

For Distribution to CPs

PRESS & PUBLIC RELATIONS DEPARTMENT



**SUPPORTING
YOU**

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NEWS DESK

The News Desk deals with crime-related matters between 6.30 am and 7 pm, Monday to Friday, and 8 am to 4 pm on Saturdays.

The Desk also answers general media enquiries, organises press conferences and photocalls, issues traffic bulletins, briefs officers before interviews and supervises the press at major incidents.

Details of crimes and press statements are released via a 24-hour 'hotline' which journalists ring to keep them updated.

When the office is closed, Force Control Room handles press calls and can put messages on the hotline for you.

PUBLICITY DESK

Press and publicity officers spend two weeks at a time on the PR Desk, writing press releases and planning media campaigns. The section is also responsible for radio and television training and producing the Chief Constable's annual report.

ADMINISTRATION DESK

The Admin Desk prepares a daily press cuttings summary which is distributed throughout the Force. It also tapes radio and television news programmes and documentaries affecting the police service.

THE SERVICES WE PROVIDE INCLUDE:-

NEWS BEAT

Every month we write and produce the monthly staff newspaper News Beat. The 16-page paper is circulated Forcewide and copies are sent to the media, members of the Police Authority, local MPs, retired officers and other police forces. The newspaper highlights initiatives and achievements and welcomes letters, suggestions and features from readers.

THE MANAGER

We have recently taken on responsibility for producing The Manager, a quarterly management magazine. The magazine is aimed at keeping supervisory staff updated on emerging trends and issues and provides a forum for managers to air their views and tell the rest of the Force about successful initiatives.

MEDIA TRAINING

As former journalists and experienced press and publicity officers, we can give you help or advice on any media query. We take part in a wide range of training courses at Tally Ho! and have recently developed an 'on-site' radio training package. We will visit your station or department and train small groups on handling radio interviews. The 'on-site' training is particularly aimed at operational inspectors who often find themselves in the front-line following an incident but similar training packages are being developed for crime prevention/community liaison officers. Contact us for further details.

HANDLING TV & RADIO INTERVIEWS

We have recently produced booklets about getting the most out of radio and television interviews. They give advice about the importance of planning interviews and a list of important dos and don'ts. Copies are available on request.

CUTTINGS SUMMARY

Every day we produce a summary of press cuttings which we circulate to ACPO, members of the Police Authority, divisional chief superintendents and various heads of departments. Cuttings relating to policy or major incidents are filed and are available on request.

BRIEFINGS

We provide a 'question and answer' briefing service to anyone being interviewed by the press or on radio or TV. The briefing involves preparing a list of likely questions and giving advice on how to answer them.

POLICY FILE

We store a wide range of policy files which include Force statements, statistics and press cuttings. A list of the files is available on request.

ANNUAL REPORT

We produce the Chief Constable's Annual Report every April and send copies to members of the Police Authority, local MPs, libraries and other Forces. Reference copies are available in the Department.

OPINION FORMERS

We are in the process of producing a list of local 'opinion formers' who will be sent regular fact sheets on important issues affecting this Force and the police service generally, including Force policy and statistics. They will be sent to local MPs, members of the Police Authority, magistrates and leaders of ethnic and minority groups.

PRESS RELEASES

Last year we sent over 500 press releases to the local and national media publicising initiatives and achievements. We monitor media coverage daily to measure and evaluate the effectiveness of our releases.

"DEALING WITH THE MEDIA" GUIDE

We have recently produced a booklet giving advice and general guidelines about talking to the media. It expands on Force policy and gives a 'checklist' of what the media will want to know. Contact the office for a copy.

VOICEBANK

Details of up to 30 crimes and Force statements are released every day via a 'voicebank', a recorded information hotline which journalists call for updates. On average, reporters make 2,500 calls every week to the voicebank.

AUDIO/VIDEO LIBRARY

We record relevant news and documentary programmes every day and keep a library of audio and video tapes. Copies for viewing are available on request.

'YOUR SERVICE, OUR STANDARDS'

Aimed at giving information and advice to members of the public about the role of the Force, the booklet was produced by this Department and Research and Development. An updated version, with performance measurements, is due to be published next year.

RADIO INTERVIEWS

Each week we receive up to 20 requests to take part in radio interviews. Often these are made at very short notice but, where possible, we nominate an officer to take part. The Department has two radio booths with direct lines to local radio stations which means we can broadcast live from Lloyd House.

DOCUMENTARIES/ TV PROGRAMMES

Every month we receive numerous calls from film companies asking for permission to interview officers and film at stations. Every request is researched and often briefing sheets are prepared for those taking part.

SIPS

We offer four-week attachments to SIPS officers to take part in the daily running of the News Desk. As part of the attachment, officers spend time with the local media.

**PROMOTIONAL
LEAFLET**

We are in the process of producing a promotional booklet which will highlight Force achievements and be available to visitors and people requesting information about West Midlands Police.

HOW TO CONTACT US

The Headquarters Press Office is based at Lloyd House and covers Birmingham and Solihull Divisions. It also deals with policy matters and filming/documentary requests.

PUBLIC RELATIONS OFFICER:	Ext 2568
MEDIA RELATIONS OFFICER:	Ext 2567
HEAD OF NEWS:	Ext 2564
NEWS DESK:	Exts 2363, 2354, 2406, 2193
PUBLICITY DESK:	Exts 2562, 2563, 2561, 2327

The Wolverhampton press office is based at Bilston Street and covers G – K Divisions:

NEWS DESK:	7871 6580/1
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The Coventry press office is based at Little Park Street and covers M Division:

NEWS DESK:	7930 6580
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