The Fine Line

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Are you and your Agency prepared?
Bridge The Gap

LE agencies perceived as:
• Giving as little information as possible

Media perceived as:
• The enemy who is looking to destroy the credibility of LEO’s

Media’s view of LE agencies:
• Feels that LE agencies are always hiding information

MEDIA FEELS THAT IT IS THEIR DUTY TO “TELL IT LIKE IT IS”
Tendencies of Law Enforcement

• Strive to protect the safety, liberty, and freedom that all citizens are entitled.

• By nature, are secretive.

• Taught not to divulge information.

• Confidentiality and trust are instilled in every sworn officer.
Tendencies of the Media

• Their existence relies on uncovering information.

• Their mission is to broadcast facts.

• One entity may rely on secrecies

• Another entity may seek to reveal the truth
Remember: You are the voice!

- PIO should be someone who takes great pride in what they do.
- Establish good relationship with media.
- Understand the media and what their job entails.
- Establish a strong social media presence.
- Put out the fires quickly.
- Be transparent.
Mending Relationships

• Who has a reporter that is constantly on your case?

• What can you do to get that reporter on your side?

• Let him/her break a news story for you.

• Develop a strong relationship but not to the point to where you cross the line.
What Works For Us

- **Facebook** - reaches the majority of our general public. (videos, press releases, community engagement)

- **Twitter** - our “go to” for reaching the media quickly. (road closures, heavy police presence, media staging)

- **Instagram** - best way to reach our younger generation. (pictures involving our officers, promotions, community engagement)
Branding your Agency

• How do you promote your agency?

• Realize that what works in some jurisdictions does not work in others.

• Know your community.

• Form a Citizens Academy and invite them to your agency.

• You can’t remain “old school.” You have to step out and communicate with your citizens.
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