



PRESS RELEASE

5 September 2011

CELEBRATING THE BEST POLICE COMMUNICATIONS

The Association of Police Communicators (APComm) is today (Monday 5 September) launching its first Professional Awards to recognise and reflect the diverse range of communications skills required by modern police forces.

APComm members and their colleagues are invited to nominate from today to recognise the on-going work of individuals and teams in communications roles.

The awards are supported by the Chartered Institute of Public Relations (CIPR) and other sponsors (to be announced when confirmed) and are free for APComm members to enter.

APComm Chair Anne Campbell said:

"The first professional police communicator awards have been made as easy as possible to enter. It is all online and free to enter.

"We are hoping for a good level of nominations - a maximum of 500 words per category - that will reflect the creative, innovative communication skills of our members.

"The Police Service enjoys a high standard of media and communications support and it is hoped these awards will be an opportunity to showcase the best examples of that work."

The winners will be announced at the APComm Professional Learning Event on Thursday 10 November.

Criteria for each category must be that the nomination is for work/project/actions carried out during the period 1 September 2009 and 31 August 2011.

Nominations must be received by 1800 on Monday 3 October 2011.

Full details and entry criteria are available in the members area of the Police Communicators website – www.policecommunicators.org.uk

APComm Professional Awards Categories

Best Campaign

Should recognise the current environment of austerity, i.e. devised and conducted within a limited budget (could include partner agencies).

Best Use of Social/ Digital Media

Should demonstrate successfully dealing with a community relations issue or audience-specific issue (internal or external).



Best Handling of a News Story

Should explain how a force maximised a newsworthy event or issue in the news to the advantage of your organisation or how you successfully 'turned around' an unhelpful story for a measurable effect.

Outstanding Police Communications Newcomer

Should recognise the performance and achievements of a professional who has made an early positive impact in promoting Police communications. Nominee should have joined their organisation since 1 September 2009 and be supported by their line manager.

Outstanding Police Communicator

Should recognise the dedication, creativity and professionalism of an individual working within the field of police communications.

Outstanding In-house Team

Should demonstrate how the communications team has worked effectively to support the organisation's vision and mission.

Notes to Editors

The Association of Police Communicators (APComm) represents the hundreds of professional police staff who work in specialist media and corporate communications roles supporting the police service. Membership of APComm provides access to a network of like-minded people who are striving to improve people's knowledge and understanding of modern policing, helping them to access police services.

The Association of Police Communicators website – www.policecommunicators.org.uk

Contacts

Anne Campbell, Chair, APComm

T: 01953 425554

E: campbella@norfolk.pnn.police.uk

Kerry Sillett, APComm

T: 01379 643657

E: kerry@policecommunicators.org.uk

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