

# **Police and Crime Commissioner for Lancashire – Media Protocol**

## **Why we need a media protocol**

In order that publicity is well co-ordinated, and cost effective, it is necessary to have a media protocol in place for the Office of the Police and Crime Commissioner (PCC) for Lancashire. This is designed to provide clear guidance to follow specifically when dealing with the media.

## **Our principles for media communication**

- Accuracy – factual, correct and legal
- Proactive – timely and responsive
- Transparency – open and honest
- Consistency – in delivery of any message

## **Our objectives**

- To raise public awareness of the work of the PCC;
- To mitigate inaccurate and unfounded criticism on the PCC and officers; and
- To protect and enhance the reputation of the Office of the PCC for Lancashire

## **How we will do this**

- Maintain positive working relationships with the media
- Respond to media queries in a timely fashion – within one working day
- Issuing media releases in line with the principles for media communication
- Coordinating work with all partners – link to wider communications activity
- Being proactive; actively promote decisions of the PCC
- Use an events calendar to plan ahead
- Monitor media output and coverage to ensure improvements are made

## **Accountability**

Any media liaison will reflect the general decision-making and accountability process for the Office of the PCC for Lancashire. For example:

- Media statements and proactive press releases should, in the first instance, quote the PCC and be approved by the PCC. This responsibility will be handed to senior members of staff in the PCC's absence.
- The Communications Team will support and enable the PCC or senior members of staff to play a proactive role in communicating with the media.
- We advise all staff do not give quotes/interviews to the media without the PCC and Communications Team's prior approval
- Where the press office is asked to draft press releases, statements or letters from the PCC to the media, such material will be factual in nature and will not contain politically motivated or biased information.

Ends.