Media Relations

2017 Crime Stoppers USA Annual Training Conference

Objectives

- Maximize your coverage
  - Build relationships with local newsrooms
  - News releases and interviews
  - Best practices

- Honolulu CrimeStoppers
  - Positive takeaways

Get to know reporters, editors

- Find out which reporters cover "police beat"

- What kind of stories interest them?

- Meet with reporters, news editors regularly

Set up a regular segment

- TV, print, online, and radio

- Pre-taped or live interviews
  - Most wanted criminals
  - Missing persons
  - Scams
  - Public safety tips
  - Cold cases

- Advertise

Be available

- Reporters are on tight deadlines

- On-camera interviews

- Phone interviews

- Determine after-hours policy

- Increase the chances of media coverage

Be active on social media

- Create social media accounts

- Cross promote
  - Encourage news organizations to share your CrimeStoppers posts. In turn, share their news stories on your social media pages.

- Post updates in a timely manner

- Create posts for different days of the week
  - Wanted Wednesdays, safety tip of the week, etc.

- Have fun!

News Releases

- Make it easy for the newsrooms

- Include relevant information
  - Synopsis, description of the suspect, photos, videos

- Expect interview requests

- Anticipate follow-up questions

Honolulu CrimeStoppers News Releases

Stop crime. Stay anonymous.

News Release
August 16, 2017
Bank Robbery Suspect Wanted

CrimeStoppers and the Honolulu Police Department are seeking the public's assistance in locating a male who is wanted for robbing the American Savings Bank Kapiolani branch located at 1600 Kapiolani Boulevard.

On Wednesday, August 16, 2017, at approximately 10:35 a.m., a male entered the bank, approached the teller, and handed a demand note. No weapon was mentioned or seen, and the male fled on foot in an unknown direction with an undisclosed amount of money.

Anyone with information about this incident is asked to call CrimeStoppers at 955-8300 or *CRIME on your cellular phone. Free cellular calls are provided by AT&T, Nextel Hawaii, T-Mobile, Verizon Wireless Hawaii, Mobi PCS, and Hawaiian Telcom. The public may now send anonymous web tips to www.honolulucrimestoppers.org.

Suspect: Unknown male
Race: Caucasian
Age: Late 20s
Height: 5'8" to 6'0"
Weight: 140 to 160 lbs.
Build: Slim build
Hair: Short straight brown hair
Complexion: Fair
Clothing: Black sunglasses, dark color polo shirt, black long pants, red/black athletic shoes, black backpack

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Stop crime. Stay anonymous.

News Release
August 16, 2017
Missing Person Located: Denise Nashiro

CrimeStoppers and the Honolulu Police Department wanted to thank the public for their assistance in locating Denise Nashiro. She was last seen outside of Don Quijote located on Kaheka Street on Tuesday, August 15, 2017, at approximately 3 p.m.

She was located on Wednesday, August 16, 2017, at approximately 8:45 a.m. in the University of Hawaii Manoa area and is safe with her family and friends.

Anyone with information about this incident is asked to call CrimeStoppers at 955-8300, or *CRIME on your cellular phone. Free cellular calls are provided by AT&T, Nextel Hawaii, T-Mobile, Verizon Wireless Hawaii, Mobi PCS, and Hawaiian Telcom. The public may now send anonymous and web tips. Text "CS808" plus your message to 274637 or CRIMES.

Located: Denise Nashiro
Race: Japanese
Age: 70 years old
Height: 5'2"
Weight: 110 lbs.
Hair: Black
Eyes: Brown
Clothing: Light blue capri pants, black sweater, pink t-shirt, black slippers.

Speaking to the media

- What's your objective?
  - Call to action
  - Kudos
  - Public safety message
  - Correcting misinformation
- Who's your audience?
  - General public
  - Concerned citizens

Speaking to the media

- Know your message
  - Come up with key messages

- Facts vs. message

- Practice

Key Messages

- These are your bullet points

- Summed up in a few words or a sentence

- Examples:
  1. String of car break-ins at beaches
  2. HPD has increased patrol
  3. Don't leave valuables inside the car

- Easy to remember

- Always come back to them

Facts vs. Message

- Facts of the case
  - Can come across boring, dull
  - Sounds like a police report

- Message
  - Tell a story
  - Stay away from police jargon
  - Connect emotionally with the viewer, reader

Example: Facts

On September 17, 2017 at approximately 1600 hours, an unknown male suspect entered a vehicle without permission at an East Oahu beach park. The suspect removed an urn containing human remains before fleeing in a dark-colored sedan in an unknown direction. The suspect is described as a local male in his early 20s. Anyone with information is asked to call police.

Example: Message

A mother of five needs your help tonight after her late husband's ashes were stolen at a popular beach park yesterday afternoon. Witnesses say the suspect broke in to the woman's rental car, stole the urn, and fled in a dark-colored sedan. The victims are visiting from out of state and were planning to scatter their loved one's ashes in the ocean tomorrow morning. We're asking anyone with information to come forward and call police. If you'd like to remain anonymous, you can call CrimeStoppers at 955-8300.

Practice

- Record yourself

- Speak in front of a mirror

- Run through a mock interview with a family member or friend

- Watch or listen to other speakers you admire

Interview Example
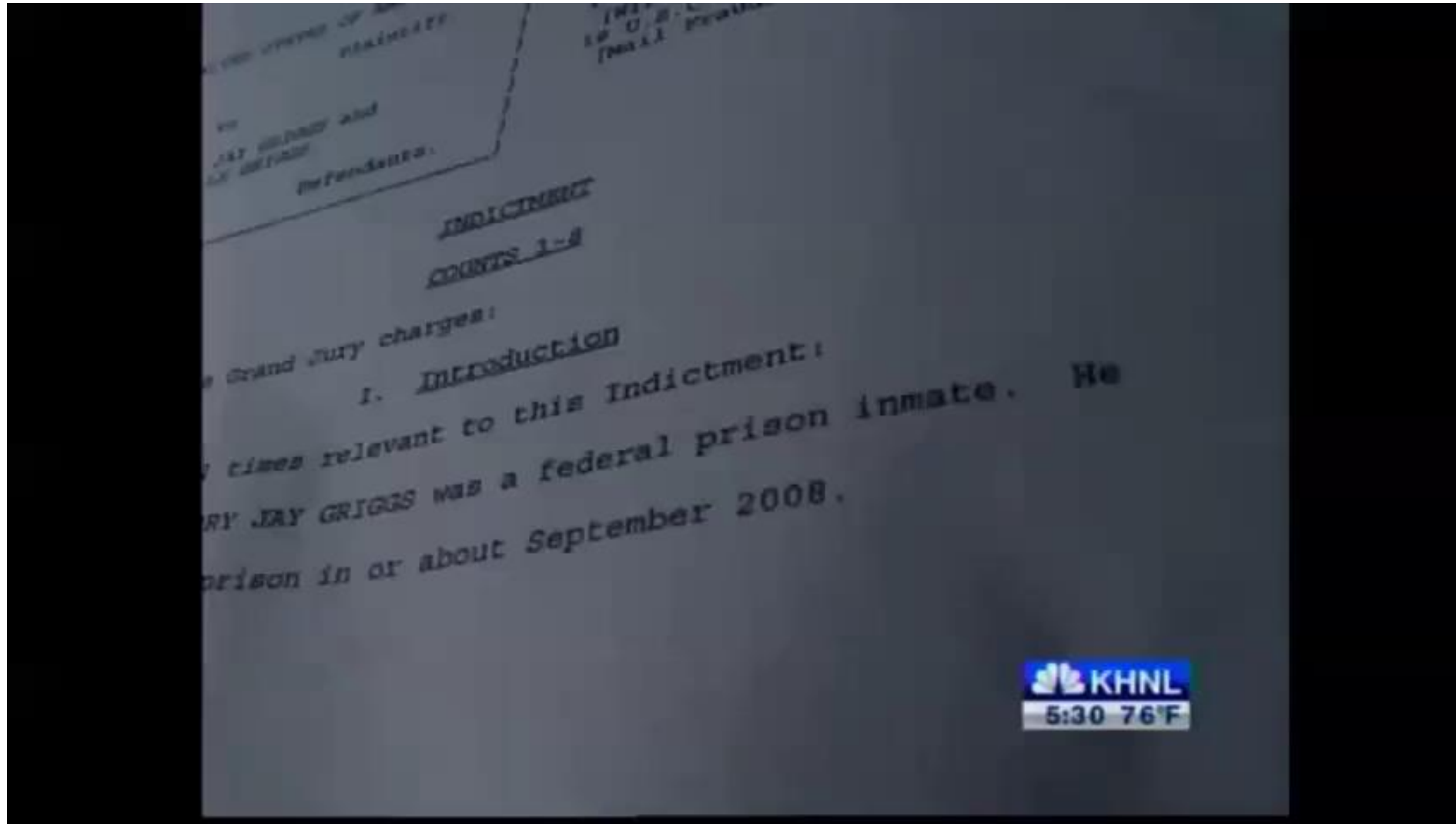
Interview Example

Delivery

- Take a deep breath, relax, and stand tall

- Match the demeanor of the topic

- Shoot for 8 to 10 second sound bites

- It's ok if you repeat yourself

- "I don't have that information, but what I can tell you is this…"

- Avoid opinions, speculation, and off-the-record remarks

- Offer safety tips

Delivery

- Body language
  - Lean slightly forward and look engaged
  - Make eye contact with the reporter, not the camera
  - Watch your facial expressions
  - Refrain from fidgeting

- Speak with more energy than normal

- The camera and microphone are always on

- Phone interviews
  - Stand up
  - Have your key messages or pre-approved sound bites available in front of you

QUESTIONS?