

## 2018 Review: Media arrangements for publication of Initial Proposals

### Action required

1. The Commission is invited to note the preparations being made for media handling around publication of its Initial Proposals for constituencies on 20 October 2016 and offer comment on the approach and the draft materials.

### Background

2. It is important that the Commission effectively publicises the launch of the public consultation in order to:
  - Maximise public participation in the consultation process
  - Ensure full understanding of the proposals
  - Highlight how to submit comments (via the portal and/or at the public hearings)
3. Advice has been sought from Scotland Office communications colleagues who are prepared to offer assistance while respecting the independence of the Commission.

### News Release

4. The Commission discussed at its September meeting and a draft News release is attached at Appendix A. Scotland Office will issue this under embargo on 19 October. Comments on the News Release, which follows the format of the 6<sup>th</sup> review, are invited.

### Media briefing

5. Prior to the launch of the 6<sup>th</sup> Review Initial Proposals the Commission offered a media briefing the day before to explain the approach to the review and allow an opportunity for questions as well as advance sight of the proposals under embargo. It is proposed that a similar event be arranged this year for key Scottish media. This would take place more or less simultaneously with the supply of the Commission's proposals to MPs in London.

### Requests for Interview

6. Professor Henderson has agreed to handle the request for an interview from the BBC. It is suggested that the media briefing provide an opportunity for any further requests for interview in order to deal with these in one session. If the Commission agrees this approach, then arrangements will be made for interview bids to be handled following the briefing.

### Social media

7. Scotland Office are advising on a digital plan built around use of social media to publicise the Initial Proposals at the start, and during, the consultation.

### Recommendations

8. The Commission is invited to:
  - Comment on the draft News Release
  - Agree that a media briefing be held on 19 October
  - Agree that any bids for radio or television interview are handled following the media briefing.

Secretariat  
September 2016