

PFEW JCC & JBB MEDIA PROTOCOLS

This paper sets out the Police Federation of England and Wales (PFEW) protocols for dealing with media enquiries.

Media requests to PFEW

In the first instance, all media requests that have a 'national' significance, not purely local or rank specific, should in the first instance be channelled through the PFEW Communications Department. This is so that:

- We can keep a log of all media requests coming in to the PFEW
- We can prevent conflicting and confusing messages if several people are approached individually
- We can make an objective decision about who is best equipped with the relevant knowledge and experience to speak for the PFEW on this issue – this could be someone from the JCC or JBB

This also increases the PFEW's chances of increased media coverage as one central point of contact for the national press is their preference and they have a good rapport with the Communications Department. Quite often media requests are purely seeking a steer or guidance and often, with knowledge of policy and procedure, the Communications Department can provide this without the need to trouble anyone for an on-record quote.

Newspapers/Journals

The Communications Department would consider the media request and then contact the best-suited PFEW representative to provide a quote or, if necessary, speak with the reporter. Occasionally, the Communications Department may seek advice or guidance for a quote from someone from a relevant Sub-Committee, JCC or JBB, but dependent on the particular circumstances, may suggest that the quote would sit better in the Chairman's/Vice-Chairman's name.

Alternatively, if the Communications Department can see no difficulty then any of the following could speak on national issues:

- An individual member of the JCC
- A JCC rank committee Chairman
- A suitable member of a JCC Sub-Committee
- A relevant JBB official

Television and Radio

National Television - It is recommended that any television interviews should always, in the first instance, be offered to and conducted by the Chairman or Vice-Chairman. Throughout the year many regional issues attract national television coverage. The Communications Department will continue to provide support and assistance to JBBs when required.

Regional Television - If the request is for regional television but relates to a national issue then the Communications Department will assess the information and recommend either the Chairman or Vice-Chairman, someone from the JCC, a suitable member of a relevant JCC Sub-Committee, or the JBB Chairman or Secretary.

Radio – if it has national significance, the request should be channelled through the Communications Department who will consider all the implications and issues of the subject. A decision will be taken as to who should speak on behalf of the PFEW from the following:

- Chairman
- Vice-Chairman
- A JCC rank committee Chairman
- A suitable member of a JCC Sub-Committee
- A JBB official

Again, it is recommended that on national radio stations, when discussing national issues, the preference will be the Chairman or Vice-Chairman. The PFEW could lose impact and influence if there are too many different speakers.

Social Media

There are now a considerable number of JCC and JBB officials who use Twitter and Facebook to reach stakeholders and voice opinion. These are monitored by the regional and national media so please be careful what is said about an issue if it is deemed to have national significance. There is a difference between 'opinion' and 'on record' comments but the media will quote comments from informed sources on social media networks. We have produced a Social Media guide which gives more detail.

The Communication Department will ensure that we maximise use of social media, including Twitter and Facebook to explain PFEW views, updates and to give warning of planned national media interviews. In addition, the Communications Department will seek to email all JCC and JBBs when national media interviews are scheduled.

Approaching the media

In the Communication Department we have daily contact with many daily and national crime and home affairs correspondents. If there is any issue that a member of the JCC or Sub-Committee wishes to raise the profile of, then it is recommended that the Communications Department be approached. That way, dependent on circumstances and the issue, and in conjunction with all relevant parties, we may be able to assist approaching the media through direct contact, a press release, a letter, an on-record or off-record briefing.

Again, if this is handled and channelled through the Communications Department we can ensure that you are aware of additional information which may be useful, make you aware of any pitfalls and provide expertise and guidance as to how best approach the media and through which outlets.