



Media Protocol

Media and communications protocol between Nottinghamshire Police and Nottinghamshire Police Authority

1. Purpose

To establish and maintain a close working relationship between Nottinghamshire Police and Nottinghamshire Police Authority, sharing information on matters that have a significant impact on the image and reputation of either organisation.

To promote and enhance an awareness of our shared vision on crime prevention, crime reduction and community reassurance.

2. Scope

This protocol is intended to cover proactive and reactive media communications activity by Nottinghamshire Police and Nottinghamshire Police Authority, and associated communications within and between the organisations, in respect of:

- Serious incidents in or otherwise affecting Nottinghamshire (excluding those constituting an emergency as defined by the Nottinghamshire Emergency Media Plan, for which separate arrangements exist). Such incidents may include, but are not limited to, homicides, firearms incidents and serious breaches of public order.
- Planned publication of quarterly crime figures and other indicators of performance, such as inspection reports, league tables etc.
- Issues that will, or could, have an impact on the reputation of either organisation.
- Enquiries from journalists or requests for information and/or co-operation likely to lead to significant and/or protracted media coverage.
- Planned, or reactive, crime prevention marketing campaigns and initiatives.

3. Aims

The protocol aims to:

- Identify media activity defined in this protocol and, where necessary, promote a joint approach to managing media communications around these matters.
- Promote a shared vision in relation to tackling crime and providing community reassurance messages.
- Engender a positive reputation of both the Authority and the Force, and public confidence in policing and the safety of our communities
- Avoid the risk of tension between Nottinghamshire Police and Nottinghamshire Police Authority, or criticism/contradiction of one organisation by another.
- Increase dialogue between the two organisations at a media and communications level
- Identify efficiency savings through joint working/purchasing and by utilising each other's communication platforms to communicate the objectives/outputs of the Local Policing Plan 2010 -2013.

4. Principles

It is important to recognise that:

- Nottinghamshire Police and Nottinghamshire Police Authority have their own functions, services and priorities, and will reasonably seek to establish a distinct public profile via their media communications.
- The public, and the media, have a right to information about what each organisation does, a right extended by the Freedom of Information Act.
- Working together – and being seen to work together – can enhance the quality, consistency and reliability of information released to the media, and also the individual reputation of each organisation.

5. Delivery of the protocol

This protocol defines media communications as:

- Press releases, written statements and interviews given to the print and broadcast media.
- Briefings, interviews, verbal statements and press conferences.
- Media information published on each organisation's website.
- Any other media information.

6. Operation of the protocol

- Communications professionals in each organisation shall undertake to inform each other at the earliest opportunity of likely or actual relevant media communications activity, as defined in this protocol.
- Communications professionals in each organisation shall manage the activity in the most appropriate way, being mindful of issues of confidentiality. This could take one of many forms, from deciding on a joint statement, briefing or press conference to an agreement that one organisation is the lead partner – and even to a reasonable acceptance that one organisation disagrees with the other’s position or proposed course of action.
- Communications professionals in each organisation shall meet regularly to plan for future events and discuss opportunities and challenges to ensure early consideration of the issues.
- Senior managers in each organisation shall monitor and review the effectiveness of the protocol.

7. Review

The mechanisms that define this protocol should be reviewed by the Heads of Communication at both organisations, in conjunction with the Chief Constable and Chief Executive of the Police Authority, on an annual basis to ensure it remains effective.