



Making Northern Ireland Safer For Everyone Through Professional, Progressive Policing

## FREEDOM OF INFORMATION REQUEST



**Request Number:** F-2009-03369

**Keyword:** Organisational Information/Governance

**Subject:** JOURNALISTS PROFILES HELD BY PSNI PR / MEDIA DEPARTMENT

### Request and Answer:

#### Question 1

Please advise the number of profiles on individual journalists held by PSNI press/PR/media departments.

#### Answer

The PSNI Department of Media & PR use a media relations management computer package called Solcara Spotlight, which records every press release and statement we release externally. It also records details of every phone call from a journalist, the response given to them and the form of that response i.e. by email or phone. As of 28/10/09 we have 2,396 listed worldwide media contacts on Solcara.

Please take into consideration that due to human error some of these contacts may be duplicates.

#### Question 2

Please break down the numbers of profiles by individual newspapers / radio stations / TV broadcasters etc.

#### Answer

Solcara Spotlight does not record whether the organisation is print, radio or TV but simply records the name of the organisation therefore does not have the capability to search through the list of contacts by type of media. Compilation of this information would require a manual trawl through all 2,396 listed contacts and would amount to the cost of complying with your request exceeding the "appropriate limit" as stated in the Freedom of Information Regulations 2004, which is currently set by the Secretary of State at £450 (18 hours). Queries indicate the retrieval and compiling a breakdown of the information of 2,396 journalists would take at least 40 hours.

The Police Service of Northern Ireland have also considered whether we can be of any assistance in terms of helping you refine this part of your request to bring it under the cost limit. However, the nature and structure of the information unfortunately makes this impossible.

#### Question 3

Please advise the names of all the actual fields used to hold data in a profile, e.g. name, phone numbers, current employer, previous jobs, etc etc. NB this is NOT asking for personal details on any individuals, just the full list of data fields used to hold information on them.

#### Answer

Solcara Spotlight records the following fields of journalist data – First Name; Last Name; Title; Organisation; Job Title; Phone; Mobile; Email; Web Address & Fax. The journalists will also be marked 'Active' or 'Inactive' – therefore if a journalist has left a publication they will be marked as 'Inactive' and a new contact opened for their new publication and new contact details.

**Question 5**

Please advise when work first began on creating these profiles.

**Answer**

Solcara was implemented into the Department of Media & PR in April 2006. Before this date we saved press releases on Microsoft Word and the only details of journalists held were contact details wrote into an address book.

If you have any queries regarding your request or the decision please do not hesitate to contact me on 028 9070 0164. When contacting the Freedom of Information Team, please quote the reference number listed at the beginning of this email.

If you are dissatisfied in any way with the handling of your request, you have the right to request a review. You should do this as soon as possible or in any case within two months of the date of issue of this letter. In the event that you require a review to be undertaken, you can do so by writing to the Head of Freedom of Information, PSNI Headquarters, 65 Knock Road, Belfast, BT5 6LE or by emailing [FOI@psni.pnn.police.uk](mailto:FOI@psni.pnn.police.uk)

If following an internal review, carried out by an independent decision maker, you were to remain dissatisfied in any way with the handling of the request you may make a complaint, under Section 50 of the Freedom of Information Act, to the Information Commissioner's Office and ask that they investigate whether the PSNI has complied with the terms of the Freedom of Information Act. You can write to the Information Commissioner at Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF. In most circumstances the Information Commissioner will not investigate a complaint unless an internal review procedure has been carried out, however the Commissioner has the option to investigate the matter at his discretion.

Please be advised that PSNI replies under Freedom of Information may be released into the public domain via our website @ <http://www.psni.police.uk/>

Personal details in respect of your request have, where applicable, been removed to protect confidentiality.