



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, Twitter lead
- Sammy- local media expert, Instagram lead
- 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...



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 likes 110 comments

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

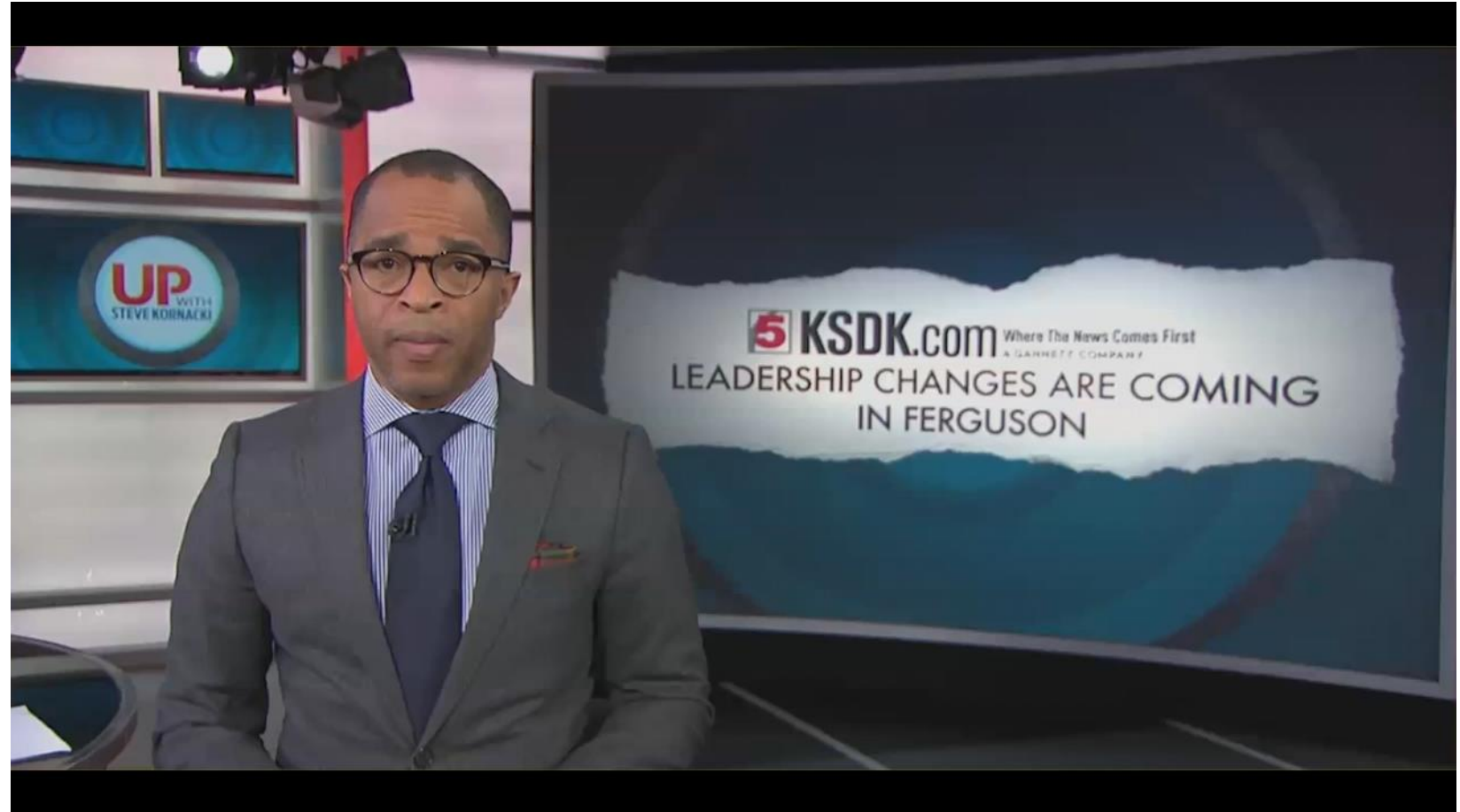


Everyone loves kittens

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.

Nothing to see here.....



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

CPRA's

- Media may ask you as well
 - This technically starts the 10-day period for a response

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

WAYS TO RELEASE INFO

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



nixle

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

The Message Bases



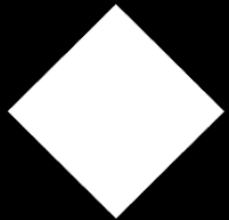
KEY



= **STEP 1: DEFINE THE COMMUNICATION GOAL**



= **STEP 2: CONDUCT AN EMOTIONAL ASSESSMENT**



= **STEP 3: DEVELOP THE MESSAGE "BASES"**

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?

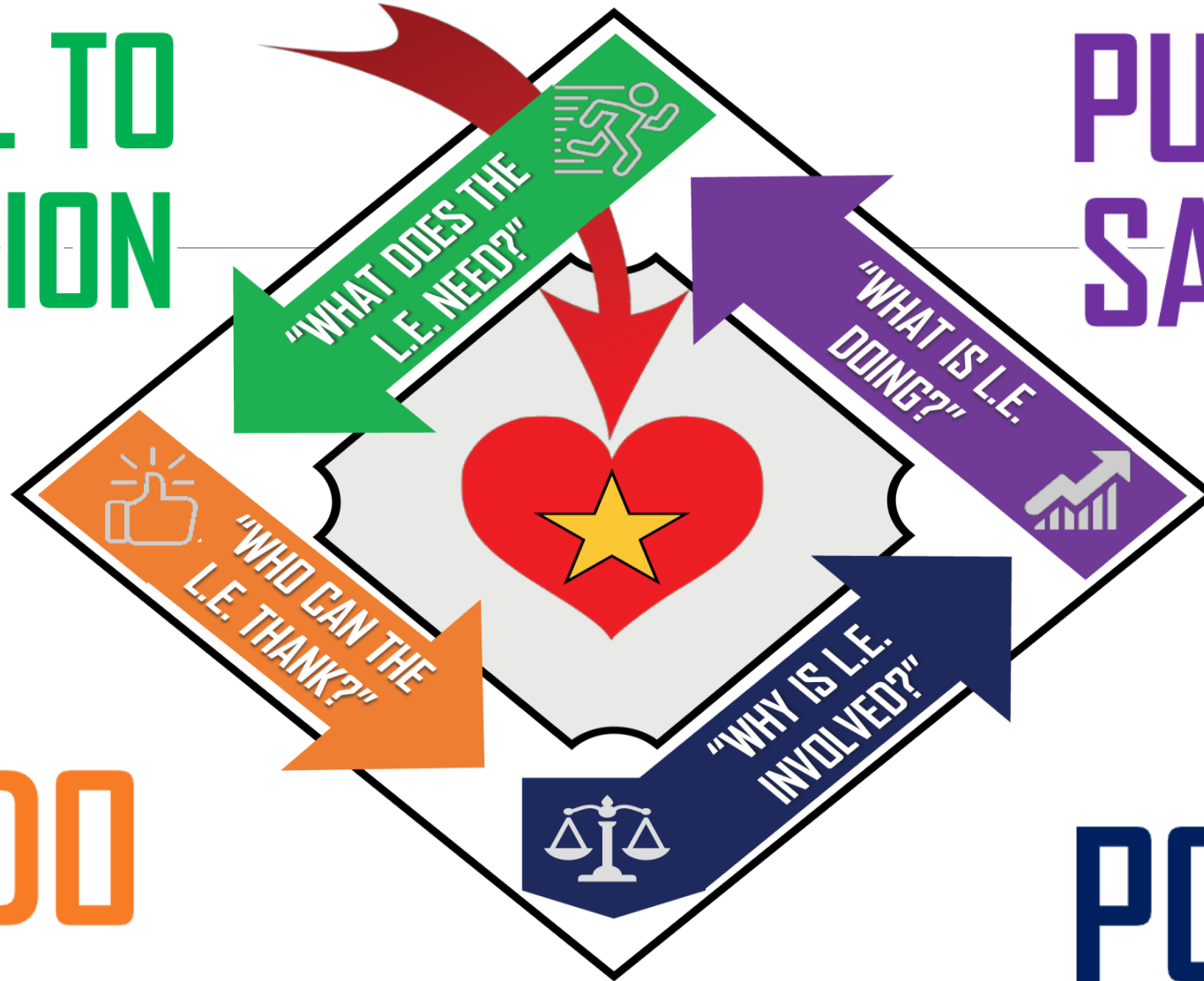
L.E. emphasis = Policy & Process!

Public orientation = Apathy or Passivity?

L.E. emphasis = Inspiration & Action!

**CALL TO
ACTION**

**PUBLIC
SAFETY**



KUDDO

POLICY



POLICY

“Why is L.E. involved?”

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



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



CALL TO ACTION

“What does L.E. need?”

TANGIBLE = (behavioral)

- Any physical behavior(s) or action(s) 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/ Condolent/ Confident/ Considerate/ Courageous/ Empathetic/ Focused/ Grateful/ Hopeful/ Lawful/ Mindful/ Obedient/ Observant/ Optimistic/ Patient/ Peaceful/ Prepared/ Proud/ Reassured/ 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



KUDO

*“Who can L.E.
thank?”*

2013, Ken White and Gail Pennybacker

- 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/lawmakers
- Supporters/critics



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 

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

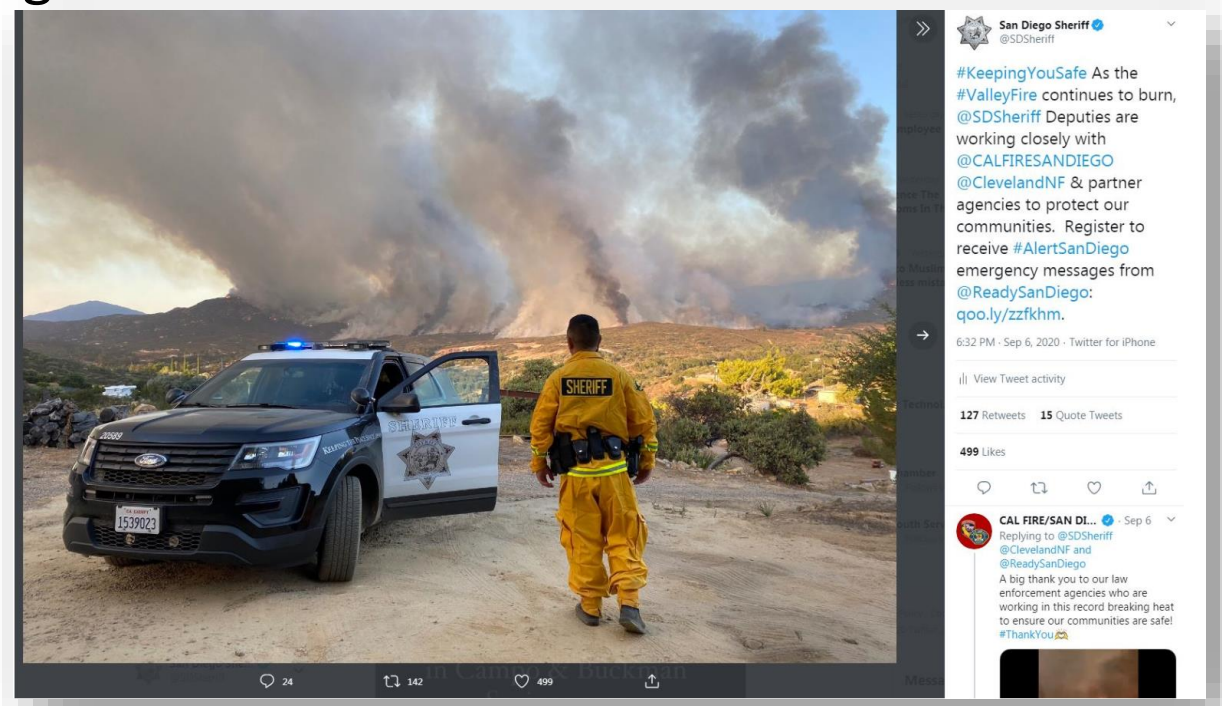
POSTS REELS TAGGED



TO TWEET OR NOT TO TWEET



@SDSheriff has over 67,000 followers - Some stations are Tweeting out breaking news, road closures and even good arrests/positive news before or in lieu of issuing a release



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!

'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



"Wrangler of the Month" Valley Center Deputy Tames Escaped B

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 more than 67K Twitter followers and almost 20K 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



NATIONAL

SIBLING

DAY







Your Turn!



“We've heard that Sheriff's Food Services serves unhealthy meals that get people sick. Now that they make food for Juvenile Hall, the kids are getting sick too...”



“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?”



7.3 MEDIA RELATIONS

- Each division, station and facility commander is directly responsible for establishing and maintaining appropriate news media relations within their command
- 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

QUESTIONS

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

