

## **CoRWM MEDIA RELATIONS SUPPORT**

### **Objectives**

The principle objective of our work as defined in the tender specification produced at the beginning of 2004 was:

“To advise CORWM how to get accurate and appropriate media coverage for its work, mainly in support of its public and stakeholder engagement programmes”

This has since been refined and the objectives note below were agreed by CORWM at the May plenary meeting (Glasgow). They reflect the activity phases to be proposed at the Ipswich plenary at the end of phase 1. The objectives take into account ideas generated by several committee members at a brainstorm in April and are general in nature. As each phase develops the media objectives are likely to reflect developments. A small media advisers group has been established which meets quarterly to take forward the strategy for each phase in more detail.

This Task Spec covers the period for CORWM’s phase 2 from 20 September 2004 until 30 June 2005. Notwithstanding this, the contract will be subject to review by NNC, & CORWM at 6 monthly intervals.

These phases and the tasks specified within are outline and indicative, and maybe subject to change in terms of timing and scope based on CORWM’s decision making process.

### **Phase Two**

**October 2004 – June 2005**

- Promote the intensive stakeholder engagement programme to encourage participation and understanding at national and local level as required
- Publicise the interim waste inventory report
- Continue to raise public awareness and provide public information on the engagement process and options
- Educate and encourage public and stakeholder discussion on waste management options
- Publicise key findings of the waste inventory report and its implications
- Publicise the waste management options short-list including the short-listing methodology
- Publicise information gathering projects to promote greater public participation and response
- Encourage attendance at main committee meetings and support committee during site visits
- Support website development & content

### **Phase Three**

July 2005 – March 2006

- Promote the intensive stakeholder engagement programme to encourage participation and understanding at national and local level as required
- Publicise information gathering projects to promote greater public participation and response
- Encourage attendance at main committee meetings and support committee during site visits
- Promote the intensive and extensive strand of the PSE programme by encouraging visits to website and participation in public opinion survey
- Manage the release to the media of the committee's draft report
- Manage a media briefing event and associated inquiries and interviews
- Publicise the draft report – key findings and recommendations - to encourage public and stakeholder response
- Encourage attendance at main committee meetings and support committee during site visits
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### **Phase Four**

March 2006 – July 2006

- Promote the intensive and extensive strand of the PSE programme by encouraging visits to website and participation in public opinion survey
- Manage the release to the media of the committee's final report
- Manage a media briefing event and associated inquiries and interviews
- Publicise the final report as presented to Ministers

### **Deliverables**

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.

It is immensely difficult to measure the success of such activity but the successful outcome of the media programme will be: a better informed public, a deeper awareness and understanding of the work of committee and a higher level of participation in CoRWM's consultation process.

### **Methodology**

A core programme of work has been agreed. This involves:

- Production, issue and follow-up of press releases

- Establishing and running a CORWM press office (with dedicated phone number)
- Management of media enquiries and ongoing media relations
- Briefing journalists
- Feature tracking (ie actively looking for opportunities to place or influence feature articles)
- Drafting and placing feature articles
- Drafting of letters to editors in response to articles and liaising with media for their publication
- Arranging briefings with journalists
- Facilitating interviews
- Managing the content and placing of advertisements and notices where appropriate to publicise plenary meetings, site visits and consultation events
- Attending plenary meetings at the specific request of CORWM (assumed on a basis of 9 man days for phase 2)
- Media monitoring
- Advice on responses to media stories
- Input into website content and design
- Arranging meetings with political and other stakeholders
- Preparation and updating of Q&A material on work of CORWM in general and other issues as they arise
- Liaision with stakeholder organisations at a local level to encourage attendance at plenary meetings
- Liaision with stakeholder organisations at national level to encourage editorial coverage of CORWM's work in their publications
- Liaision with Secretariat
- Liaision with DEFRA press office
- Liaision with devolved administrations where appropriate
- Account management (eg client meetings, internal meetings, reporting)
- Strategic counsel

There were a number of tasks which fell outside this core programme and which were budgeted for separately. Most have been fulfilled. The principle outstanding ones relate to preparation (drafting, design, production etc) of corporate material such as leaflets and display stands. The other principle element which falls outside the core programme is attendance at site visits, for example one of our consultants accompanied the Committee on its visit to Dounreay earlier in the summer.

### **Reporting arrangements**

We are putting arrangements in place to strengthen the reporting system. Currently we provide regular written and verbal reports to Jenny Watson, our principle contact. We also submit a written report to each plenary meeting on our activity since the previous meeting. We also have quarterly meetings with the media advisers group to discuss our work and plan forthcoming activities.

The brief written monthly report will be issued to Jenny Watson (CORWM), NNC (Sam Usher) & the Secretariat (Adam Scott). It will include:

- work undertaken on CORWM behalf (eg. behind the scenes preparation, journalist contact)
- 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

In addition we provide detailed timesheets with our invoices.

### **Value for money**

Grayling has a reputation for giving our clients value for money. We deliver on time and within the agreed fee. We do not watch the clock, and are task rather than time orientated in our approach to work. As the timesheets we have submitted reveal we consistently over-service the account.

A cornerstone of our work is the ease of the relationship we have established with CORWM Gordon MacKerron and Jenny Watson in particular. We believe we have their trust and confidence and are able to give them the advice and support they need.

### **Resources**

### **Fees**