# Basic Crime Stoppers Course

## Media Relations

## Media Relations

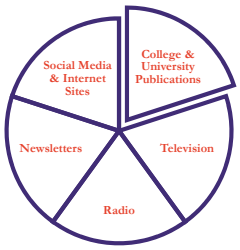
### Learning Objectives

**You will be able to identify:**

- The media's role in Crime Stoppers
- Various types of media organizations
- The ten commandments of effective media relations
- The difference between publicity & advertising
- How to develop and implement an effective publicity program

## Media Relations

### What is Media?



## Media Relations

### Media: Why is it Important?

**Along with citizens and law enforcement, media is an essential component to make Crime Stoppers work.**

- Media helps to publicize
- the Crime Stoppers Program
- Methods of operation
- Tip line numbers
- Objectives
- Success stories
- Without Media, local programs struggle to raise public awareness.

## Media Relations

### Effective Media

**Media is most effective if done regularly**

## Media Relations

### Advantages of Media Involvement

**Invite members of the media to get involved with your organization!**

- Crime interests the public
- Featuring a Crime of the Week on radio or TV builds an audience
- People expect to see "Wanted" posters in newspapers
- Media publicity helps citizens view law enforcement as pro-active in fighting crime
- Media helps law enforcement to solve "cold case" crimes
- By helping to produce Public Service Announcements, the media helps itself during license renewal period
- Media can take credit for helping to solve crimes
- Media contributes to Crime Stoppers success by publicizing fundraisers and contributions of businesses and citizens

# Media Relations

## 10 Commandments

| | | | |
|---|---|---|---|
| Stay with your message | Reporters can ask any question | Talk in "sound bites" | Don't say too much |
| Be careful when media is around | Reporters are never off duty | Respond promptly | Know reporter's deadlines & be fair |
| | Factual information | Don't let reporters put words in your mouth | |

1. Know the "10 Commandments of Effective Media Relations"
2. Understand the difference between advertising & publicity
3. Learn to develop and implement an effective publicity program

# Media Relations

## Publicity vs. Advertising

### Publicity

- It's free
- 7x more effective than paid advertising
- Coverage is perceived as media endorsement
- Negative publicity is not the end of the world

### Advertising

- Cost money

# Media Relations

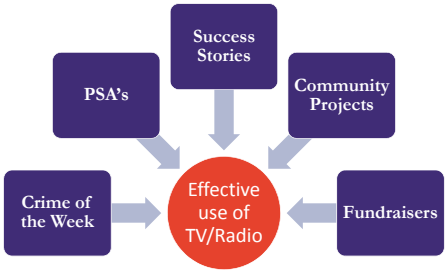
## Designing & Implementing a Publicity Campaign

**Design a publicity plan:**

- Determine your goals
- Identify your target audience
- Choose a media spokesperson
- Choose a medium/ media
- The public expect your information to appear on a timely basis

## MEDIA RELATIONS

### PUBLICITY EFFORTS




## MEDIA RELATIONS

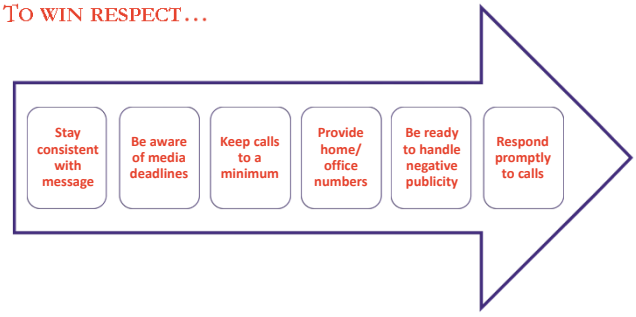
### WHAT IS NEWS & WHAT IS NOT?

**Media serves their audience:**

- Inform
- Entertain
- Make life better
- Without reporters, your campaign won't get off the ground
- Give news with substance
- Avoid using self-serving material
- Promote program: its phone number, cash rewards, guaranteed anonymity to informants

## MEDIA RELATIONS

### TO WIN RESPECT…



## MEDIA RELATIONS

### WORKING WITH THE MEDIA

- It's okay to say "I don't know"
- Trust and credibility are key factors
- Feed stories that Crime Stoppers is not involved in (some days are slow in news reporting)
- Learn how to write professional news releases:
- Purpose: to get attention
- Pertinent and concise information
- Who – what – where – when – how
- Important facts
- Release date
- Contact person information

## MEDIA RELATIONS

### GIVE THEM A LOT OF INFORMATION…

- Send news releases 2 weeks in advance
- Promote carefully & discreetly
- Remember… media is not in business to give away free airtime

**Public awareness is good, so take every opportunity!**

**… BUT NOT EVERYTHING!**

## MEDIA RELATIONS

### PUBLICITY IS GOOD!

- Public Events
- Local award banquets
- Fundraisers
- Bicycle rodeo
- Community service events
- Telethons
- Blood drives
- Food drives
- Alcohol-free graduation parties
- Speaking engagements
- Community clubs
- Senior citizens groups
- Study clubs
- Sororities
- Neighborhood Watch groups
- Youth functions
- PTA
- Other school functions

# MEDIA RELATIONS

## SUMMARY

**Media:**

- Crime Stoppers needs media participation for its success
- Ten commandments of effective media relations
- Publicity vs. Advertising
- Include Crime Stoppers tip line number in all publicity!

**Designing & implementing a publicity campaign:**

- Set your goals
- Choose the medium
- What is news & what is not
- Stay consistent with the message
- Win respect of local media
- ALL publicity is good publicity!