



Readers' Letters  
Hereford Journal  
178 Widemarsh Street  
Hereford  
HR4 9HN

19<sup>th</sup> October 2011

Dear Editor,

We were saddened to read on the front page of last week's Hereford Journal that distraction burglary is still occurring in the county.

Your readers might be interested to hear that The Rural Media Company worked closely with West Mercia Police in 2009 to produce a short drama to raise awareness of this issue.

With the help of Age Concern we created a typical scenario in which an elderly couple are misled and confused by two plausible but ruthless burglars who gain entry into their home.

Local actors and volunteers all contributed to this high impact, absorbing short film, which is ideal for use in training and public awareness campaigns.

You can watch a clip from the film on our website  
<http://www.ruralmedia.co.uk/distraction-burglary/>

For further information or to request a DVD, please contact: Francesca Sandwell on 01432 344039 or [francescas@ruralmedia.co.uk](mailto:francescas@ruralmedia.co.uk)

Yours faithfully,

Francesca Sandwell