

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?



News: How it works & how to work with it.

National News vs. Local News BIG differences

► National News



► Local News







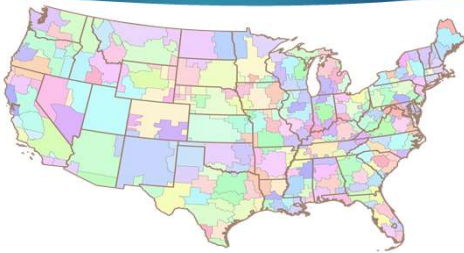




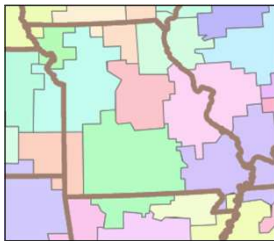
Why do reporters these days look like kids?



TV markets across the country



Let's look at Missouri TV markets



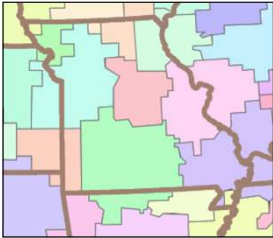
- ▶ 201 – Ottumwa, IA/Kirksville, MO
- ▶ 200 – St. Joseph
- ▶ 174 – Quincy, IL/Hannibal, MO
- ▶ 153 – Joplin, MO/Pittsburgh, KS
- ▶ 137 – Columbia/Jefferson City
- ▶ 84 – Paducah, KY/Cape Girardeau
- ▶ 73 – Springfield
- ▶ 71 – Omaha, NE
- ▶ 68 – Des Moines/Ames, IA
- ▶ 51 – Memphis, TN
- ▶ 32 – Kansas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



- ▶ 201 – Ottumwa, IA/Kirksville, MO
- ▶ 200 – St. Joseph
- ▶ 174 – Quincy, IL/Hannibal, MO
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How do news outlets choose stories?





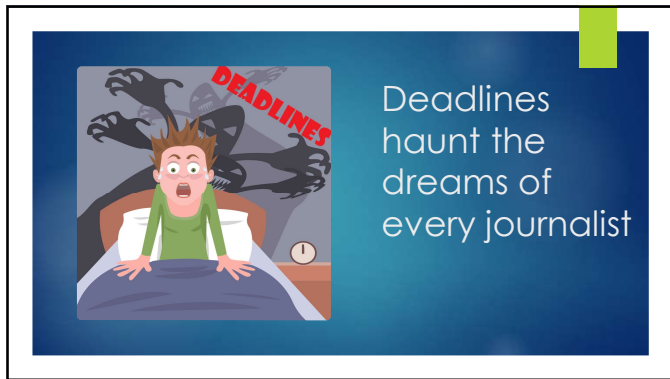
Assignments
are made.
Now what?

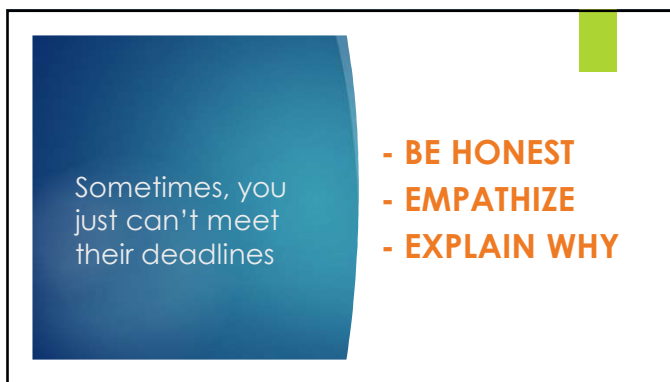
The rat race begins. Reporters, producers, editors, etc. are now on the clock.

Phone calls begin to gather info., set up interviews, video/photo shoots, etc.

Deadline pressure begins to mount

The news waits for no man







There's more than one type of reporter

Investigative Reporter

- ▶ 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

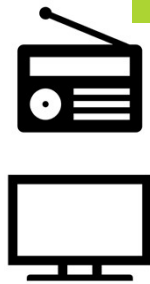
41 Action News Investigators in Kansas City



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...

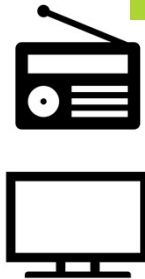


"Sweeps" stories look like this



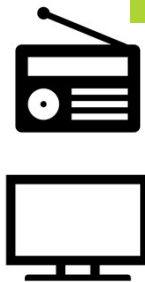
"Sweeps"

- ▶ 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

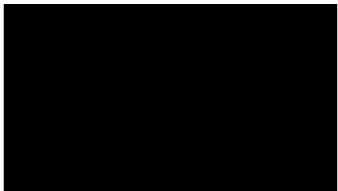
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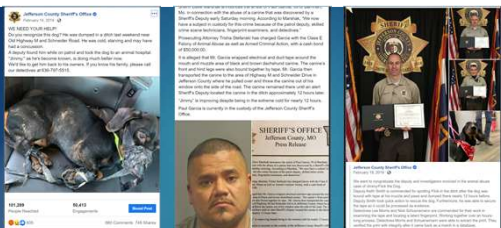
- ▶ Make it easy for them
- ▶ Set things up in advance
- ▶ Bait the hook

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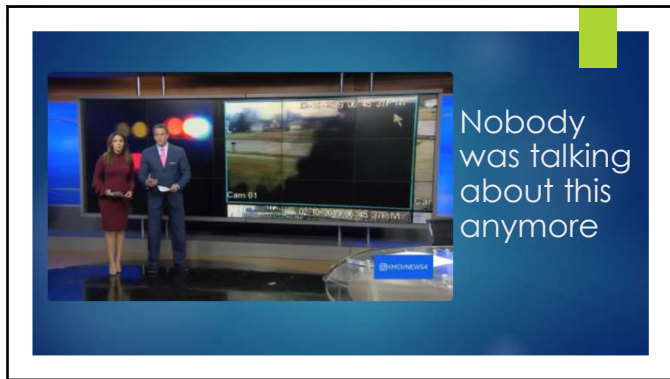
A recent success...



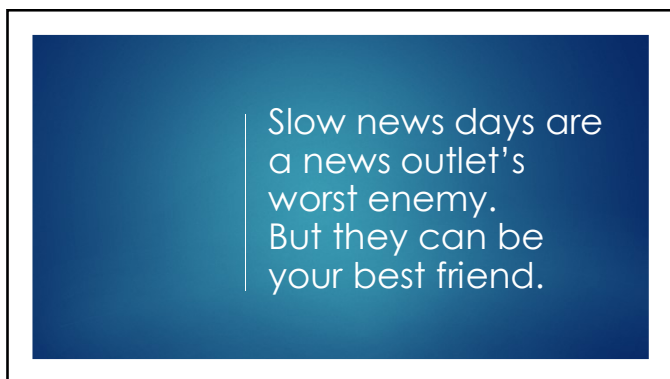




Pitching to make them forget...







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

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

Handwritten notes:

- Too much "Cop Talk"
- Attempting to gain entry into
- Armed himself with a handgun
- Gave verbal commands
- Drew a sidearm
- Fired three rounds
- Fled on foot

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

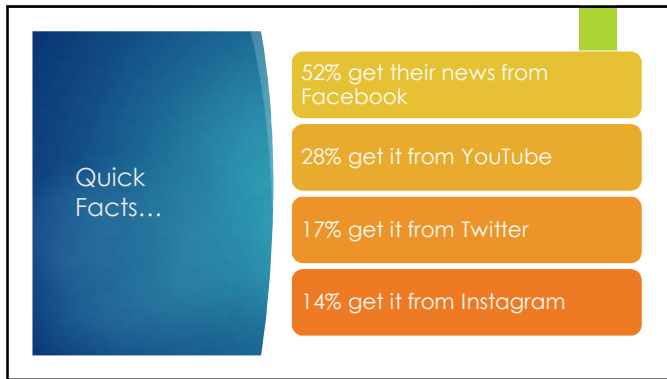
IT'S MORE THAN JUST EMOJIS AND SILLY NONSENSE

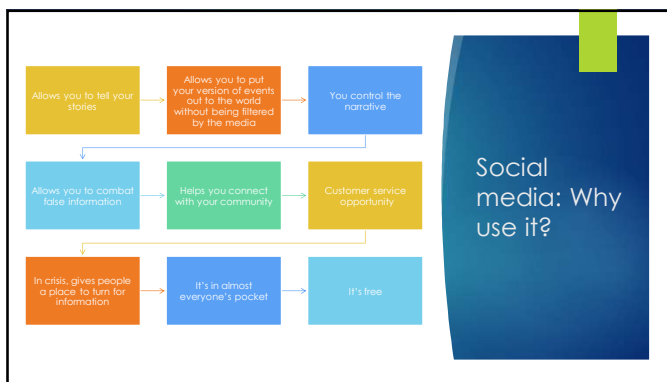
Quick
Facts...

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

Do	Don't
- Find your agency's voice	- Get into public debates with commenters
- Get verified	- Block profiles of people who are critical without legal advice
- Put yourself out there	- Post support for particular political candidates or ballot measures
- Stay active and engaged	
- Create a Facebook Page	

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

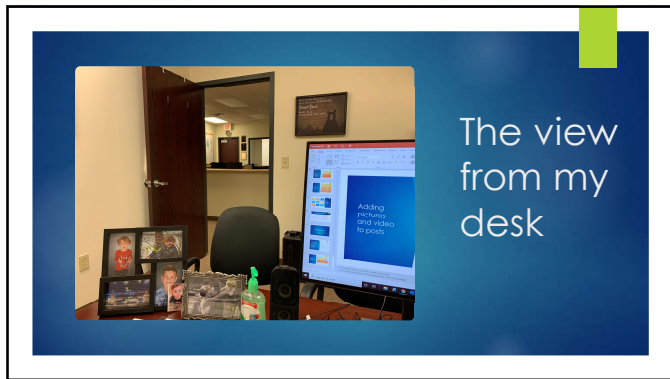
Let's take
better pictures

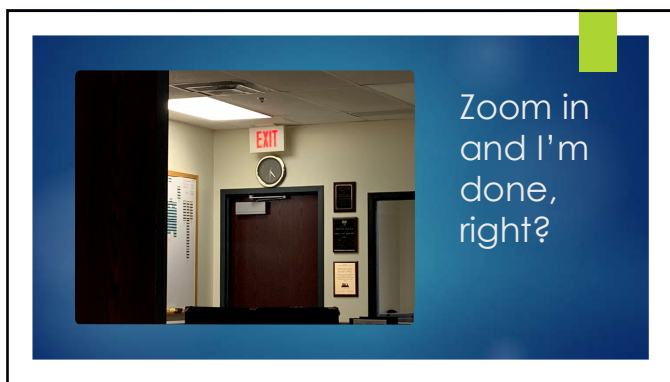


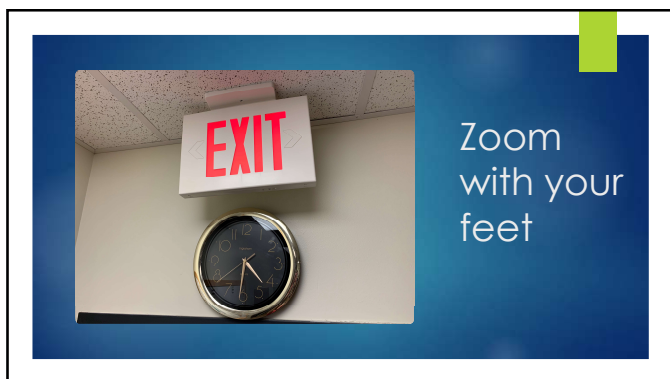
Don't
post
crappy
pictures



We all have
a powerful
camera
in our
pocket







Getting your social media pages verified


Facebook

- Send an email to:
Rachel Holland
rachelholland@fb.com
from your agency account
- Follow instructions

Twitter

- Send an email to:
gov@twitter.com from
your agency account
- Include a synopsis of
your agency & page
should be verified
- Follow instructions

Instagram

- Log into agency
account
- Click 
- Tap Settings, then
Account, then Request
Verification
- Follow instructions

Prism Live Studio tutorial video on YouTube

- ▶ "Free Video Editing App Without Watermark"
- ▶ By Dee Nimmin
- ▶ <https://www.youtube.com/watch?v=AF4sTZ23iVk>

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