

39. Advertising Protocol

The Communications Manager:

- a. presented the report 'Advertising Protocol'.
- b. advised that this report since being sent to committee had been renamed to 'Advertising Policy'.
- c. informed that this policy would allow revenue to be raised through advertising by controlling what was and was not acceptable to be advertised.
- d. highlighted that the Council accepted paid-for advertising through the 'Your Lincoln' magazine but were always looking to expand this opportunity.
- e. advised that the 'Advertising Policy' set out the Council's advertising needs and requirements under the following key headings:
 - Background and general principles
 - Advertising opportunities and restrictions
 - Acceptable products, services and advertisers
 - Selection and quality assurance
 - Disclaimer
 - Advertising Rates
- f. further advised that the policy set out what would not be advertised by the Council, this included:
 - High interest lending
 - Tobacco/tobacco products
 - Adult services (sex industry)
 - Weapons or violence
 - Gambling
 - Alcohol
 - Fast food
- g. invited members questions and comments.

Members made the following questions and comments and received the relevant response.

Question Within the policy it highlights 'achieving best value for residents', what does this mean?

Answer This means that where possible, we would seek to maximise our profits from advertising while also ensuring any publication etc. includes a balance of advertising and editorial.

Question What was the maximum amount of advertising that we would allow in our magazines?

Answer There was a saturation level set to four pages per publication.

Question Would all four pages be placed altogether in a publication or would the adverts be spread apart?

Answer We would usually look to sell full pages however, if we had requests for half and quarter pages then we would try and accommodate these.

Question Within the policy itself it sets out categories that we would not advertise, but who actually decides whether the advert would be inappropriate?

Answer As Communications Manager I would be responsible for deciding what was and was not appropriate to be included.

Members queried whether their newsletters needed to be sent in to Communications to see before being distributed. The Communications Manager highlighted that a common sense approach needed to be taken and that the Council was not responsible for members local newsletters that were published by other organisations.

Members suggested moving the sentence 'We reserve the right to refuse advertising for any reason' out of the Selection and Quality Assurance section and into the 'Acceptable products, services and advertisers' to make it more noticeable before the list of acceptable products, services and advertisers.

RESOLVED that the report and members comments be noted and forwarded to the Executive for consideration and approval.