From: Gregory Runge
To: "Morgan@ring.com"
Subject: RE: PR Intro + Materials - La Mesa Police Department (CA) Joins Neighbors by Ring
Date: Monday, March 04, 2019 8:25:49 AM

Hi Morgan-

Sorry for the delay, just getting back from being out of town.

We made a few minor changes to the press release, and I am currently waiting for the Chief to approve it. I should be able to forward it to you for review by the end of the day.

And just to clarify- once you approve the press release, I will handle the distribution? I assume so as it is on our letterhead…

Thanks!
Greg

From: Morgan Culbertson [mailto:morgan.culbertson@ring.com]
Sent: Friday, March 01, 2019 2:43 PM
To: Gregory Runge
Cc: Claudia Ortega; Media; Kyle Demmin
Subject: Re: PR Intro + Materials - La Mesa Police Department (CA) Joins Neighbors by Ring

Hi Lt. Runge,

Hope this finds you well! Just wanted to check in ahead of the weekend regarding these materials and an announcement plan ahead of Tuesday's Onboarding.

Let me know if I should expect an updated draft coming soon and feel free to reach out with any questions or anything else you may need :)

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 Wed, Feb 20, 2019 at 11:19 AM Kyle Demmin <kyle.demmin@ring.com> wrote:

> Hi Lieutenant Runge,

That is great! Thank you very much for the update.

Please let us know if any additional questions come up.

Best,
Kyle

On Wed, Feb 20, 2019 at 11:10 AM Gregory Runge <GRunge@ci.la-mesa.ca.us> wrote:

> HI Kyle & Morgan-
>
> Thank you!
>
> Just wanted to let you know that I have submitted the co-branded materials as well as the press release template for approval with the Chief of Police. I will let you know as soon as I hear back from them.
>
> 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: Kyle Demmin [mailto:kyle.demmin@ring.com]
Sent: Wednesday, February 20, 2019 9:20 AM
To: Claudia Ortega; Gregory Runge
Cc: Morgan Culbertson
Subject: PR Intro + Materials - La Mesa Police Department (CA) Joins Neighbors by Ring

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
Account Manager
Cell: 714-381-6291

1523 26th St
Santa Monica, CA 90404

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

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