From:	Kyle Demmin
To:	Claudia Ortega; Gregory Runge
Cc:	Morgan Culbertson
Subject:	PR Intro + Materials - La Mesa Police Department (CA) Joins Neighbors by Ring
Date:	Wednesday, February 20, 2019 9:20:19 AM

Good Morning Claudia & Lieutenant Runge,

I know we are looking forward to the March 5th Onboarding session and to officially launching La Mesa Police Department on the Neighbors app platform!

In anticipation of the Onboarding, I wanted to introduce you to our PR Coordinator, Morgan Culbertson (CC'd) and provide you with the press packet of materials so we can start coordinating the initial announcement. The press packet can be viewed and downloaded in the dropbox found here and contains the following materials;

- **Press Release Template:** Ready for you to review and customize with a quote, suggested edits to content and to incorporate into official Department release format. **Be sure to share your edits with Morgan for a quick review prior to distribution.**
- **Sample Social Media Posts & In-App Alert:** Sample content to share across your existing social media platforms in tandem with the press release and In-App alert pushed by Ring to all local Neighbors app users.
- **Talking Points & Reactive Q&A:** Internal docs to prepare Dept. spokespeople to speak about the Neighbors app and our partnership with confidence and respond to commonly asked questions we have come to expect from the press and public.
- **Neighbors App Logo & Imagery:** High-res versions of the Neighbors app logo and other contextual images approved for use in press releases, social media posts and other public communications moving forward.
- **Unique Neighbors App Download Link:** https://download.ring.com/lamesa **Simple Text Info:** Or, simply text **'lamesapd**' to '555888' from your smartphone.

As a matter of practice, your portal features will be active and the In-App alert will go out to Neighbors app users and Ring device owners in your jurisdiction on the same day upon completion of your Onboarding. That being said, we want to make sure Departments have a date set with us and are prepared to announce via press release and posts on social media within a day or so of their actual Onboarding date or early the morning of.

Let us know when you have a target date in mind for rolling out the announcement and feel free to reach out with any questions in the meantime!

Best,
Kyle

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Kyle Demmin

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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