

# **MEDIA RELEASES AND OFFENDER POST BEHAVIOR**

**UNDERSTANDING YOUR ABILITY TO MANIPULATE OFFENDER BEHAVIOR**



# CONCEPT

**WHAT WE RELEASE, OR MORE IMPORTANTLY DON'T  
RELEASE, CAN EFFECT THE OFFENDERS POST CRIME  
BEHAVIOR**

# **THE PROCESS OF CRIME**

**CRIME DOES NOT OCCUR IN A BUBBLE**



# THE PROCESS OF CRIME



- ✓ **CRIME OCCURS IN THREE STAGES**
- ✓ **ANTE (BEFORE)**
- ✓ **PERI (DURING)**
- ✓ **POST (AFTER)**

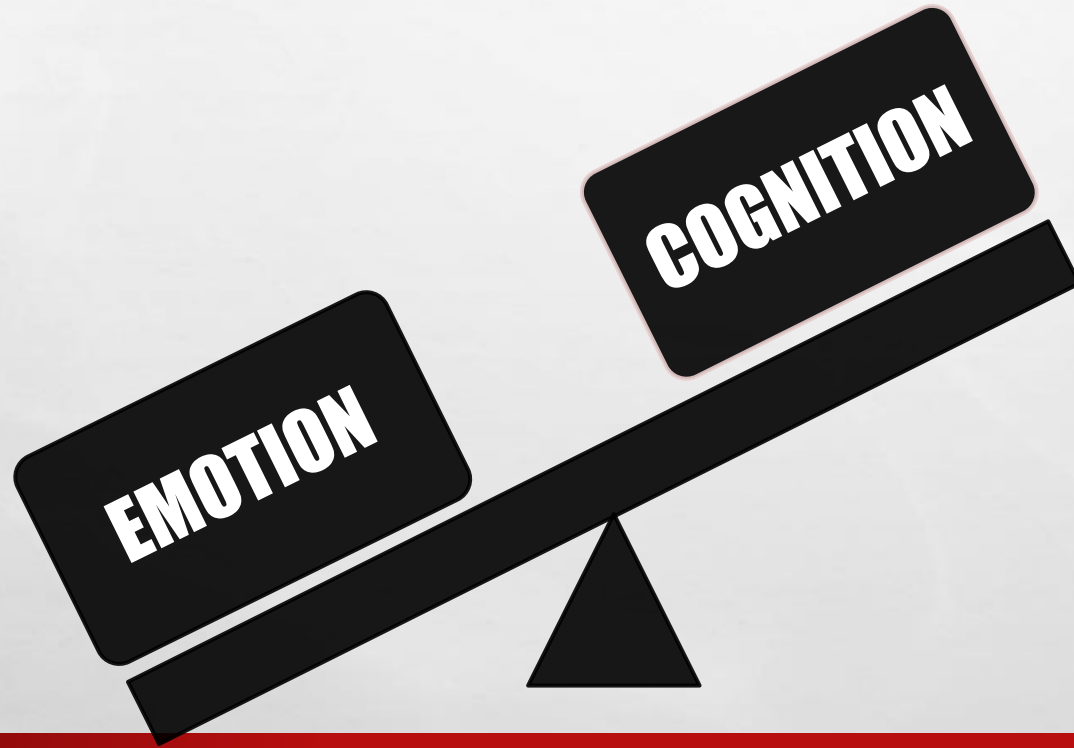


# **PERSONALITY PATHOLOGY**

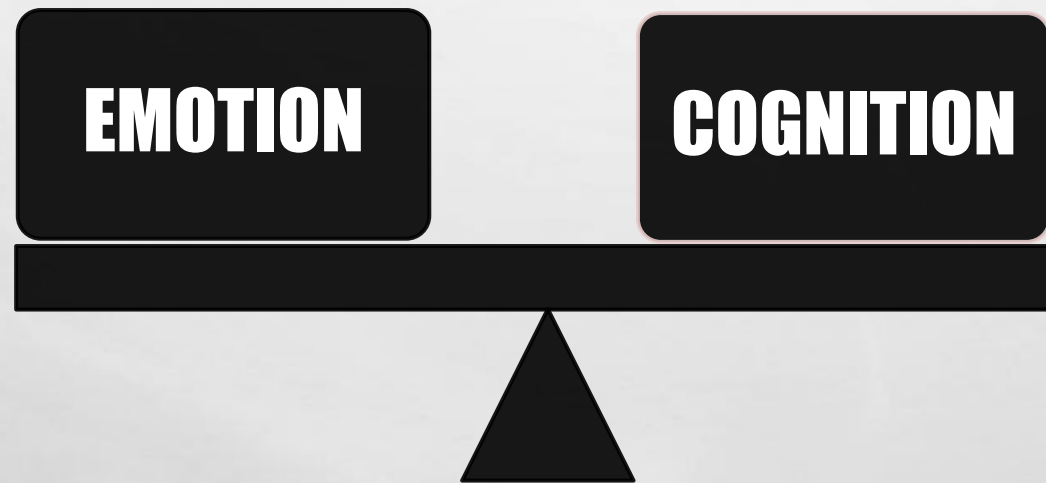
**ENDURING PATTERNS OF COGNITION, EMOTION, AND BEHAVIOR THAT NEGATIVELY AFFECT A PERSON'S ADAPTATION. IN PSYCHIATRY AND CLINICAL PSYCHOLOGY, IT IS CHARACTERIZED BY ADAPTIVE INFLEXIBILITY, VICIOUS CYCLES OF MALADAPTIVE BEHAVIOR, AND EMOTIONAL INSTABILITY UNDER STRESS.**



**STRESS RAISES THE EMOTION AND LOWERS  
THE COGNITION.**



# NORMAL THINKING PROCESS





# THIS IS WHERE WE WANT TO GET THEM TOO



- ✓ **CAUSES THEM TO MAKE MISTAKES**
- ✓ **ACT ON EMOTION**
- ✓ **SAY SOMETHING OR DO SOMETHING**

# **OFFENDER ACCESS TO SOCIAL MEDIA**

- ✓ **SOCIETY IN GENERAL HAS ACCESS TO ALL PLATFORMS OF SOCIAL MEDIA**
- ✓ **SOCIETY HAS A FASCINATION WITH CRIME**
- ✓ **OFFENDERS WILL UTILIZE SOCIAL MEDIA PLATFORMS TO FOLLOW WHAT IS RELEASED**
- ✓ **WHAT WE RELEASE AND WHEN CAN IMPACT THE OFFENDERS REACTION**

# WHAT TO RELEASE OR NOT TO RELEASE THIS IS THE QUESTION

- ✓ **PUBLIC SAFETY INFORMATION**
- ✓ **ATTRIBUTES OF THE OFFENDER**
- ✓ **WHAT, WHEN, WHERE**
  - ✓ **RELEASED UNDER IT IS “BELIEVED TO BE”**
- ✓ **NEVER INTIMATE DETAILS**

“

**SOMETIMES THE HOW AND WHY SPEAK  
DIRECTLY TO THE OFFENDER**

”

- ✓ **WE NEED TO UNDERSTAND THE MOTIVATION OF THE CRIME**
- ✓ **WE CAN NEVER PREDICT 100% SOMEONE'S REACTIONS**

# **TIMING**

- ✓ **OFFENDER INTERVIEW**
- ✓ **WITNESS INTERVIEWS**
- ✓ **ARREST**

# **SUSPECT HAS HISTORY OF CONTACT**

**"ANALIA EXPOSED YOU FOR THE FAILURE THAT YOU ARE," NIETERT SAID. "THE FINAL NAILS ARE BEING DRIVEN IN YOUR COFFIN. GIVEN WHAT I KNOW, I WOULD NOT GO TO THE STORE AND BUY GREEN BANANAS."**

**THE PERSON WHO KILLED HER "HAS TO KNOW THE END IS NEAR" BECAUSE INVESTIGATORS ARE MAKING PROGRESS ON THE CASE.**



# **MEDIA PLATFORMS**

- ✓ **CRIME STOPPERS**
  - ✓ **WEBSITE**
  - ✓ **FACEBOOK**
  - ✓ **TWITTER**

# NEWS CONFERENCE



# TRADITIONAL PLATFORM



✓ **STRATEGICALLY PLACED WHERE OFFENDER WILL BE CONSTANTLY REMINDED**

✓ **NEAR HOME**

✓ **NEAR WORK**

✓ **ON REGULAR ROUTE**



# FLYERS

WHERE THEY GET GAS

WHERE THEY GET COFFEE

WHERE THEY EAT LUNCH

**UNSOLVED**  
**MISSING**

[www.itsafirstmissing.com](http://www.itsafirstmissing.com) 501(c)(3) Nonprofit





**Michelle "Jolene" Lakey**  
Missing since August 26, 1985  
From Scranton, Pennsylvania

Age at Disappearance: 11 years  
Nicknames: Baby, Jolene  
Height/Weight (1986): 4'9"; 80 lbs.  
Hair: Brown, shoulder-length bob; very thin  
Eye color: Brown

Jolene was walking home after visiting her mother in the hospital and was abducted on Washington Street. She was last seen wearing a white shirt with purple trim and blue sweatpants. Her ears are pierced. Jolene was sickly at the time of her disappearance and would easily get pneumonia.

Facebook: "Help Find Jolene Lakey"

Police Agency:  
Pennsylvania State Police - Troop R  
Cpl. Steve Skold  
570-863-3156  
Case # R1-126878  
or  
Your local police



 [www.facebook.com/itsafirstmissing](http://www.facebook.com/itsafirstmissing)   

# THESE WILL

- ✓ **ELICIT REACTION FROM THE OFFENDER**
- ✓ **THEY WANT TO KNOW WHAT WE KNOW**
- ✓ **WILL CREATE INTEREST IN CASE**
- ✓ **KEEP THEM FOCUSED ON YOU**

# **PRACTICAL APPLICATION**

**SEPTEMBER 12, 2014**





# **PSP UNDER FIRE**

**PENNSYLVANIA STATE POLICE BARRACKS AT BLOOMING GROVE**

**OFFENDER SHOOTS AND KILLS CPL. BRYON DICKSON AND CRITICALLY  
INJURES TROOPER ALEX DOUGLASS**

**OFFENDER SHOOTS FROM A TREE LINE APPROXIMATELY 100 YARDS AWAY**

**OFFENDER FLEES SCENE IN UNKNOWN DIRECTION**

# **MEDIA RELEASE AND CRIMESTOPPERS**

- ✓ **PACS INVOLVED IMMEDIATELY**
- ✓ **INFORMATION RELEASED ON EVERY PLATFORM AVAILABLE**
- ✓ **PARTNERS OF AMBER ALERT PROGRAM RELEASE INFORMATION**
  - ✓ **OUTDOOR ADVERTISING**
  - ✓ **NEWS MEDIA OUTLETS**
  - ✓ **TURNPIKE AND INTERSTATE SIGNAGE**

# Pennsylvania Police - 2014



- **THIS NEWS CONFERENCE SET THE THEME FOR THE ENTIRE 48 DAY MANHUNT**
- **ALL MEDIA RELEASED CARRIED THE “COWARDLY ACT” THEME**
- **WANTED TO KEEP HIS FOCUS ON LAW ENFORCEMENT**
- **A CONSTANT BARRAGE OF SOCIAL MEDIA WAS UTILIZED THROUGH CRIME STOPPERS**
- **THE OFFENDER ERIC FREIN WAS IDENTIFIED THROUGH A CRIME STOPPERS TIP**



**TOP 10  
MOST WANTED**

**Eric Matthew Frein**

**CRIMINAL  
HOMICIDE**



**866-326-7256**

**REWARD OFFERED**



LAMAR

**UPON HIS CAPTURE A LAPTOP WAS FOUND. HE WAS  
WATCHING THE NEWS, CHECKING SOCIAL MEDIA AND  
WAS ON THE CRIME STOPPERS WEBSITE**

# **PRACTICAL APPLICATION**

**DECEMBER 23, 1995**





# **COLD CASE HOMICIDE**

- **28 YR. OLD VICTIM FOUND DECEASED FROM APPARENT SELF INFLICTED GUNSHOT WOUND**
- **RULED A SUICIDE**
- **CASE REVIEW IN 2010 REVEALED STAGED CRIME SCENE**
- **CHANGED TO A HOMICIDE AND RELEASED TO MEDIA**

# **COLD CASE HOMICIDE**

- **IDENTIFIED ROUTE OF TRAVEL OF POTENTIAL SUSPECT**
- **ROUTE TO AND FROM CLOSEST TOWN**
- **PLANNED EXHUMATION VICTIMS GRAVE LOCATED NEAR ABOVE ROAD**
- **EXHUMATION PLANNED FOR DAY SUSPECT WAS LIKELY TO DRIVE BY**











**QUESTIONS?**