



## **Bitner/Hennessy PR / Metrowest Master Association Countering Negative Crime Reporting**

### **Challenge**

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LOCAL TELEVISION REPORTERS AND DAILY NEWSPAPERS WERE ERRONEOUSLY IDENTIFYING CRIMINAL BEHAVIOR AS TAKING PLACE "NEAR METROWEST" OR "IN THE METROWEST AREA." IN FACT, THESE CRIMES WERE TAKING PLACE OUTSIDE OF THE METROWEST CITY LIMITS. AS A RESULT, HOMEOWNERS WERE JUSTIFIABLY CONCERNED ABOUT DECLINING PROPERTY VALUES DUE TO THIS MISIDENTIFICATION.

### **Strategy and Action**

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BITNER/HENNESSY BEGAN AN AGGRESSIVE CAMPAIGN TO IMMEDIATELY CONTACT THE STATION AFTER ONE OF THESE REPORTS. WE SPOKE WITH THE REPORTER, NEWS PRODUCER AND ASSIGNMENT EDITORS TO SET THE RECORD STRAIGHT. WE SET-UP IN PERSON MEETINGS WITH THE NEWS TEAM WHEN POSSIBLE.

IN ADDITION, WE DEVELOPED A MONTHLY HOMEOWNER'S NEWSLETTER ADVISING METROWEST HOMEOWNERS OF INCREASED POLICE PRESENCE, SAFETY PROCEDURES AND POSITIVE DEVELOPMENTS TAKING PLACE IN THE NEIGHBORHOOD.

### **Results**

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THE LOCAL MEDIA BEGAN USING THE CORRECT LOCATORS FOR CRIME AND METROWEST BECAME RECOGNIZED IN THE AREA AS A SAFE PLACE TO LIVE.