

How to Hook The Media and Make Your Agency Shine

Want to take your press event to the next level? First, make sure you really understand the three types of media events that can help your police department convey the right message, at the right time, to the right media representatives. There are three basic types of media events that you should be aware of:

1. The Formal Press Conference

A formal press conference is used when a Police Department makes a major announcement, allowing the agency to reach a majority of media all at once. This type of conference can involve local and/or national media and can be televised with representatives from your agency who will be present to answer questions and provide additional information to the public. Here are some tips for a successful formal press event:

- Pick venue/area to accommodate a large group
- Add a podium for a formal presence
- Include flags to frame the shot (city, state and/or USA)
- Place chairs at the front of the room for reporters
- Keep back area clear for camera crew
- Affix your agency's department seal to front of podium
- Provide press release and fact sheets to attendees as handouts

2. The One-On-One Interview

A one-on-one interview is a more personal press event and can be less formal. This is conducted when a police official meets one-on-one with a reporter for a longer, more in-depth interview. Here are some major components of the one-on-one interview:

- More conversational in nature
- Length gives reporter time to understand the finer points of an issue
- Both reporter and police official are seated
- Suggested interview locations: quiet office or conference room

3. "The Layout"

The Layout press conference refers to the laying out of merchandise for photographing or filming by the media. This type of press event is more informal in nature and is utilized when police have made a significant or unusual seizure. The Layout allows for:

- A window of time (usually 2-3 hours) that the merchandise is on display
- More flexibility for reporters to cover the story on their schedule instead of a fixed press conference time
- A talking head (case agent / unit supervisor) who is on hand to answer reporter's questions or give a brief on-camera interview

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