

THE IMPORTANCE OF UTILIZING THE NEWS MEDIA

Saturday, February 23, 2008

10:15 a.m. - 11:30 a.m.

Roundtable Discussion Moderated by: Larry H. James, Esq.

CRABBE, BROWN & JAMES LLP

General Counsel

NATIONAL FRATERNAL ORDER OF POLICE

500 South Front Street, Suite 1200

Columbus, OH 43215

Tel: (614) 229-4567

Fax: (614) 229-4559

Email: LJames@CBJLawyers.com

This includes the print/electronic media. Consider hiring a consultant who has relationships with the media. We will also discuss the importance of lobbying our elected officials and meeting with our Chamber of Commerce and civic leaders regarding the key issues impacting law enforcement. We want to convey upon them the importance of law enforcement, tourism, and crime. We want to make sure they understand that we need the tools to do the job in order to improve the quality of life to make our cities in which we work a more desirable place to visit and live.

This presentation will also include our charitable efforts by the local FOP, as well as the friends and family of FOP Members.

MEDIA

I. PRINT

- A. Main Daily Newspapers
- B. Neighborhood Newspapers
- C. Specialty Magazines & Newspapers
 - 1. Arts, Culture, and Entertainment
 - 2. Ethnic
 - 3. Religious emphasis
 - 4. Sports
 - 5. Education
 - 6. Legal publications
 - 7. Business
- D. FOP Publications and Circulation
- E. Internet and Use of the Internet—including web
- F. Government Publications and Communications

II. ELECTRONIC

- A. Radio & Various stations
- B. T.V.–Various stations including general channels and cable.

III. CHARITABLE INITIATIVES

- A. All FOP efforts
- B. All FOP family, friends, and law enforcement Members
- C. Publication and Marketing of all efforts
- D. Billboards and Public Service Announcement (PSA)

IV. RELATIONSHIPS WITH REPORTERS

- A. Professional
- B. Personal
- C. Letters to the Editor and Op Ed
- D. Literature Drops
- E. Use of your attorney
- F. Self-written Stories
- G. Call-in Programs
- H. Editorial Boards
- I. Deadlines
- J. On and Off the Record Comments

V. ELECTED OFFICIALS

- A. Friend or Enemy and Neutral
- B. Endorsements and Support, including family, friends, and Members
- C. Attorneys can help or SHOULD help
- D. Public Officials–working together, including Council Aides, Law Directors, and all Safety Officials

VI. CREATE TO-DO LIST

- A. All Interested and Impacted Parties—all contact information at your fingertips
- B. Press Release
- C. Prepare for Interview
- D. Stay on purpose and clearly define your message
- E. Attitude and Climate
- F. Church and Ministers
- G. Civic and Neighborhood Organizations
- H. Diversity