

## **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.