

Joe Knightley: Police Press Office Liaison

Role: Liaison from the Police Press Office.

Joe views himself as **hardworking and full of smart ideas**, but feels misunderstood and doubted by colleagues. His confidence is his proudest quality, which helps him overlook his lack of academic distinction. He secured his job in the Press Office with the help of his father, the **Chief Inspector**, and aims to **rise up the ranks** to run the department one day.

The Conspiracy Plan

Joe spends his spare time consuming content from **conspiracy theorists and 'dark web truthers'** on YouTube and TikTok, believing they reveal the true workings of the world—information omitted by traditional education. He uses his proximity to public office to research elaborate schemes involving the elite, such as false flag attacks.

When his manager's position becomes available, Joe decides to concoct a story to impress the 'higher ups' and secure the promotion.

The Operation 'Seven Strikes'

Joe fabricates a conspiracy about a mysterious group of **masked vigilantes, named 'Seven Strikes'**, who are targeting and attacking police officers for past perceived wrongdoings. He constructs the story by assembling unrelated incidents: actual attacks on officers, workplace accidents, and suspicious events.

When he presented this initial story internally, his department dismissed it, referring him to **Internal Affairs**. Knowing IA would expose his scheme, Joe decides to **pre-emptively go public**.

He has hired **external PR people, influencers, and community liaisons** to spread the narrative. Once this group connects his assembled 'evidence' and believes in the existence of 'Seven Strikes', Joe plans to **reveal himself as the mastermind** behind the campaign. He believes this will garner public sympathy for the police and earn him the promotion.

Key Secret

There is no conspiracy against the police; it is all Joe's creation. He must do everything in his power to keep his authorship of this plot a secret.

Objectives

- Keep your secret.
- Try and blame someone else in the group as being responsible.