From:	Kyle Demmin
To:	Claudia Ortega; Gregory Runge
Subject:	Ring Portal, Co-branded Assets and PR Next Steps
Date:	Tuesday, February 12, 2019 3:36:14 PM
Attachments:	Portal Announcement Flyer_La Mesa PD.pdf Neighbors Co-branded Postcard_La Mesa PD.pdf Training Guides.pdf Social Media Asset_La Mesa PD.pdf Reference Sheet_La Mesa PD.pdf

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Hello Lieutenant Runge and Claudia,

Thank you for your time this afternoon, Lieutenant. Before I send over all the Press Release information (it's a lot!) this week, I wanted to send items I owe to you both.

Please see below:

Neighbors Feed/Portal

- **Access to Portal -** Would love to provide both of you early access to Portal to start getting familiar with Portal before the training session. You'll be receiving an email from the Ring team with steps to create your account. I've also attached "Reference Sheet_LaMesaPD" to help as well.

- **Engagement Guide** - I've attached a copy of the best practices guide we created for law enforcement.

- **Recommended Users** - For the training on March 5th, I recommend having folks from your investigations team, community outreach team, and anyone else you believe will have access to Portal.

Driving App Downloads

- **Attribution Link** - https://download.ring.com/lamesa
  - You can also text "**lamesapd**" to 555-888 to be texted a direct link to download Neighbors app.
  - Use this link or text code to help sign up more members in your community!

- **Co-Branded Assets** - I've attached the co-branded assets (Postcard, Announcement Flyer, and Social Media Asset) to this email, please approve at your earliest convenience.

Announcement/PR

I'll be sending over an email later this week with the Press Packet and all the information needed to start preparing for the Press Release announcing "La Mesa Police Department Joins Neighbors by Ring". My colleague, Morgan Culbertson, who leads the announcement efforts will be cc'd on that email and available to help with any questions.

Let me know if I forgot anything. I'm always available for a call to help out with anything.

Best,

-Kyle
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LAPD Crime Study: Ring Partners with LAPD to Reduce Crime in Wilshire Park
Shark Tank: Shark Tank's Biggest Company (password: ring)
LA Times: Ring modernized the doorbell, then went to war against crime
USA Today: Police say crime drops with video doorbell