



OffenderWatch App Press Conference Sample Run of Show

Purpose: The purpose of this document is to outline how law enforcement agencies should announce their partnership with the OffenderWatch App through a local press conference.

What to Do Prior to Press Conference

1. **Understand how the OffenderWatch App works** by connecting with your account manager and reviewing the OffenderWatch App Fact Sheet and background materials.
2. **Alert the entire agency** about the new app, explaining how it works.
3. **Add a banner image** from the toolkit we provided, and link to www.safevirtualneighborhood.com to your agency homepage.
4. **Send out a media alert** to local news media with time and place you'll be announcing the partnership. You can use the sample OffenderWatch App Media Alert as an example.
 - a. Send to local media and local community partners, such as Parent-Teacher Associations or CASA advocates.
5. Review and practice Talking Points to use during press conference.

Press Conference Run of Show

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| I. | Welcome | 2 minutes |
| | a. Have sheriff/police chief or other official briefly welcome the audience and set the stage for online threat to the community. | |
| II. | Discuss the need for better online safety | 3 minutes |
| III. | Introduce the OffenderWatch App | 7 minutes |
| | a. Using Talking Points | |
| | b. The only app partnered directly with law enforcement | |
| | c. One-of-a-kind, cutting edge technology to protect communities online | |
| | d. How your agency is educating the community to online dangers | |
| | e. Point people to agency website to learn more | |
| IV. | Conclusion & Thank You | 1 minute |