



# Working With the Media & How the 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
- ▶ Various jobs in Las Vegas, Columbia, MO & St. Louis
- ▶ Joined Sheriff's Office in January, 2019
- ▶ Work includes handling media requests, social media & video production



---

---

---

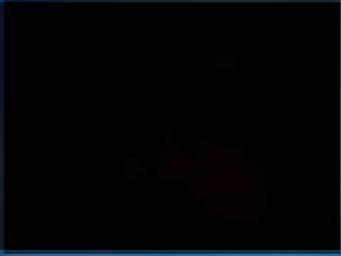
---

---

---

---

---



## Have you ever felt like this?

---

---

---

---

---

---

---

---

**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**

<p><b>Media</b></p> <ul style="list-style-type: none"><li>▶ The means of communication, as radio and television, newspapers, magazines, and the internet, that reach or influence people</li><li>▶ <i>Dictionary.com</i></li></ul>	<p><b>Journalist &amp; Journalism</b></p> <ul style="list-style-type: none"><li>▶ The collection and editing of news for presentation through the media</li><li>▶ The academic study concerned with the collection and editing of news or the management of a news medium</li><li>▶ Writing characterized by a direct presentation of facts or description of events without an attempt at interpretation</li><li>▶ <i>Merriam-Webster.com</i></li></ul>
------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

---

---

---

---

---

---

---

---

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  


---

---

---

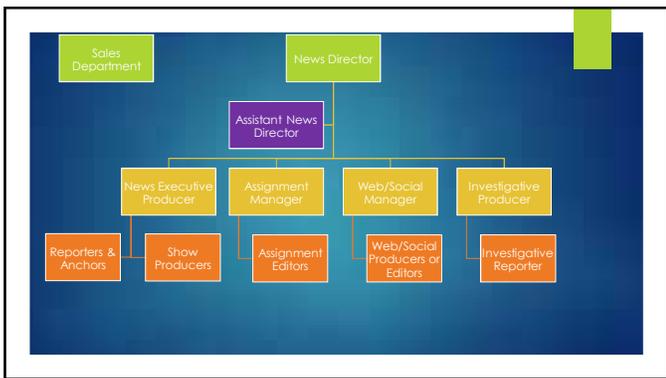
---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---

### Why do reporters these days look like kids?



---

---

---

---

---

---

---

---

### TV markets across the country



---

---

---

---

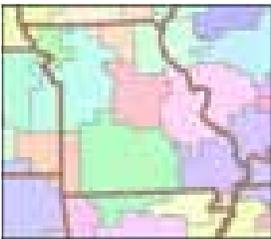
---

---

---

---

### 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
- ▶ 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

---

---

---

---

---

---

---

---



### How do news outlets choose stories?

---

---

---

---

---

---

---

---




---

---

---

---

---

---

---

---




---

---

---

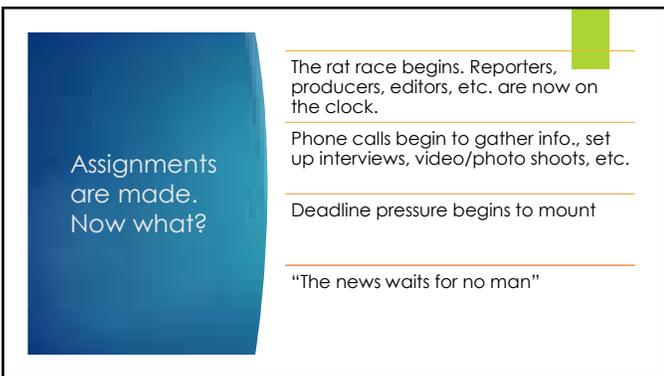
---

---

---

---

---




---

---

---

---

---

---

---

---



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
- ▶ Can pose challenges for us
- ▶ Reporter may become attached to narrative or "victim"
- ▶ Potential for "gotcha" moment




---

---

---

---

---

---

---

---

What is "Sweeps?"

---

---

---

---

---

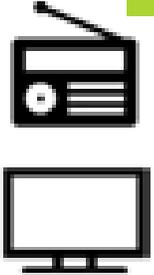
---

---

---

**"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...




---

---

---

---

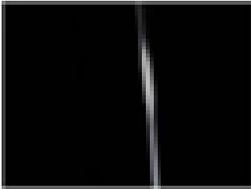
---

---

---

---

"Sweeps" stories look like this



---

---

---

---

---

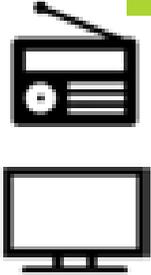
---

---

---

"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



---

---

---

---

---

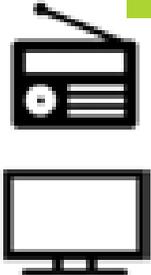
---

---

---

"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

---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

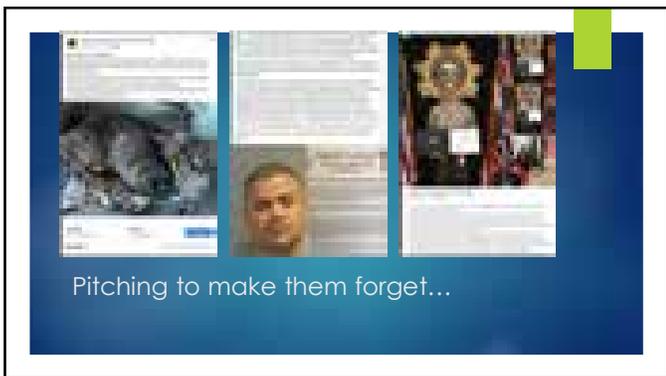
---

---

---

---

---



---

---

---

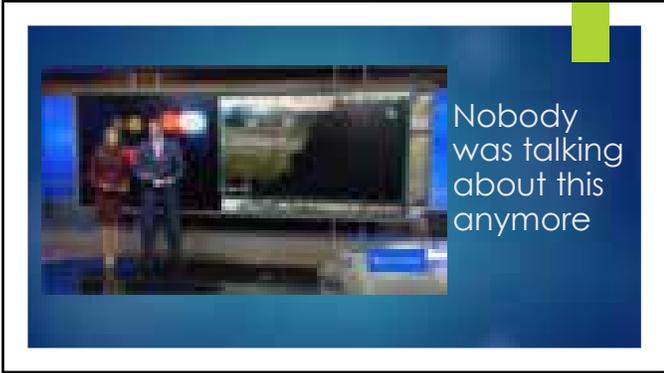
---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---

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

Newest, most important info – the W's

Chronology & Quotes

Call to Action/ What's Next

---

---

---

---

---

---

---

“ 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

---

---

---

---

---

---

---

---

“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

---

---

---

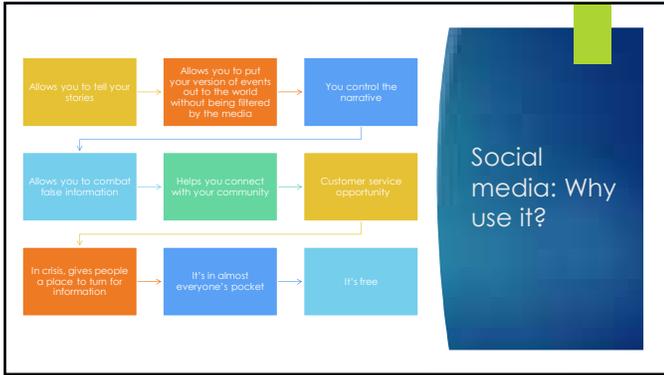
---

---

---

---

---




---

---

---

---

---

---

---

---




---

---

---

---

---

---

---

---




---

---

---

---

---

---

---

---

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

---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

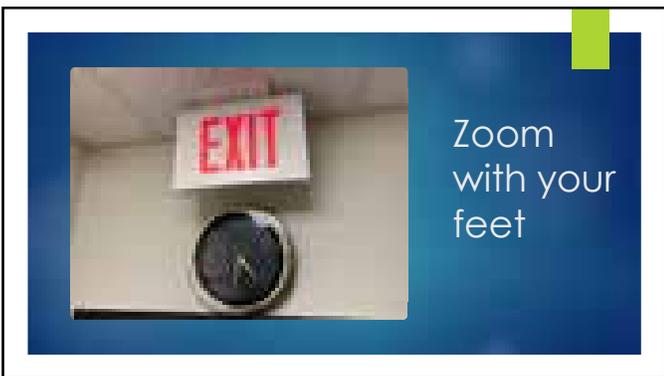
---

---

---

---

---



---

---

---

---

---

---

---

---

**Getting your social media pages verified**

<p><b>Facebook</b> </p> <p>- Send an email to: Rachel Holland <a href="mailto:rachelholland@fb.com">rachelholland@fb.com</a> from your agency account</p> <p>- Follow instructions</p>	<p><b>Twitter</b> </p> <p>- Send an email to: <a href="mailto:gov@twitter.com">gov@twitter.com</a> from your agency account</p> <p>- Include a synopsis of your agency &amp; page should be verified</p> <p>- Follow instructions</p>	<p><b>Instagram</b> </p> <p>- Log into agency account</p> <p>- Click </p> <p>- Tap Settings, then Account, then Request Verification</p> <p>- Follow instructions</p>
-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

---

---

---

---

---

---

---

---

Prism Live Studio tutorial video on YouTube

- ▶ "Free Video Editing App Without Watermark"
- ▶ By Dee Nimmin
- ▶ <https://www.youtube.com/watch?v=AF4sZT23iVk>

---

---

---

---

---

---

---

---

Grant Bissell  
Jefferson  
County  
Sheriff's Office

▶ [gbissell@jeffcoco.org](mailto:gbissell@jeffcoco.org)  
▶ 636-797-5053

  @JeffCoMoSheriff




---

---

---

---

---

---

---

---