

Report to: Resources Decision Meeting - 13th November 2008
Report by: Louise Wilders, Head of Customer Services
Report title: Flagship Editorial Process

1. PURPOSE

To advise the Resources Decision Meeting of the Flagship editorial process.

2. RECOMMENDATIONS

- That members of the Resources Decision Meeting note the process.

3. BACKGROUND

Flagship, our residents' magazine, is produced five times a year and is an excellent way to highlight our key messages and achievements, ensuring a well informed public. In the 2007 Residents' Survey undertaken by MORI, 51% of our residents stated that they used Flagship as their source of information about Portsmouth and the council.

Flagship is delivered by Royal Mail to every household in Portsmouth and to 3,000 local businesses, (89,777 copies in total). It is produced in March, May, July, September and December.

Following questions raised at Full Council on 7th October it was agreed that we should confirm our current process for agreeing content of Flagship to the Resources Decision Meeting.

4. THE FLAGSHIP EDITORIAL PROCESS

- a) Fifteen weeks before Flagship is due to land on doormats communications officers talk with the Heads of Service for the areas they support and Flagship content is discussed at Strategic Directors Board (SDB), to gather suggestions for articles.

Strategic Directors and Heads of Service discuss these ideas with their DMTs and Strategic Directors discuss suggestions for inclusion with Cabinet Members. All suggestions are then fed back to the communications officers.

There is a clear two week timeline for discussion and feedback

- b) Thirteen weeks before Flagship is due a Flagship Editorial Board is held. This is made up of the editor of Flagship, communications officers and the graphic designer. The Editorial Board review feedback from the previous edition of Flagship as well as discuss advertising articles for inclusion in the next edition, decide on lead articles, key messages and front cover image.
- c) Eleven weeks before delivery date the editor produces a page plan for the edition detailing the size of articles and picture/image opportunities. This is sent to Cabinet Members, Strategic Directors and Communication Officers for consideration with a clear timeline for feedback.

- d) Communications Officers and the Deputy Editor then work together to write and produce the articles. Once written, the final articles are sent to the appropriate Strategic Director for final approval. Once approved the articles are sent to the Deputy Editor who proofs the articles for consistency of house style.
- e) Seven weeks before Flagship is due, the written articles and images are pulled together by the designer. Once designed, they are sent to the Editor, Deputy Editor, Strategic Directors and Head of Service for approval. The Strategic Director sponsor for Corporate Communications gives final approval within an agreed timeline.
- f) Once approved the artwork files are sent to print.
- g) Five weeks before Flagship is due the magazine is sent to print. At this stage a visual proof is produced. The proof receives one last proof read by the Deputy Editor, Head of Customer Services and Strategic Director sponsor for Corporate Communications. The magazine is then printed.

Report Author: Louise Wilders

Signed:

Dated:

Checked by Legal Services: The City Solicitor has checked the report and has no comment to make on its contents

Equality Impact: An impact assessment is not required as a full impact assessment of the Communications Service is being undertaken.

Background List of Documents: Section 100D of the Local Government Act 1972
None