

APPENDIX IV

EAST AYRSHIRE COUNCIL

**PUBLICITY AND PUBLICATIONS SUB-COMMITTEE OF THE POLICY AND
RESOURCES COMMITTEE**

**MINUTES OF MEETING HELD ON 20 MAY 1998 AT 1154 HOURS IN THE MAIN
MEETING ROOM, COUNCIL HEADQUARTERS, LONDON ROAD, KILMARNOCK**

PRESENT: Councillors Eric Jackson, Gordon McCredie and James Kelly.

ATTENDING: Fiona Lees, Depute Chief Executive; Barbara Haughan, Director of Support Services; Douglas Campbell, Head of Public Relations and Marketing; Tom Harris, Public Relations Manager; Maureen Walker, Information and Advice Officer; Bill Walkinshaw, Principal Administrative Officer and Jennifer Morrison, Administrative Officer.

APOLOGIES: Councillors Jim O'Neill and George Turnbull.

CHAIR: Councillor Eric Jackson, Chair.

EAST AYRSHIRE INFORMATION SYSTEM (Item 1, Page 3147)

1. There was submitted a report dated 5 May 1998 (circulated) by the Director of Support Services which advised on the development of the Council's information system including the arrangements for maintaining the information on the site.

It was agreed:-

- (i) to recommend the progressive de-commissioning of PAT terminals in Local Offices within Auchinleck, Dalmellington, Drongan, Muirkirk and New Cumnock (which would be replaced by East Ayrshire Information System);
- (ii) that the Director of Support Services advise Councillor McCredie as to when the Council Minutes would be available through the Intranet; and
- (iii) otherwise to note the contents of the report.

NEWSPAPER COPYRIGHT

2. There was submitted a report dated 11 May 1998 (circulated) by the Head of Public Relations and Marketing which outlined the Council's requirement to register with the Newspaper Licensing Agency to allow it to photocopy and distribute press cuttings.

It was agreed:-

- (i) to recommend that the Head of Public Relations and Marketing be authorised to seek a Form B Licence from the Newspaper Licensing Agency that would allow the Council to take photocopies from newspapers providing that it had an adequate system for recording and controlling the number of photocopies taken;
- (ii) to recommend that the Head of Public Relations and Marketing be authorised to establish the control arrangements within the Council that would allow the formal monitoring of all newspaper articles photocopied; and

- (iii) otherwise to note the contents of the report.

DISTRIBUTION OF COUNCIL PUBLICATIONS

- 3. There was submitted and noted a report dated 11 May 1998 (circulated) by the Head of Public Relations and Marketing which advised of surveys carried out by the Public Relations and Marketing Section to monitor the effectiveness of the distribution of Headlines and EastWords magazines.

A-Z GUIDE TO EAST AYRSHIRE

- 4. There was submitted a report dated 11 May 1998 (circulated) by the Head of Public Relations and Marketing proposing the production of new A-Z Guide to Council services.

It was agreed:-

- (i) to recommend the production of a new A-Z Guide to Council services in conjunction with a local newspaper group at no cost to the Council;
- (ii) to recommend that the Head of Public Relations and Marketing be authorised, in consultation with the Chair, to agree the newspaper group that should work in partnership with the Council to produce the publications following the submission of proposals; and
- (iii) otherwise to note the contents of the report.

RECRUITMENT ADVERTISING: APPOINTMENT OF ADVERTISING AGENCY

- 5. There was submitted a report dated 11 May 1998 (circulated) by the Head of Public Relations and Marketing advising on the progress towards the appointment of an advertising agency to buy advertising space for recruitment advertisements on the Council's behalf.

It was agreed:-

- (i) to recommend approval of the specification for the appointment of a recognised advertising agency as detailed within Appendix I to the report;
- (ii) to recommend that the Head of Public Relations and Marketing and the Director of Personnel be authorised, in consultation with the Chair, to appoint an advertising agency following the tendering process; and
- (iii) otherwise to note the contents of the report.

The meeting terminated at 1200 hours.