

Prioritising Media Relations Activity

Form of words for not assisting with a media request:

On this occasion we are unable to progress your request.

Our communications priority is to influence public confidence and engage with you, our media colleagues, to reassure the public and inform them effectively.

We need to ensure that we are responding to those issues with the highest impact on the public or public confidence first – for example murder, sexual offences, distraction burglary or serious ASB.

Lower priority appeals for information, for example, low value theft, slight injury RTC or missing pets will not now be dealt with as a matter of course.

We are happy to share our priorities with you.