From: Morgan Culbertson
To: Claudia Ortega
Cc: Morgan@ring.com; Media; Kyle Ford
Subject: Re: DRAFT RELEASE: La Mesa PD (CA) Joins Neighbors by Ring
Date: Wednesday, March 06, 2019 1:34:06 PM

Thank you Claudia!! Would you mind forwarding the final release as it was send? Or a link to wherever it's living on the website, social, etc :)

Excited to be kicking things off today. Let us know if you receive any inquiries (we will be sure to do the same!)

Morgan Culbertson, Public Relations Coordinator - Neighbors
Morgan@ring.com
m: 805.822.9694

CBS Miami: New Technology-Based Security System Replacing Neighborhood Crime Watch
FOX 11: Green Bay Police partners with new app for "digital neighborhood watch"
KENS5: 'Neighbors' app helps curb community crime

On Wed, Mar 6, 2019 at 11:35 AM Claudia Ortega <cortega@ci.la-mesa.ca.us> wrote:

> Hi Morgan,
>
> We just sent it out.
>
> Thank you!
>
> Claudia
>
> **From:** Morgan Culbertson [mailto:morgan.culbertson@ring.com]
> **Sent:** Tuesday, March 05, 2019 4:53 PM
> **To:** Gregory Runge; Media
> **Cc:** kyle.demmin@ring.com; Claudia Ortega
> **Subject:** Re: DRAFT RELEASE: La Mesa PD (CA) Joins Neighbors by Ring
>
> Thank you Greg and Hello Claudia,
>
> Sounds like today's Onboarding went well! I wanted to circle back with you to confirm plans for the broader public announcement.

Aside from the date (3/6/19 vs 3/5/19) the attached release (which was last version shared) is good to go on our end! Let us know if that is the case and if so when you would plan to distribute to your local media lists, via posts to Department social channels, website, etc.

Best,

Morgan

Morgan Culbertson, Public Relations Coordinator - Neighbors

Morgan@ring.com

m: 805.822.9694

CBS Miami: New Technology-Based Security System Replacing Neighborhood Crime Watch

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On Tue, Mar 5, 2019 at 7:43 AM Gregory Runge <GRunge@ci.la-mesa.ca.us> wrote:

> Hi Morgan-
>
> I have cc'd Claudia Ortega in on this email chain. After today, she will be your main point of contact.
>
> I believe we are planning on doing the release tomorrow?
>
> Thanks!

Greg

Lt. Greg Runge #1161

Services Lieutenant / Public Information Officer

La Mesa Police Department

8085 University Avenue

La Mesa, CA 91942

(619) 667-7544

grunge@ci.la-mesa.ca.us

http://www.cityoflamesa.com

From: Morgan Culbertson [mailto:morgan.culbertson@ring.com]
Sent: Tuesday, March 05, 2019 5:42 AM
To: Gregory Runge
Cc: kyle.demmin@ring.com; media@ring.com
Subject: DRAFT RELEASE: La Mesa PD (CA) Joins Neighbors by Ring

Hello and thank you Lieutenant!

Latest draft received has been re-attached for reference and looks good to go without any additional changes or edits on our end.

Did you want to target today (3/5) to distribute the release & post the announcements to the Department's social media? Let us know what you're thinking in terms of timeline and if you're able to distribute this morning ahead of the Onboarding training this afternoon.

Either way, I am excited to be working with you and can provide whatever PR-related support and materials are needed going into the initial announcement and as we continue to engage the broader press and public through the Neighbors app partnership moving forward.

I'll be on standby today for any questions regarding the announcement or other media-related items so feel free to reach out via phone, text or email anytime :)

Best,

Morgan

Morgan Culbertson, Public Relations Coordinator - Neighbors

Morgan@ring.com

m: 805.822.9694

CBS Miami: New Technology-Based Security System Replacing Neighborhood Crime Watch

FOX 11: Green Bay Police partners with new app for "digital neighborhood watch"

KENS5: 'Neighbors' app helps curb community crime

On Mon, Mar 4, 2019 at 11:11 AM Gregory Runge <GRunge@ci.la-mesa.ca.us> wrote:

> Hello Morgan and Kyle-
>
> Attached, please find the modified version of the press release that has been approved by the Chief of Police.
>
> Thanks,

Greg

Lt. Greg Runge #1161

Services Lieutenant / Public Information Officer

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