

Crimestoppers USA Conference

Media Partnership

Developing and Sustaining
Media Partnerships

Media Relations

- What is Media Relations?

Media relations refers to the relationship that a company or organization develops with journalists, while public relations extend that relationship beyond the media to the general public.

- Creating a Media List

Researching and assessing target audience and deciding the best way to reach them through media relations

Developing a Press Release and WHY?

What is a press release?

The Press Release is a written form of communication directed at members of the news media for the purpose of announcing news from organization or company that the public needs to know.

How to use a press release?

- Follow up with news stations during course of a case.
- Make sure Press Release goes out once the case is solved

Meeting with stations General Managers

Why Does it Matter?

What are the benefits?

How to overcome the image challenges that exist as being law enforcement and promoting Crimestoppers Tips while remaining anonymous?

The power of testimonials

- Ask victims family members if they would be willing to share how Crimestoppers tip help their loved one will get justice
- Display the fair process by the courts

Brand Awareness with a Limited Budget

- Tabling at community events
- Partnership with local nonprofits and schools
- Cross promotion with local area businesses
- Creating a Co-op among CS franchise
- The Power of Social Media
- Place information in local newspaper online community page
- Look for one day sales or special packages offered by tv stations and radio stations
- Advertising during off peak season such as during the summer months and holiday.
- Develop a Marketing committee and recruit media partners to sit on the committee
- Special Events and Fundraisers

Kind Gestures

- Dropping off cookies or pizzas to the news station
- Sending thank you cards for reporter mentioning Crimestoppers
- Invitation to a holiday event