

## **APPENDIX 1**

### **Council generated media coverage December 2007 – March 2008**

From December 2007 – March 2008 15 press releases were issued in relation to the work of the department.

Cavehill and its £70,000 facelift has received very positive coverage both in January and in March, with stories appearing on BBC, where it was covered by tv, radio and website. There was also coverage in the Irish News, Newsletter, Belfast Telegraph as well as the weeklies.

Anti-social behaviour continues to be a popular topic for the press and the council's work to tackle it has been receiving an excellent profile in the media with coverage of both the initial ASB meetings in the local communities and the launch of the draft action plans. Radio Ulster's Good Morning Ulster and Nolan programme have covered the work of the project.

The launch of the Belfast Physical Strategy and Sports Awards received some coverage in the local press and there will be ongoing releases issued as the awards dinner on 14 April approaches.

We are continuing to build on coverage, photographic and editorial, for the NI Primary Schools Cross Country Championship with the Belfast Final approaching in April.

Among other media issues relating to the department was the cemetery row with Castlereagh Council opposing a proposed Belfast cemetery in its council area and the City of Belfast golf club posing a risk to residents in Newtownabbey whose gardens are bombarded with golf balls.

Corporate Communications ensured a council spokesman gave a reaction outlining our position in both these cases. They also corrected a story which had unfairly accused parks staff of damaging graves and ensured a statement correcting the position was carried the following week.

#### **Statistics**

From December 2007 to the middle of March 2008 the Media Relations Office dealt with more than 400 press enquiries 55 of which were directly related to the work of the Department. This represents around 16 per cent of the total number of enquiries dealt with by the Media Relations team for the same period.

Around 60% of the enquiries were answered within the hour and close to 90% were answered within one working day.

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