

Media Relations

Law enforcement agencies often seek media contact to encourage witnesses to come forward, provide information on specific cases, and address initiatives and inquiries. The media can help raise public awareness of crime, its impact on community members, and law enforcement agencies' efforts to respond effectively. Agency policies should clearly establish personnel roles and responsibilities while emphasizing the value of maintaining good communication with the media.

Incorporating victim services personnel into media relations practices can enhance the ability to balance victims' and co-victims' rights to privacy with the public's right to know, victims' and co-victims' experiences during interactions, and police-community relationships.

Promising Agency Practices

- ✓ **Develop a partnership between victim services and public information officers to coordinate notifications to victims and co-victims prior to the release of information to the media.**
- ✓ **Include victim services in the review process for press releases and media statements involving information about victims and co-victims.**
- ✓ **Ensure victim services availability during press conferences and media interactions that are attended by victims and co-victims.**
- ✓ **Ensure availability of objective interpreters for victims and co-victims who require language access support during press conferences and media interactions.**
- ✓ **Revise policies to include the role of victim services personnel during media interactions.**

Helpful Resources

- **[Privacy & Dignity: A Guide to Interacting with the Media | NCVC](#)**
- **[The Sexual Assault Advocates Guide to Media Communications and Public Relations | MN CASA](#)**
- **[National Forum on Body-Worn Cameras and Violence Against Women | IACP](#)**
- **[A News Media Guide for Victim Services Providers | Justice Solutions](#)**