (First step would be a Debrief from CoRWM)
- Set up comprehensive issues tracking system
- Media monitoring
- Preparation and updating of Q&A material on work of CoRWM in general and other issues as they arise
- Management of media enquiries and ongoing media relations
- Advice on responses to media stories
- Drafting of letters to editors in response to articles and liaising with media for their publication
- Strategic counsel
- Liaison with Secretariat and CoRWM programme Manager
- Liaison with DEFRA press office and devolved administrations
- Account management (e.g. client meetings, internal meetings, reporting)
- Production, issue and follow-up of press releases
- Arranging briefings with journalists and facilitating interviews

Priority 2

- Drafting and placing feature articles
- Feature tracking (i.e. actively looking for opportunities to place or influence feature articles)
- Attending plenary meetings at the specific request of CoRWM (assume 9 man days for phase 3)
- Liaison with stakeholder organisations at national level to encourage editorial coverage of CoRWM's work in their publications
- Arranging meetings with political and other stakeholders (if required, the majority of work to be undertaken by the Secretariat)

Handover

It is proposed that Luther Pendragon would embark on some initial handover activity during July including, for a partial charge of their monthly rate, overlapping with Grayling. This will ensure that Luther Pendragon are fully up to date with CoRWM issues for the start of August, for which it may be expected that there would be media follow up to the key decision making Cardiff plenary. This activity will include:

- Introductions to key CoRWM/NNC/Secretariat people
- Attendance at July Cardiff plenary to ensure understanding of key issues
- Review all press releases/statements, press lists, contact reports, photography produced by Grayling
- Map out existing relationships with stakeholders and media – identifying critics and advocates (First step would be a Debrief from CoRWM)
- Set up comprehensive issues tracking system

Reporting arrangements

The contract is between NNC & Luther Pendragon. Sam Usher (NNC) will be the nominated point of contact for contractual matters. Day to day liaison will be normally between the Chair, Deputy chair and Luther Pendragon.

A written report will be submitted to each plenary meeting on our activity since the previous meeting. Fortnightly telecon with NNC Programme Manager and Deputy Chair will also ensure close liaison as well as regular 6-weekly meetings. The brief written monthly report will be issued to Wynne Davies (CORWM), NNC (Sam Usher) & the Secretariat (Adam Scott). It will include:

- work undertaken on CORWM behalf (eg. behind the scenes preparation, journalist contact, media activity)
- outcomes achieved (eg column inches, interviews, briefings fixed)
- brief evaluation of what worked well/what didn't work
- look ahead to next month activities and targets/objectives

Resources

Quality

The quality of the work will be managed through Luther Pendragon's own procedures.

Cost