



SAN DIEGO COUNTY SHERIFF'S DEPARTMENT

Media Relations Unit

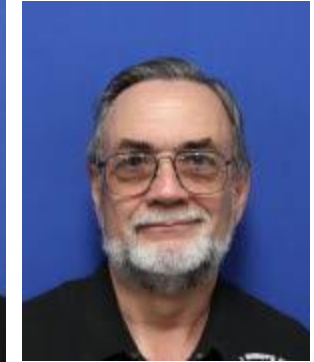
David Ladieu



Media Relations Team



- Gaby - Office Boss
- Gumaro - Graphic Artist
- Jeremy - Videos/Photos
- Walter - Photographs
- Melissa - Local Media Expert, Instagram
- Sammy - Local Media Expert, X/Twitter
- David - Director



7.3 MEDIA RELATIONS

- Media Relations shall be the primary news media liaison for issues of department-wide significance
- Media Relations shall be advised of media requests (in advance) for feature stories, "in-depth" articles or series which require significant department time and effort or carry department-wide impact



COURSE OBJECTIVES

- Provide an overview of today's media
- What can and cannot be released
- Strategies for interviews
- Three I's and News Releases
- Related policies and resources

DEPARTMENT GOALS

- Provide an accurate, transparent view of our department and the work we do
- Control the message by providing accurate information in a timely manner
- Use the tools we have to engage the media, as well as the public

Media has moved from print to digital (mobile devices)

Everyone is a journalist now (bloggers, Social Media, Facebook Live and other live-streaming apps)

24/7 industry

Deadlines have changed and are very fluid

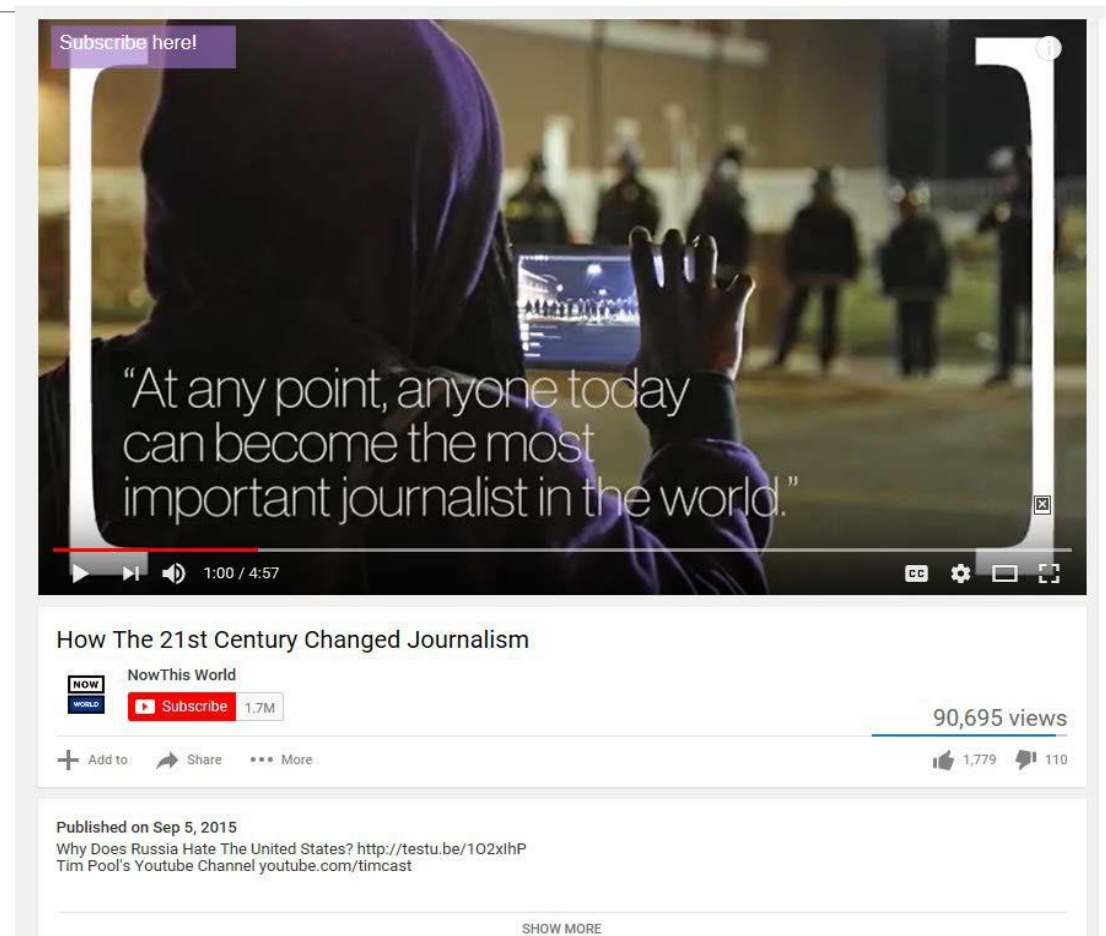
Attention spans have declined; 30 seconds to read a story

... the rush to break a story first can cause media outlets to post info immediately ... sometimes using highly questionable sources

TODAY'S MEDIA

DO...

- Recognize that everyone is a journalist...



The image shows a YouTube video player interface. The video title is "How The 21st Century Changed Journalism" by the channel "NowThis World". The video has 90,695 views, 1,779 likes, and 110 comments. The video content features a person in a purple hoodie holding a smartphone, with the text overlay: "At any point, anyone today can become the most important journalist in the world." The video player includes a progress bar at 1:00 / 4:57, a "Subscribe here!" button, and a "Subscribe" button with 1.7M subscribers. The video was published on Sep 5, 2015, and includes a description: "Why Does Russia Hate The United States? http://testu.be/1O2xlHP Tim Pool's Youtube Channel youtube.com/timcast". A "SHOW MORE" link is visible at the bottom of the video player.

Subscribe here!

At any point, anyone today can become the most important journalist in the world.

1:00 / 4:57

How The 21st Century Changed Journalism

NowThis World

Subscribe 1.7M

90,695 views

1,779 110

Published on Sep 5, 2015

Why Does Russia Hate The United States? <http://testu.be/1O2xlHP>
Tim Pool's Youtube Channel youtube.com/timcast

SHOW MORE

DO...

- Focus on the positive when possible

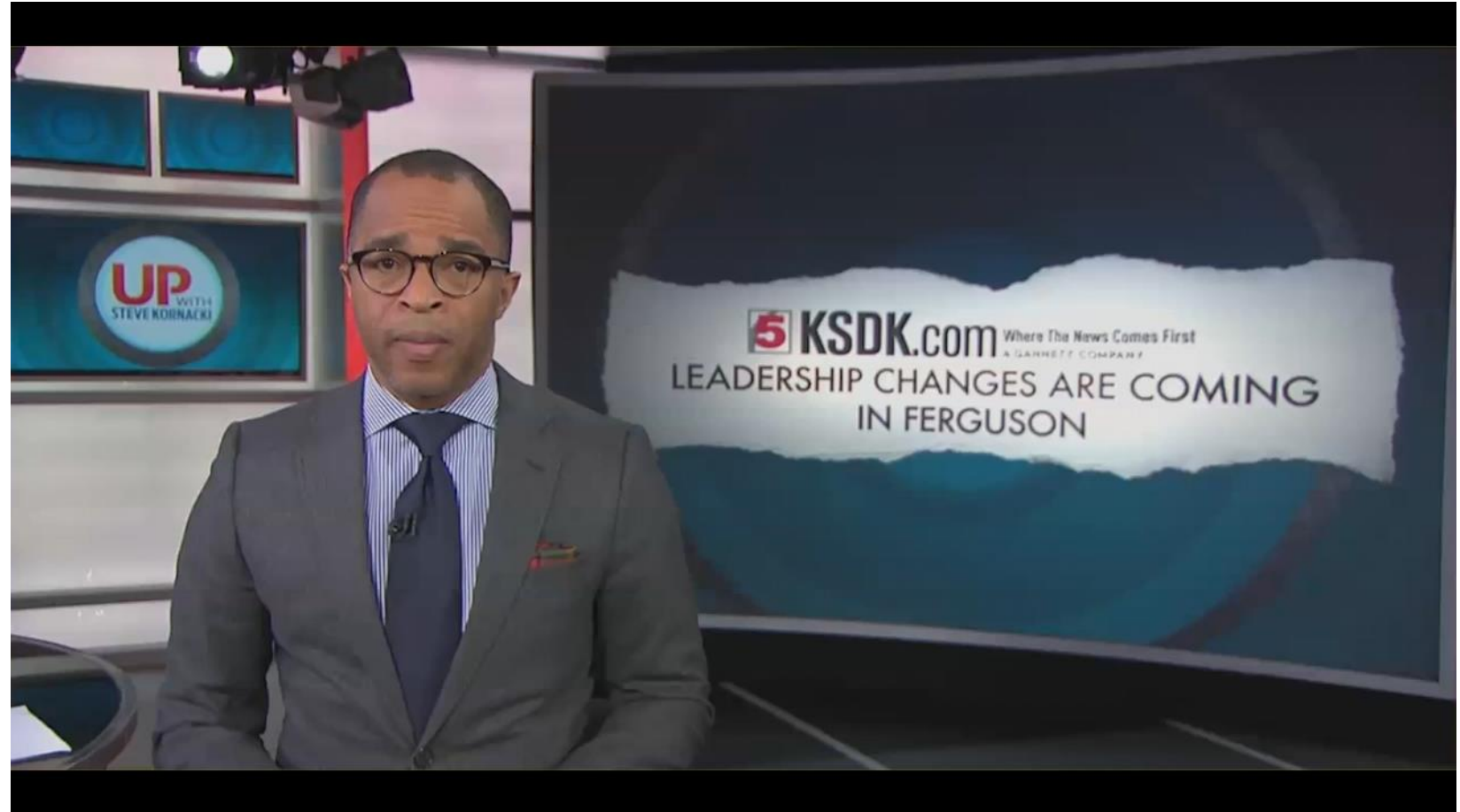


Everyone
loves kittens

Branding

DO...

- Consider the consequences of allowing a false narrative to stand without correction...
(quote by Jonathan Capehart)



DO...

Be

honest, calm and knowledgeable

Assume

you're being recorded at all times

Understand

your audience and find out where the media is going with the story

Create

your own story line

Use

social media to your advantage

DO UNDERSTAND THE AUDIENCE / DIRECTION



DON'T...

- Ignore or argue with the media
- Lose your temper
- Go “off the record” - There is no such thing
- Say “No Comment”
- Give statistics unless you’re positive
- Give personal opinions



Media Access to persons in custody

- Taking pictures of incarcerated people within a detention facility operated by the Sheriff is prohibited *absent* the IP granting permission for such photography.



- News media representatives have no greater right of access to detention facilities or IPs, than any other member of the public.

Media Access to persons in custody

- Visits by media personnel shall be considered a social visit, not a professional visit. Such “visits” may be recorded (news interview) with the incarcerated person’s permission.



- Deputies who have custody of people outside a detention facility shall not permit the news media to interview prisoners.

Media Access to facilities

What do you do if you encounter a reporter wanting an interview?

- DON'T block the camera, turn your back or tell them to go away.

1st Amendment Right



- DO thank them for their patience and tell them you are not in a position to give an interview. Ask them to wait for a supervisor (be sure to call one) or to contact Media Relations during business hours.

Media Access to Facilities

Filming is **prohibited** in the courthouse per order of the Presiding Judge.



Except as permitted by California Rules of Court, rule 1.150, General Order 010118-02, and the Juvenile Court Media Policy, no one except authorized court and court security personnel may use any camera-enabled or video-enabled device, including but not limited to, cameras, camcorders, cell phones, PDAs, tablets, iPads, iPods and watches, to take pictures or videos in any courthouse facilities or courtrooms, or to take pictures or videos of any court files or exhibits, absent written authorization from a judicial officer or the Executive Officer of the Court. However,

1st Amendment Testers...Know P&P & the Law



1st Amendment Testers...Know P&P & the Law



RELEASEABLE INFORMATION

- Date, time, nature and location of all incidents or requests for service.
What action taken, if any.
- Public Facing CAD on Sheriff's Website
- Arrestee Information – including name, address, date of birth, date/time of arrest, location of arrest and more
- **And much more! See P&P 7.3**

WHAT ELSE?

- Most inquiries received by Media Relations are NOT patrol-related. We also receive inquiries for:
 - Detention Services (including Food Services, Re-Entry Services, Inmate Processing Division, Medical Services and more)
 - Licensing
 - Crime Lab
 - Legal (Public Records Requests)
 - Crime Analysis Unit
- Managers from all divisions assist with information and data gathering to help prepare media responses

LONG STORY SHORT...

- We **should** release information that we have no reason to keep confidential
- If there is any reason to believe releasing information would **compromise an investigation**, we do not have to release it
- For specific information on what can and cannot be released, see P&P 7.3 Media Public Relations
- Read our Media Relations FAQ on the Intranet for tips on writing news releases, information you can/can't release, interview techniques and more

WAYS TO RELEASE INFO

- Interview
- News Release
- Public Alert/Message (Nixle)
- Social Media



NEWS RELEASES

Who, What, When and
Where

Use common terms and
language: no codes,
military time or cop
speak

Be straightforward
Newest info off the top

The quicker you push
out preliminary info,
the fewer phone calls/
interruptions you will
receive

An expedient, effective
news release allows you
to focus on running the
scene



SAN DIEGO COUNTY
Sheriff's Department



Bureaus



Community



Recruitment



Resources



I Want To...

- MEDIA RELATIONS

Media Library

Media B-Roll Library

- News Release

News Archive

Podcasts

Common Questions

[Bureaus](#) » [Media Relations](#) »

Most Recent News Releases

Font Size: [+](#) [-](#) [+](#) Share & Bookmark [+](#) Feedback [+](#) Print

(All Categories) ▾

(All Departments) ▾

[Archived News](#)



04/26/2021 4:45 PM

Homicide Investigation - Spring Valley



04/26/2021 12:25 PM

News Release

Freeway Shooting - Santee

Shooting under investigation by Santee Sheriff's Station.



04/23/2021 5:30 PM

News Release

Thank You For Your Service Walk

Sheriff's Department to welcome 12-year-old



- **MEDIA RELATIONS**

Media Library

Media B-Roll Library

- **News Release**

News Archive

Podcasts

Common Questions

[Bureaus](#) » [Media Relations](#) »

Most Recent News Releases

Font Size: [+](#) [-](#) [+](#) [Share & Bookmark](#) [Feedback](#) [Print](#)

Freeway Shooting - Santee

Shooting under investigation by Santee Sheriff's Station.

Post Date: 04/26/2021 12:25 PM

On Monday, April 26, 2021 just before 8:00 a.m., Deputies from the Santee Sheriff's Station responded to a 9-1-1 call of a shooting that happened on State Route 125 (northbound).

As the victim, a 28-year-old man, approached the terminus of the 125 at Mission Gorge Road, a black SUV began driving parallel to the victim's vehicle. An occupant of the SUV fired several shots into the direction of the victim's vehicle, striking the victim who sustained a gun shot wound to the neck. The victim was transported to a local hospital and was later released.

The suspect(s) is unknown and still outstanding.

Detectives from the Santee Sheriff's Station are handling the investigation.

Anyone with any information about this incident is asked to call Sheriff's Detective Tyler Norby at (619) 956-4000 or the Sheriff's Department at (858) 565-5200.

Call Crime Stoppers at (888) 580-8477 with information and you will remain anonymous. You may be eligible for up to a \$1,000 reward for information leading to a felony arrest.

Media Contact: Detective Tyler Norby
tyler.norby@sdsheriff.org
Santee Sheriff's Station (619) 956-4000

HOW MEDIA CAN HELP US

Fugitives/
Wanted
Persons

Amber Alerts

Disasters/
Evacuations

Rapid
Dissemination
of Info

NOT reporting
or holding a
story

Prepare to be:

Proactive	Be proactive and address the media when they arrive at a scene or call
Brief	Keep the message brief and on point (similar to the contents of a news release)
Response	Answer media questions about crimes/incidents in your local jurisdictions or topics related to your job assignment or division

INTERVIEW TECHNIQUES

Control the interview by:

- Delivering your primary messages
- Have three prepared key messages and support them with facts

Bring
Reporter
Back to
Your
Message

Control the interview by:

- “Here’s what I have right now...”
- “As I said before...”
- “What you really need to know is...”
- “That’s a good question, what we do know is...”

INTERVIEW TECHNIQUES

Control the interview by:

- Answer the question you wish you were asked
- Don't allow a false fact to stand/but don't repeat it
- Don't repeat negative statements/words
 - If you're asked, "Why did your deputy punch the suspect 5 times in the face? Isn't that abuse of power?" Don't repeat the inflammatory words. Instead, say something like, "I'd be happy to share our use of force policy with you."

- Don't be baited by hypothetical questions
- When you can't say anything, say something!
 - *This is an ongoing investigation...*
 - *We share the concerns of the public...*
 - *The safety of the public is our highest priority...*
 - *Our policy doesn't allow that but what I can tell you is...*

INTERVIEW TECHNIQUES

INTERVIEW TECHNIQUES

Control the interview:



Inform

Inform – Give a brief overview of the situation. Answer the who, what, where, when, who and why of the incident

Instruct

Instruct – Tell the public what to do (evacuate, shelter in place, be on the lookout, avoid the area, call Crime Stoppers, etc.)

Instill

Instill a Sense of Calm – Reassure the public, when possible – deputies are on-scene, there is no immediate threat, there is no pipe bomb, the suspect has been apprehended, etc.

THE THREE I'S



Follow

San Diego Sheriff 
@SDSheriff


Sheriff Anthony Ray - Official San Diego County Sheriff's Department - This is a non-emergency communications tool. In an emergency dial 9-1-1.

📍 9621 Ridgeway Ct., San Diego sdsheriff.gov
📅 Joined September 2009

786 Following 67.4K Followers

Tweets Tweets & replies Media Likes

Pinned Tweet

 **San Diego Sheriff**  @SDSheriff · Oct 24
An office in the clouds with stunning views. You don't need flying experience to become a @SDSheriff helicopter pilot. From education to training, we'll transform you to command the skies. Watch Deputy Snell's story & apply for a career that makes a difference in your community.



sdsheriff Message Follow ...

3,235 posts 20.2K followers 1,172 following



sdsheriff
Keeping the Peace Since 1850
Passion for community connection
Diverse people dedicated to keeping you safe
Twitter: @SDSheriff
sdsheriff.gov



JoinSDSher...

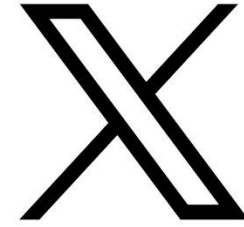


Honor Guard

POSTS REELS TAGGED



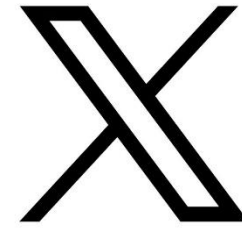
TO POST OR NOT TO POST



Our Sheriff's X/Twitter account (@SDSheriff) has nearly 72,000 followers - Some stations are posting breaking news, road closures and even good arrests/positive news before or in lieu of issuing a news release



TO POST OR NOT TO POST



As some stations are finding out, a good Tweet might generate a news story – a reporter and camera crew might be headed your way! Be prepared to talk to them (or delegate it!) and get that positive story out there!

'Wrangler of the Month' Valley Center Deputy Tames Escaped Bulls With Whistle

By Christina Bravo

Published at 1:59 PM PST on Jan 11, 2018 | Updated at 6:03 AM PST on Jan 12, 2018



One San Diego County Sheriff's Deputy has a new nickname among his peers: "The Bull Whisperer". NBC 7's Steven Luke has the story. (Published Thursday, Jan. 11, 2018)



ValleyCtrSubstation · 1/11/18

Our deputy's lasso skills were better than expected and we have the bulls contained. Thanks!



ValleyCtrSubstation · 1/11/18

The Valley Center Station is in need of a cowboy. We have three bulls on the loose. Any help, please call 760-751-4400.

Social Media

@SDSheriff has nearly 72K X/Twitter followers and almost 24K on Instagram!

Social Media Policy 7.14

- Should have no nexus to the department
- No confidential information
- Should have nothing attributable to the County or the Sheriff's Department
- Use of social media while on duty is generally prohibited







EXIT

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SAN JUAN COUNTY SHERIFF

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Your Turn!



QUESTIONS

What are your biggest concerns and/or what makes you uncomfortable when dealing with the media?

