

The method of publicity can include the following:

- local print and television media;
- local leaflet drop; and ⁹ local newsletters.

Practitioners need to apply the proportionality test when deciding which method is appropriate.

Leaflets and other printed materials, such as posters or residents' newsletters, allow local agencies to target particular neighbourhoods, streets or households with information.

The public can be informed about an ASBO at any time - publicity can be issued and re-issued according to the circumstances. However, publicity needs to be timely to ensure that people are able to enforce the order as soon as it has been granted and to reassure the public that something is being done.

Working with the media

It is usual for local statutory agencies to have working relationships with local and regional media, including press, television and radio. This is particularly relevant to issues such as anti-social behaviour and where the media are keen to report how local agencies are tackling these issues through the deployment of dispersal orders, ASBO's 'crack house' closures, etc.

It is important to work with local media and to make them understand that it is not the purpose of any publicity to punish the individual. Media coverage has the potential to go to a wider audience than leaflets or posters. It is good practice to identify newspapers that report on city, borough and neighbourhood issues, free local press and local radio and television and to develop working relationships with them. This could include being aware of their publication deadlines, giving them exclusives and making sure that the complainant's (victim's) point of view is put across. However, it is important to