

Working with media & how media can work for you

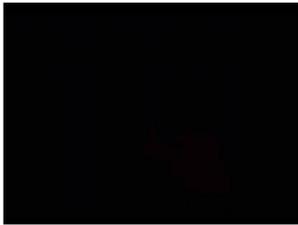
GRANT BISSELL – PUBLIC SAFETY INFORMATION COORDINATOR
JEFFERSON COUNTY SHERIFF'S OFFICE

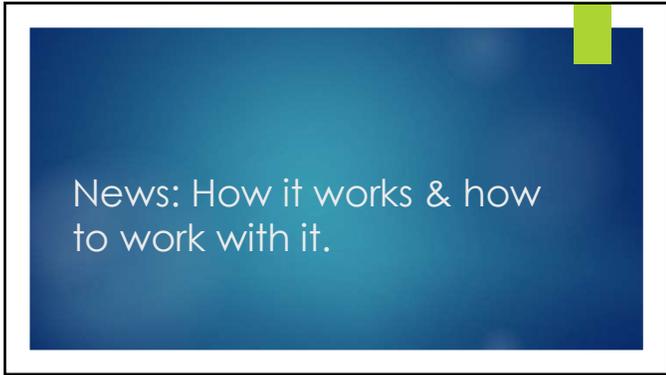
A little about me

- ▶ Born and raised in Jefferson County
- ▶ 11 years in television news
- ▶ 3 ½ years as a producer in Las Vegas
- ▶ 1 year as a reporter in Columbia, MO
- ▶ 7 ½ years as a Multimedia Journalist in St. Louis
- ▶ Joined Sheriff's Office in January, 2019
- ▶ Work includes responding to media requests, social media & video production

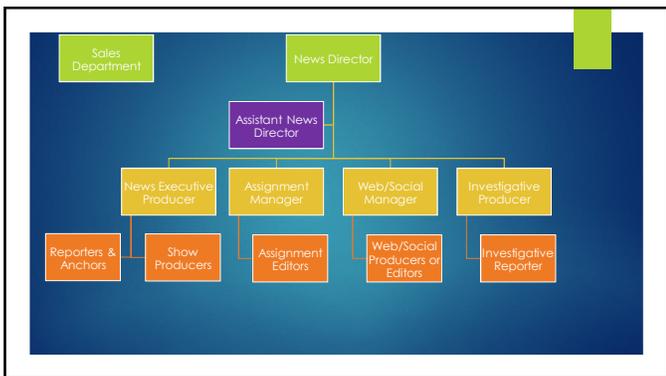


Have you ever felt like this?











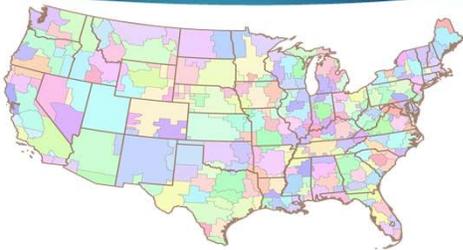




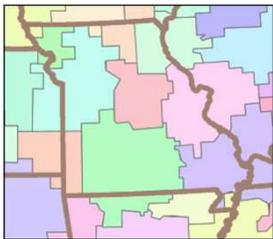
Why do reporters these days look like kids?



TV markets across the country



Let's look at Missouri TV markets



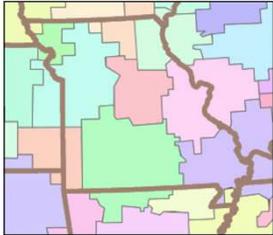
- ▶ 201 – Ottumwa, IA/Kirksville, MO
- ▶ 200 – St. Joseph
- ▶ 174 – Quincy, IL/Hannibal, MO
- ▶ 153 – Joplin, MO/Pittsburgh, KS
- ▶ 137 – Columbia/Jefferson City
- ▶ 84 – Paducah, KY/Cape Girardeau
- ▶ 73 – Springfield
- ▶ 71 – Omaha, NE
- ▶ 68 – Des Moines/Ames, IA
- ▶ 51 – Memphis, TN
- ▶ 32 – Kansas City
- ▶ 23 – St. Louis



Why is this important?

HISTORICALLY, JOURNALISTS GET THEIR FIRST JOBS IN SMALLER MARKETS & MOVE TO BIGGER MARKETS AS THEY GAIN EXPERIENCE.

Remember those TV markets?



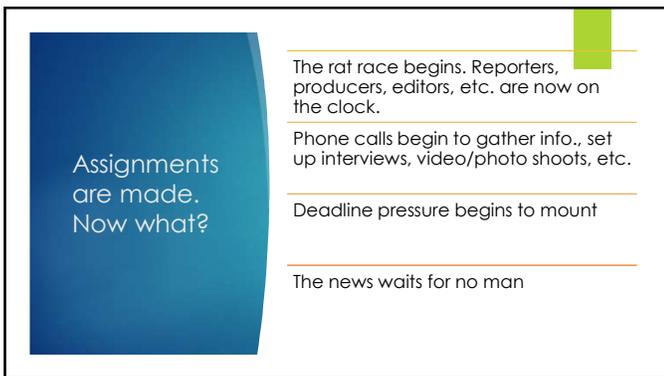
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How do news outlets choose stories?









Deadlines haunt the dreams of every journalist

Sometimes, you just can't meet their deadlines

- BE HONEST
- EMPATHIZE
- EXPLAIN WHY

There's more than one type of reporter

Daily Reporter

- ▶ Turns a story in one day
- ▶ May shoot & edit their video
- ▶ Story length 1:15-1:30 on TV
- ▶ Mostly nuts and bolts
- ▶ May lead to follow-ups
- ▶ Rinse and repeat tomorrow



There's more than one type of reporter

Investigative Reporter 41 Action News Investigators in Kansas City

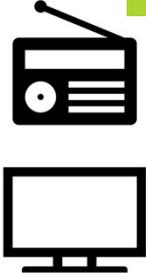
- ▶ Spends days or weeks on a story
- ▶ Final version is longer
- ▶ Deep dive
- ▶ Poses challenges for us
- ▶ Reporter may become attached to narrative or "victim"
- ▶ Potential for "gotcha" moment



What is "Sweeps?"

"Sweeps"

- ▶ A four-week period, usually in February, May, July & November when TV and radio audiences are measured.
- ▶ Use a formula to determine ratings
- ▶ This data is used by broadcasters to make claims like "We're Number 1 at 10:00."
- ▶ It's based on how many people in a market are watching or listening to that radio or TV station during broadcast times.
- ▶ It's when you'll see big, flashy promos like this...



"Sweeps" stories look like this



"Sweeps"

- ▶ Stories designed to hook viewers into watching.
- ▶ They play on emotions: fear, anger, frustration, happiness
- ▶ They're highly-promoted
- ▶ Can be sensationalized
- ▶ Can be bad for us



"Sweeps"

- ▶ Critically important for TV and radio
- ▶ Ratings are how stations pay the bills



I've got a story idea.
Now what?
—
PITCH IT TO THE NEWS

How to pitch your story to the news

You have to make it worth their time

- ▶ News outlets are always looking for the best stories of the day
- ▶ If yours isn't the best, it won't be chosen
- ▶ Think of your idea and the outlets getting your pitch
- ▶ What do they need?
- ▶ What can you provide?

How to pitch your story to the news

You have to make it worth their time

- ▶ Make it easy for them
- ▶ Set things up in advance
- ▶ Bait the hook

A recent success...

Pitching to make them forget...

Pitching to make them forget...







News Opportunity Alert!!!





This photo went around the world



People Magazine



Build relationships with the media

GO MEET PEOPLE IN YOUR LOCAL NEWSROOMS

Putting journalists in Time Out

- ▶ You can call someone out
- ▶ Don't let it become personal
- ▶ Don't punish entire outlet or all media
- ▶ Don't do it too often
- ▶ Try to talk it out if possible
- ▶ Pick your battles



When the big one hits, national news will be there. Don't forget about the locals.



Do your news releases and interviews stink?

PROBABLY...

SHERIFF'S OFFICE
Jefferson County, MO
Press Release

3-1-20

Mark Adams, Sheriff of Jefferson County, Missouri, has accepted the custody of the Sheriff's Office from the previous Sheriff, David R. ...

These things aren't fun
BUT THEY'RE PART OF OUR JOBS

Why news people dislike our releases and interviews

- ▶ Too much "Cop Talk"
- ▶ "Attempting to gain entry into" = trying to get into
- ▶ "Armed himself with a handgun" = grabbed a gun
- ▶ "Gave verbal commands" = yelled at
- ▶ "Drew a sidearm" = pulled a gun
- ▶ "Fired three rounds" = shot three times
- ▶ "Fled on foot" = ran away

Remember, journalists don't know police work

- "Cop Talk" can be confusing and doesn't fit their mold
- If they can't use it, they'll leave it out or paraphrase it
- Can lead to misunderstandings or misinterpretations

► Make it easy for news people to steal your words.

Using Social Media

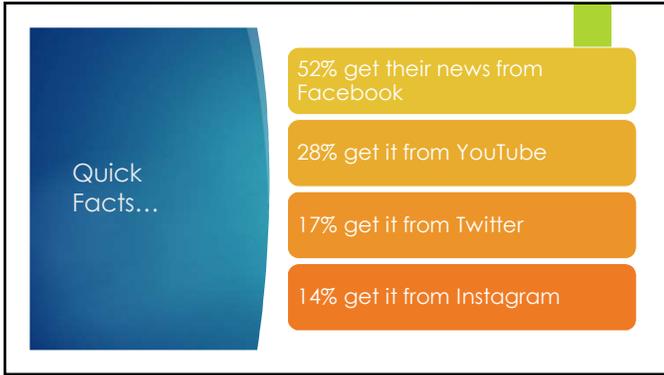
IT'S MORE THAN JUST EMOJIS AND SILLY NONSENSE

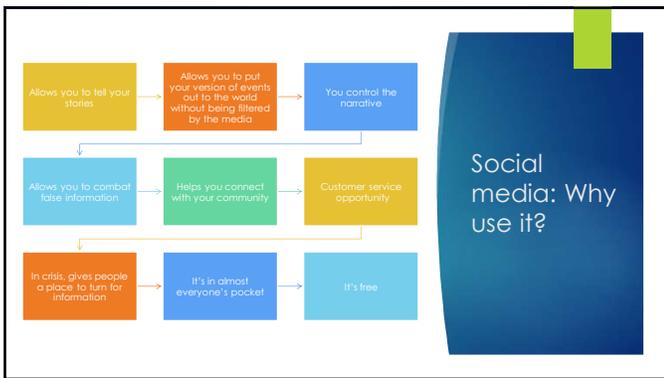
Quick Facts...

More than 3 Billion people around the world use social media

55% of U.S. Adults get their news from social media either "often" or "sometimes"

Up 8% over 2018





- Social media dos and don'ts
- | | |
|--|--|
| <p>Do</p> <ul style="list-style-type: none"> - Find your agency's voice - Get verified - Put yourself out there - Stay active and engaged - Create a Facebook Page | <p>Don't</p> <ul style="list-style-type: none"> - Get into public debates with commenters - Block profiles of people who are critical without legal advice - Post support for particular political candidates or ballot measures |
|--|--|

More Resources...

- GOVERNMENT SOCIAL MEDIA
- www.government-social-media.com/

Now that you're on social media

LET'S GET MORE PEOPLE LOOKING AT YOUR PAGES

Adding pictures and video to posts

 Facebook posts with photos get 37% more engagements than posts with only text

 Engagements are key to your posts being seen

NOW YOU KNOW
PICTURES ARE
IMPORTANT

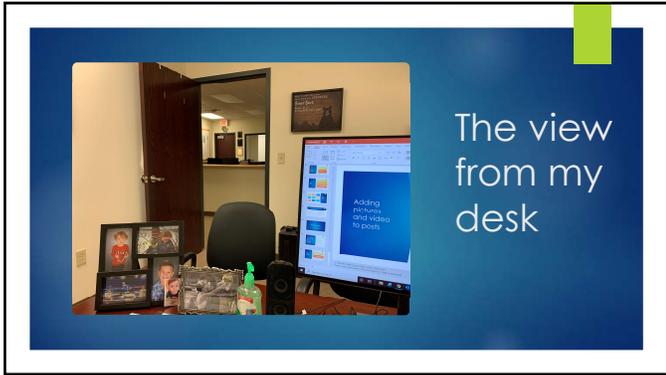
Let's take
better pictures



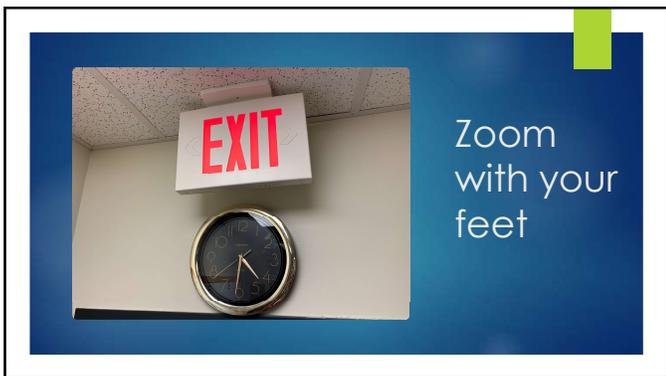
Don't
post
crappy
pictures



We all have
a powerful
camera
in our
pocket







Getting your social media pages verified

<p>Facebook </p> <p>- Send an email to: Rachel Holland rachelholland@fb.com from your agency account</p> <p>- Follow instructions</p>	<p>Twitter </p> <p>- Send an email to: gov@twitter.com from your agency account</p> <p>- Include a synopsis of your agency & page should be verified</p> <p>- Follow instructions</p>	<p>Instagram </p> <p>- Log into agency account</p> <p>- Click </p> <p>- Tap Settings, then Account, then Request Verification</p> <p>- Follow instructions</p>
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Prism Live Studio tutorial video on YouTube

- ▶ "Free Video Editing App Without Watermark"
- ▶ By Dee Nimmin
- ▶ <https://www.youtube.com/watch?v=AF4sZT3iVvk>

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