

PRIORITISING MEDIA RELATIONS ACTIVITY

We will prioritise tasks which:

- Involve the highest reputational risk
- Will influence public confidence the most
- Will increase public reassurance and feelings of safety
- Are likely to produce a successful communications outcome

Decision Criteria

- Degree of reputational risk
- Impact on public confidence / fear of crime (positive or negative)
- Whether a media release will be the most effective communication option
- The likelihood that an appeal will succeed / support operational activity
- Potential for maximising positive publicity for West Midlands Police
- Whether media relations activity will add any value

Most Critical Tasks

- Gold groups
- Murder / Manslaughter
- Kidnap, Missing Person, Child Rescue Alert
- Organised Crime Groups
- Counter Terrorism
- Sexual Offences (inc Safeguarding Boards; MAPPA)
- RTCs resulting in death
- Robbery, Serious Assault, Drugs,
- Domestic Abuse, Hate Crime,
- Distraction Burglary
- Serious Burglary, Fraud, Arson
- Serious ASB / Criminal Damage
- Local Policing Priority Areas
- High profile issues of community concern in other local policing areas

Lower Priority Tasks

In order to ensure the force has the capacity and resilience to manage the priority issues, releases / appeals will not normally be issued where:

- Experience suggests that no worthwhile public information will be generated
- Public confidence / fear of crime will be unnecessarily adversely affected
- Reputational risk is low
- There is little public interest
- No value can be added
- Other agencies should be taking the lead e.g. NHS, Probation;

For example, releases in future will not normally be issued in relation to issues such as:

- Lost medication
- Stolen bikes
- Shed break-ins
- Escaped horses
- Missing pets
- Low value items being stolen
- Slight injury RTCs
- Minor criminal damage
- Low key community activities in non priority local policing area.