

What Will Best Tell Your Story?

When preparing for any type of press event – from a formal press conference to a one-on-one interview, to a layout of merchandise – law enforcement needs to remember: the media need visuals to help them tell your story.

While interviews or comments from talking heads are great for that quick soundbite, police need to give reporters the ability to “show” their story.

This is beneficial to your agency for two reasons:

- first, you are making their job easier because you have multiple things to help them craft their story and
- second, you are creating good will with the media by establishing that your agency is professional, prepared and easy to work with.

Possible Visuals:

- Recovered stolen items
- Confiscated drugs
- Bundled cash
- Weapons
- Offender mug shot (printed on paper or in jpeg format)
- Video footage (undercover or film used to set the scene of an incident)
- Charts and graphs
- 3rd party interviewee who provides additional perspective on event/arrest
- Demonstration (canine / new equipment)

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