







Two Things to Remember

- ▶ The News Doesn't Hate Police
- ▶ Most News People Don't Know About Law Enforcement

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

Media vs. Journalists Know the Difference

Media

- ▶ The means of communication, as radio and television, newspapers, magazines, and the internet, that reach or influence people
- ▶ *Dictionary.com*

Journalist & Journalism

- ▶ The collection and editing of news for presentation through the media
- ▶ The academic study concerned with the collection and editing of news or the management of a news medium
- ▶ Writing characterized by a direct presentation of facts or description of events without an attempt at interpretation
- ▶ *Merriam-Webster.com*

Origin and Usage of Media

- The word media is a plural form of the Latin word 'medium' meaning 'middle ground or intermediate'.
- Macmillan Dictionary

National News vs. Local News BIG differences

► National News



► Local News



Sales Department

News Director

Assistant News Director

News Executive Producer

Reporters & Anchors

Show Producers

Assignment Manager

Assignment Editors

Web/Social Manager

Web/Social Producers or Editors

Investigative Producer

Investigative Reporter







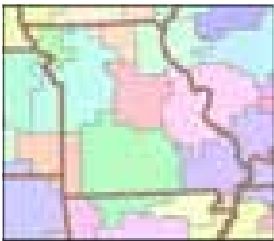
Why do reporters these days look like kids?



TV markets across the country



Let's look at Missouri TV markets



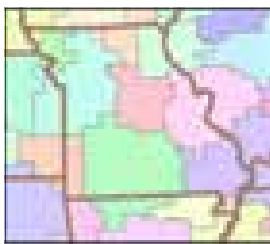
- ▶ 201 – Ottumwa, IA/Kirksville, MO
- ▶ 200 – St. Joseph
- ▶ 174 – Quincy, IL/Hannibal, MO
- ▶ 153 – Joplin, MO/Pittsburgh, KS
- ▶ 137 – Columbia/Jefferson City
- ▶ 84 – Paducah, KY/Cape Girardeau
- ▶ 73 – Springfield
- ▶ 71 – Omaha, NE
- ▶ 68 – Des Moines/Ames, IA
- ▶ 51 – Memphis, TN
- ▶ 32 – Kansas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



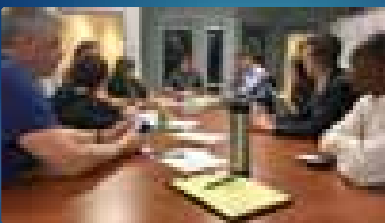
Why is this important?

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

Remember those TV markets?



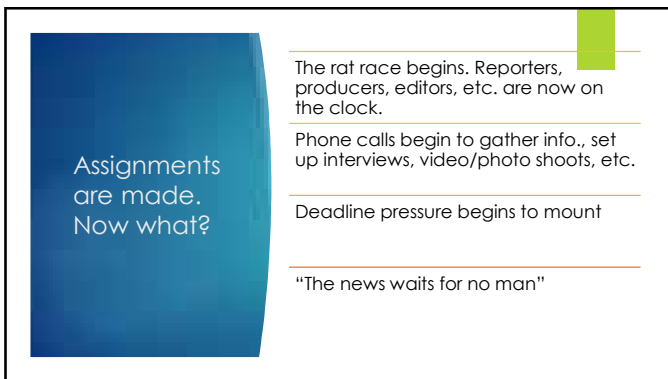
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How do news outlets choose stories?









Deadlines
haunt the
dreams of
every journalist

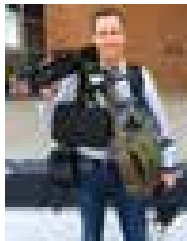
Sometimes, you
just can't meet
their deadlines

- **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

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

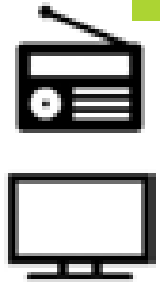
41 Action News Investigators in Kansas City



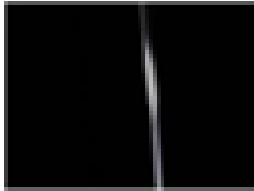
What is "Sweeps?"

"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...

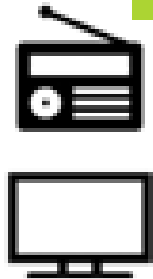


"Sweeps" stories look like this



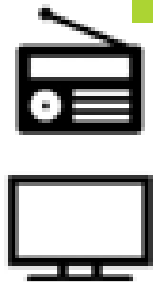
"Sweeps"

- ▶ 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

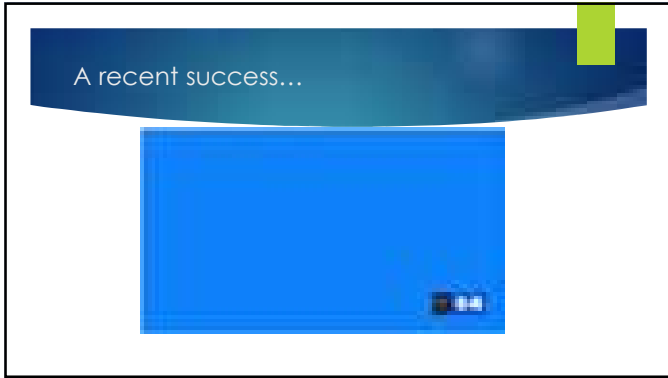
You have
to make it
worth their
time

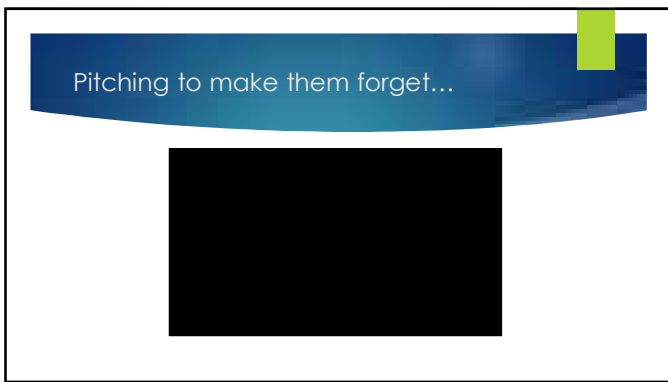
- ▶ News outlets are always looking for the best stories of the day
- ▶ If yours isn't the best, it won't be chosen
- ▶ Think of your idea and the outlets getting your pitch
- ▶ What do they need?
- ▶ What can you provide?

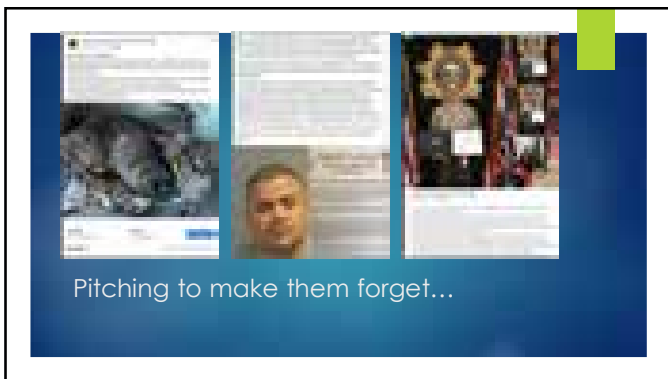
How to pitch
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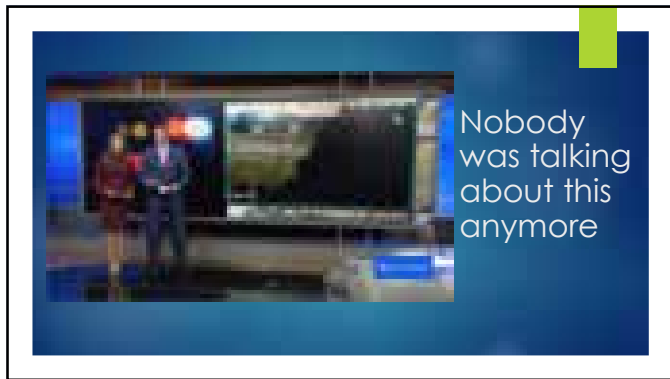
You have
to make it
worth their
time

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













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

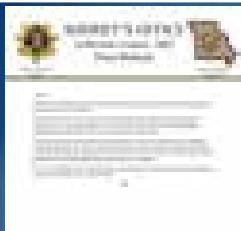


When the big one hits, national news will be there. Don't forget about the locals.



Do your news
releases and
interviews stink?

PROBABLY...



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

Format
is Key

- * Use AP Style
- * Active, Present Tense



“ On 9/23/21 at 0430 hours, I responded to 100 Main Street for a report of a shooting. ”

Police Report Style

Format is Key

- * Use AP Style
- * Active, Present Tense

Newest, most important info – the W's

Chronology & Quotes

Call to Action/
What's Next

“The Anytown Sheriff's Office is searching for an armed and dangerous murderer after two people were shot and killed this morning on Main Street. ”

News Release in AP Style.



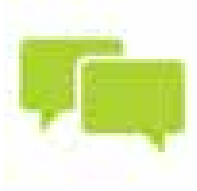
Why news people dislike our releases and interviews

- ▶ 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

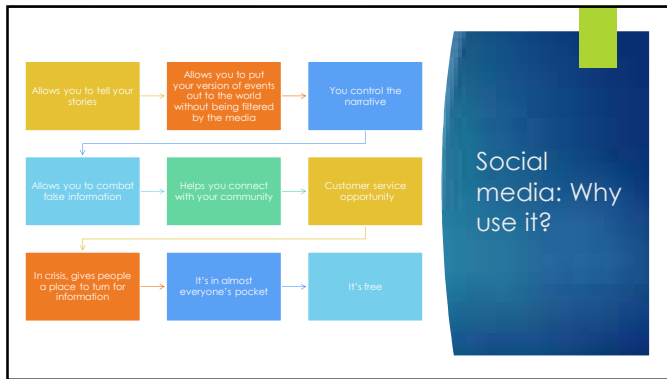
Quick Facts...

52% get their news from Facebook

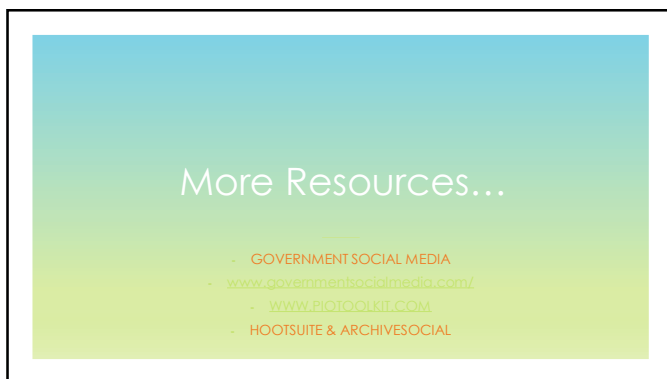
28% get it from YouTube

17% get it from Twitter

14% get it from Instagram







Now that
you're on
social
media

LET'S GET MORE
PEOPLE
LOOKING AT
YOUR PAGES

Adding
pictures
and video
to posts

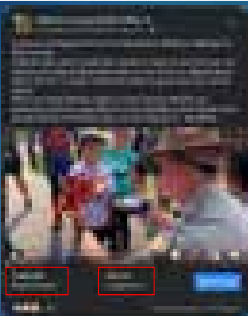


Facebook posts with photos
get 37% more engagements
than posts with only text



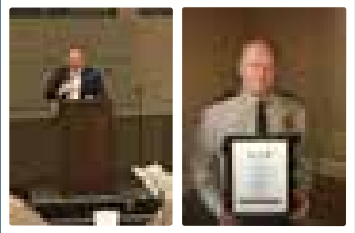
Engagements are key to
your posts being seen

My
biggest
success

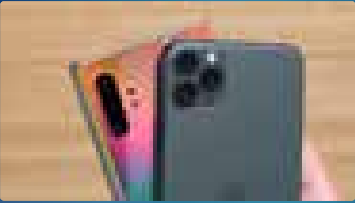


NOW YOU
KNOW
PICTURES ARE
IMPORTANT

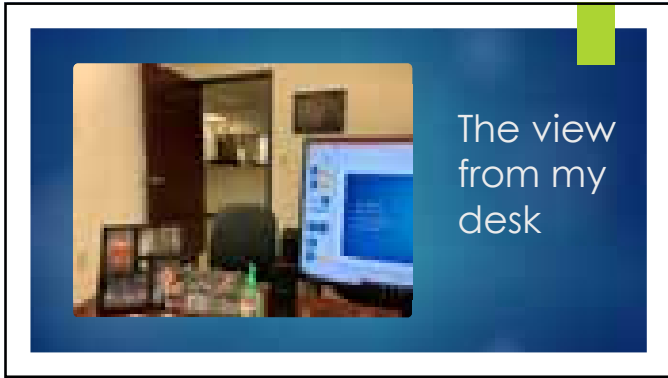
Let's take better pictures

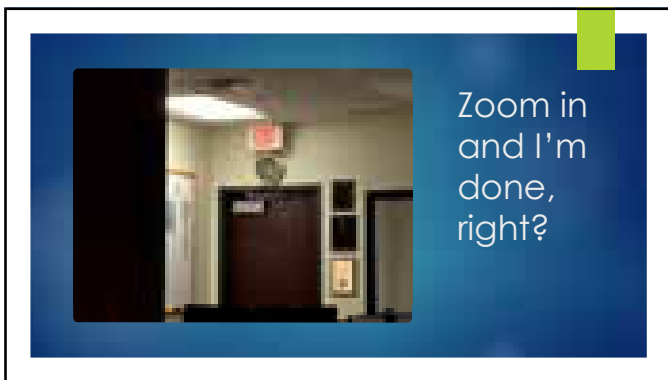


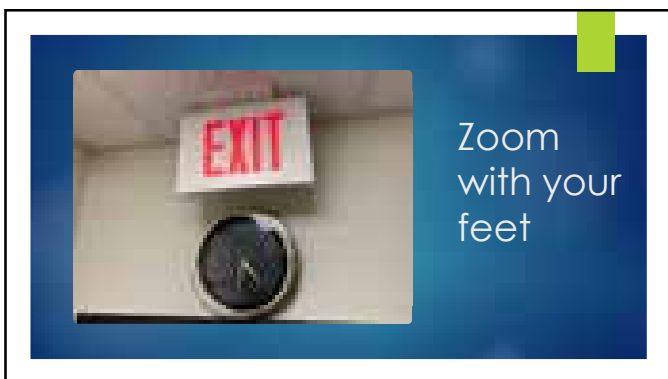
Don't post crappy pictures



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=AF4sZT23Vk>

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