From: Raymond Pollum
To: Claudia Ortega
Subject: Re: Call Tomorrow Pushed to 3:00pm??
Date: Tuesday, November 27, 2018 7:15:52 PM

Hi Claudia, Sorry for the delay. I did get some pushback on the press release language that I'm working through. I meet with legal on Friday and will plead my case then (and update you shortly thereafter).

The issue is not so much the modification of the language, its a concern that we (Ring) is excluded from the messaging beyond the initial release. We may have to insert something along the lines of "any press will be mutually agreed upon by both parties" type language added.

Again, I'll have an answer on Friday and will connect with you then.

Regards, Ray

-
Raymond Pollum
Vice President of Neighborhood Sales

1523 26th St
Santa Monica, CA 90404

ray@ring.com
(949) 690-6979 Mobile

As seen on:
Fortune Magazine- Meet Ring, the connected doorbell company that just scored Richard Branson as an investor
Time Magazine's Top 10 Gadgets
The Truth About Daytime Burglaries
TechCrunch Product Review
ABC's Shark Tank (password: doorbot)
Ring Partners With LAPD To Reduce Crime In Wilshire Park

On Mon, Nov 26, 2018 at 3:00 PM Claudia Ortega <cortega@ci.la-mesa.ca.us> wrote:

> Hi Raymond,
>
> I hope you had a great Thanksgiving. I just wanted to follow up with you since we last spoke. I know we mentioned setting up a time with your PR Representative. Let me know if you need anything from our end.

Best Regards,

Claudia

From: Claudia Ortega
Sent: Tuesday, November 20, 2018 2:37 PM
To: 'Raymond Pollum'
Subject: RE: Call Tomorrow Pushed to 3:00pm??

Hi Raymond,

Please find the signed MOU attached.

Best Regards,

Claudia

From: Raymond Pollum [mailto:raymond.pollum@ring.com]
Sent: Monday, November 19, 2018 5:10 PM
To: Claudia Ortega
Subject: Call Tomorrow Pushed to 3:00pm??

Claudia, I'm sorry, I'm actually booked at 2:00pm tomorrow, so I'll be sending an invite for 3:00pm. I hope that is ok.

As to the purpose, we actually just need the returned MOU to get the process started and to get you scheduled for an onboarding. That said, there are a few key stake holders who should be briefed on the program and then attend the onboarding/training. These are:

1. Investigative POC - Generally a detective who will be your resident expert when the department wants to send a video request. This person will be trained on best practices for ensuring the maximum participation and sharing of video.

2. Social Media POC - The person(s) in the department who manages comments on Facebook, Twitter, NextDoor, etc.

3. Neighbors Feed POC - If different from #2

4. Community Relations POC - The person(s) who interfaces with the community at events, HOA meetings, Neighborhood Watch meetings, etc.

It would be ideal to have them on our call tomorrow, but essential to have them present at the onboarding. Again, involvement by each of these groups is essential for active community participation (specifically on video requests).

Hope to speak with you tomorrow.

Ray

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