



SAN DIEGO COUNTY SHERIFF'S DEPARTMENT

Media Relations Unit

David LaDieu

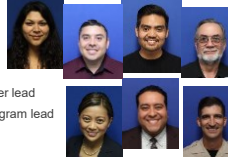


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Media Relations Team



- Gaby- office boss
- Gumaro- graphic artist
- Jeremy- videos/photos
- Walter- photographs
- Melissa- local media expert, Twitter lead
- Sammy- local media expert, Instagram lead
- David- director



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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

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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

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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

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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

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DO...

- o Recognize that everyone is a journalist...



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DO...

- o Focus on the positive when possible



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DO...

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



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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

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DO UNDERSTAND THE AUDIENCE / DIRECTION



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DON'T...

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



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Media Access to persons in custody

- o Taking pictures of incarcerated people within a detention facility operated by the Sheriff is prohibited *absent* the IP granting permission for such photography.
- o News media representatives have no greater right of access to detention facilities or IPs, than any other member of the public.



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Media Access to persons in custody

- o 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.



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

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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.



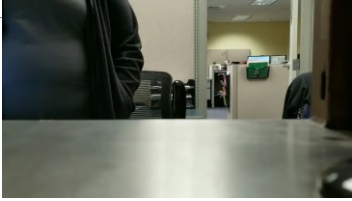
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Nothing to see here.....



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



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RELEASEABLE INFORMATION

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



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WHAT ELSE?

- o 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



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LONG STORY SHORT...

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



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CPRA's

- oMedia may ask you as well
- oThis technically starts the 10-day period for a response

- oIf you are not sure if you should fill one out- ASK
- oSafer to fill one out even if it gets denied



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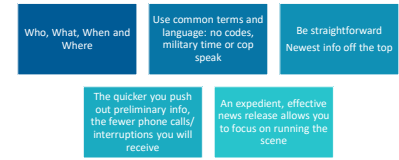
WAYS TO RELEASE INFO

- oInterview
- oNews Release
- oPublic Alert/Message (Nixle)
- oSocial Media



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NEWS RELEASES



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The Message Bases



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KEY

★ = STEP 1: DEFINE THE COMMUNICATION GOAL

♥ = STEP 2: CONDUCT AN EMOTIONAL ASSESSMENT

◊ = STEP 3: DEVELOP THE MESSAGE "BASES"



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EMOTIONAL ASSESSMENT

BEFORE messages, first assess public emotion **AND** define a L.E.-beneficial emotional "destination":

Public orientation = Sadness & Despair?
L.E. emphasis = Condolence & Hope!

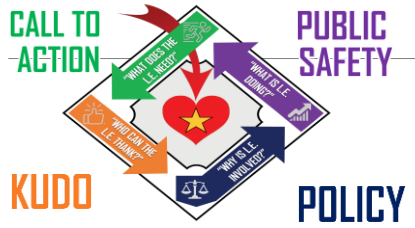
Public orientation = Fear or Confusion?
L.E. emphasis = Reassurance & Resolve!

Public orientation = Frustration or Anger?
L.E. emphasis = Policy & Process!

Public orientation = Apathy or Passivity?
L.E. emphasis = Inspiration & Action!



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POLICY
"Why is L.E. involved?"

- Your lawful orientation
- Police nobility of cause
- Local/state/federal law
- Consequences of violations
- Standards and certifications
- Recurring observations
- Databases and stats
- Police mission or core values
- Lawfully-mandated programs
- Institutionalized events
- Officially-supported initiatives
- Policies/protocols/procedures
- Recruiting/training standards
- Accountability processes

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PUBLIC SAFETY
"What is L.E. doing?"

- Investigative actions/activity, visible & invisible
- Public safety threats and LE activities to thwart them
- Investigation progress or payoff (return on investment)
- Resources and capabilities employed
- Deterrence and enforcement activities & results derived
- Training activities & benefits derived
- Partnership activities & benefits derived

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CALL TO ACTION

"What does L.E. need?"

TANGIBLE = (behavioral)

- Any physical behavior(s) or actions desired
- Photos or video evidence
- BOLOs for vehicle/person/item or specific behavior and report
- 911 or Tip line
- Text-a-tip or web portals
- Follow social media handles
- Investigative tips or evidence
- Eyewitnesses
- Character Witnesses
- Reward \$ /incentives or amnesty
- Anonymous tips or confidential reporting
- See something/say something
- Amber, Silver or Blue Alerts

INTANGIBLE = (emotional)

BE = Accountable/ Aware/ Appreciative/ Brave/ Calm/ Careful/ Cautious/ Cooperative/ Committed/ Compliant/ Composed/ Cognizant/ Compassionate/ Condoient/ Confident/ Considerate/ Courageous/ Empathetic/ Focused/ Grateful/ Helpful/ Lawful/ Mindful/ Obedient/ Observant/ Optimistic/ Patient/ Peaceful/ Prepared/ Proud/ Reasured/ Resolute/ Restrained/ Responsible/ Safe/ Smart/ Strong/ Thankful/ Thoughtful/ Understanding/ United/ Vigilant/ Watchful/ Well-Advised

NOT BE = Afraid/ Alarmed/ Apprehensive/ Careless/ Impatient/ Disrespectful/ Embarrassed/ Fearful/ Judgmental/ Unrealistic/ Violent

TO = Join/ Participate/ Partner/ Pause/ Pray/ Have Presence of Mind/ Respect the Privacy/ Reflect/ Recognize/ Remember/ Respect/ Support/ Understand/ Trust/ Honor/ Volunteer

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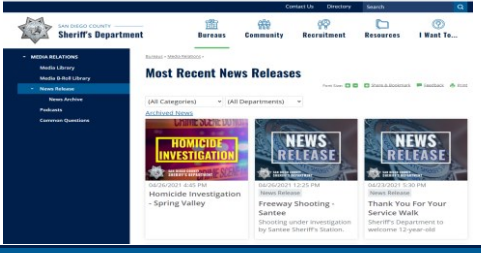
KUDO

"Who can L.E. thank?"

2013, Ken White and Gal Perrybacker

- First responders
- Victims
- Witnesses/potential witnesses
- Officers/rank and file
- Public safety partners
- Media
- Law abiders/
- Good Samaritans
- Institutions
- General public /taxpayers
- Social media followers
- Community groups
- Overseers /a winmakers
- Supporters /critics

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Sheriff's Department

Home | Bureau | Community | Recruitment | Resources | I Want To...

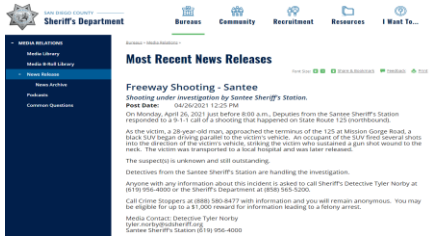
Most Recent News Releases

(All Categories) | (All Departments)

Autosafe Stop

- HOMICIDE INVESTIGATION**
Homicide Investigation - Spring Valley
- NEWS RELEASE**
Freeway Shooting - Santee
Shooting under investigation by Santee Sheriff's Station.
- NEWS RELEASE**
Thank You For Your Service Walk
Sheriff's Department to welcome 10-year-old

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HOW MEDIA CAN HELP US

Fugitives/
Wanted
Persons

Amber Alerts

Disasters/
Evacuations

Rapid
Dissemination
of Info

NOT reporting
or holding a
story

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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

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INTERVIEW TECHNIQUES

Control the interview by:

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

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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..."

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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."

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- 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

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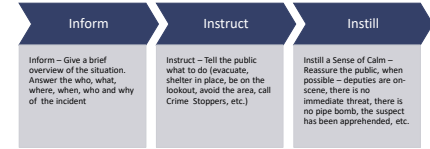
INTERVIEW TECHNIQUES

Control the interview:



INTERVIEW TECHNIQUES

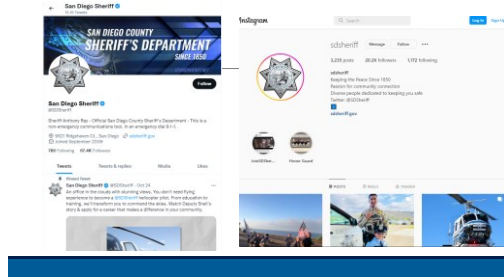
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THE THREE I'S

THE THREE I'S

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TO TWEET OR NOT TO TWEET



@SDSheriff has over 72,000 followers - Some stations are Tweeting out breaking news, road closures and even good arrests/positive news before or in lieu of issuing a release



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TO TWEET OR NOT TO TWEET



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!



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Social Media



@SDSheriff has more than 72K Twitter followers and 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

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Your Turn!



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"We understand there have been six in custody deaths this year to date. What is the Sheriff's Department doing to keep those in custody safe? Why do you have such a high in custody death rate?"



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"We'd like to ask you a few questions about the deputy who was arrested last night. Can you confirm Officer Jones was arrested for felony DUI? Do you know Officer Jones? Is he still working at this jail/ station? What are your thoughts about deputies getting arrested for driving drunk?"



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Seven horizontal lines for writing notes.

"What is the Sheriff's Department stance on the legalization of marijuana? We have heard Deputies are allowed to smoke marijuana off duty, is this correct? Have any deputies been found to be under the influence of marijuana while on duty?"



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Seven horizontal lines for writing notes.

7.3 MEDIA RELATIONS

- o Each division, station and facility commander is directly responsible for establishing and maintaining appropriate news media relations within their command
- o Every lieutenant and sergeant should understand that liaison to the news media is an important part of their job. Supervisors and managers need to be prepared to communicate with the public, through the media, anytime an issue of interest arises within their service area



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Seven horizontal lines for writing notes.

QUESTIONS

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



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