

MEMORANDUM

TO: Staff

FROM: Bruce R. Mendelsohn, Chris Beakey

DATE: July 1, 2005

SUBJECT: National Police Week 2005 Media Report

Media exposure for the National Law Enforcement Officers Memorial Fund and the National Law Enforcement Museum during Engraving Day and National Police Week 2005 met our usual expectations, and greatly exceeded them in a number of important areas. Total impressions in all media exceeded 40 million. While this is a 15% decrease from total impressions in 2004, the quality of the national coverage in terms of top ten media market penetration, network coverage, and newspaper impressions more than made up for the decline in overall impressions. (For a numerical and graphical comparison of National Police Week media impressions from 2001-2005, please see the attached appendices.)

Highly choreographed internal efforts to secure media coverage complemented the aggressive external work of the firms we retained, including Widmeyer Communications (general media outreach), Strauss Radio Strategies (Radio Media Tour), and Homefront Communications (Satellite Media Tour). Bolstered by timely and aggressive pitching, the availability of interviewees, and consistent messaging, our combined efforts generated substantial visibility—print, electronic, television, and radio—for the NLEOMF, the National Law Enforcement Museum, National Police Week, and our corporate partners, including Motorola and Mag Instruments, Inc.

NPW Media Exposure Summary and Highlights

- Newspapers: In May, **the NLEOMF and/or National Police Week were mentioned in 130 newspapers (including 28 of the top ten media market newspapers) for a total circulation of approximately 23,149,983. This is an increase of almost 1 million impressions from 2004 (22,236,941).** Notable placements included a snapshot on the front page of *USA Today*, a **nationally-syndicated column** by Michelle Malkin, and multiple placements (including an op-ed) in the *Chicago Sun-Times*, *Philadelphia Inquirer*, *Boston Globe*, and the *Washington Post and Washington Times*.
- Television: We achieved 19,429,468 TV impressions, a **60% increase** from 2004 (12,151,567). The 2005 Satellite Media Tour achieved **21 interviews** alone. We had **more than 300 mentions on more than 200 stations**, with major penetration of the top ten media markets. We sought and earned placements on national networks including the **CBS Evening News**, Wolf Blitzer Presents (CNN), and **C-SPAN**. Additionally, **America's Most Wanted** devoted substantial coverage to the Memorial and NPW (in the show airing May 14).

- **Radio:** Strauss Radio Strategies booked **24 radio interviews, reaching 8,985,200 people nationwide** (based on Arbitron’s Radio USA survey). An additional 10 interviews were coordinated internally (by NLEOMF staff and Widmeyer Communications), for a **total of 34 radio interviews**. Because we did not push an ANR (Audio News Release) for Police Week 2005, total impressions (8,985,200) **decreased 39%** from 2004 (14,654,900). Our :60 ANR was distributed nationally by the ABC Radio Network (full distribution details below).
- **Law Enforcement Outreach:** Substantial internal resources were devoted to providing law enforcement organizations with press releases, articles, advertisements, and other information concerning National Police Week, the Museum, and to promote our Founding Partners. We earned placements in more than a dozen trade publications, including IACP’s *The Police Chief* magazine, *Sheriff* magazine, and *Police* magazine.
- **Local/National Tourism Outreach:** In addition to posting NPW events and activities on various tourism calendars, we mailed a postcard to tour operators, tour guides, and convention attendees. Notable: **Cultural Tourism DC highlighted the NLEOMF as “Members of the Week” during National Police Week** for the second consecutive year.

In summary, the NLEOMF continued increasing visibility for National Police Week, for the Memorial, the Museum, and for our corporate partners. Although the total number of impressions was down, the quality of the impressions was far better than previous years, and on par with our best year, 2002. By successfully securing media exposure nationally and locally, both to the general public and to our traditional law enforcement base, we met our mission of appropriately commemorating the service and sacrifice of law enforcement officers and providing information to help promote law enforcement safety.

Below please find detailed explanation of media coverage achieved during National Police Week. Major event coverage is listed first, followed by overall coverage in specific media (data listed for the events below are included in the overall coverage data).

Engraving Day

Engraving Day 2004 generated strong local media coverage, with Channels 4, 5, 7, 8, and 9 (ABC, NBC, CBS, FOX, and News Channel 8) filming and/or reporting on the engraving of Officers Ashley and Rife. Both local newspapers featured Engraving Day, including photos and captions and/or articles.

Recorded print coverage numbered five clips and three photos; broadcast coverage (according to VMS) numbered nine hits. Engraving Day was also covered in the MPDC internal publication, “The Dispatch” (April 22).

Candlelight Vigil and Other Police Week Activities

- **Broadcast:** Overall hits and impressions for the Police Week period were up **69% from 2004**. More importantly, the *quality of these impressions was excellent*; in most interviews we mentioned the Museum and the Campaign—key messaging elements. Our most significant hits included a 3-minute segment on

CBS Evening News, a 4-minute segment on CNN's Wolf Blitzer Presents, and C-SPAN coverage of the Candlelight Vigil. Overall, we were mentioned in more than 300 stories on more than 200 stations. The Satellite Media Tour had 33 airings on 21 stations in 18 markets. The bulk of our hits were in major cities such as Philadelphia, D.C., Phoenix, Denver, and others throughout the country.

- Print: While the number of newspaper stories on Police Week was down (from 165 in 2004 to 130 in 2005), impressions were up 4%--indicating the high circulation numbers (and hence, the *quality* of the impressions) of the papers in which we were covered. We doubled our presence in top ten media markets (from 14 in 2004 to 28). Widmeyer's national media advisory along with state-localized media advisories and subsequent pitching, garnered print and Internet stories in the following top print publications:
 - *USA Today* (national and international editions)
 - *New York Post*
 - *Boston Globe and Herald*
 - *Indianapolis Star*
 - *Chicago Sun-Times* (op-ed placement and additional coverage)
 - *Chicago Tribune*
 - *Arizona Republic*
 - *Dallas Morning News*
 - *Houston Chronicle*
 - *Philadelphia Inquirer and Daily News*
 - *San Jose Mercury News*
 - *Seattle Post-Intelligencer*
 - *Denver Post*
 - *Des Moines Register*
 - *Tampa Tribune*
 - *Omaha World-Herald*
 - *The Washington Post*
 - *The Washington Times*
- Radio: For the second consecutive year, Strauss Radio Strategies handled our Radio Media Tour and general radio media outreach. NLEOMF contacts nurtured over the past year produced additional coverage. The combined efforts of SRS, Widmeyer, and NLEOMF staff generated 24 radio interviews—less than the 38 in 2004.

The highlight of our radio coverage was an hour-long interview by nationally syndicated radio personality **Laura Ingraham**. Interviews were done with nine national networks, four statewide networks, two city-wide networks, and nine local radio outlets. All told, the interviews generated a combined 9,240 radio station hits, reaching a total 8,985,200 people nationwide. This is down 39% from the total impressions in 2004. Part of the decline may be attributed to the fact that we did only 2 hours of a 3-hour RMT, leaving us one hour “in the bank.”

- Audio News Release (ANR): SRS also produced a :60 ANR containing a soundbite and additional comments from Craig Floyd. The ANR was distributed nationally by the **ABC Radio Network** to as many as 3,200 local radio stations across the country, to 9,175 affiliates of the Washington Audio News Distribution service, and to 1,600 **CNN Radio** affiliates. If each of these stations ran the ANR only once, it was heard by as many as 5,691,175 people nationwide. In addition, SRS placed the ANR directly on the **Business Talk Radio Network**, where the piece aired twice on more than 100 affiliate stations, reaching an additional combined 460,000 listeners.

Motorola Coverage

While the overall National Police Week media campaign was in full swing, the NLEOMF was able to devote resources to coordinate with Widmeyer to publicize the announcement of Motorola receiving the Distinguished Service Award.

Based on early and ongoing coordination with Motorola's PR team, Widmeyer earned placements in the following media outlets:

- *Police Chief* magazine: Photo of Jim Sarallo and Craig Floyd at award ceremony
- *Washington Technology* magazine: Ran same photo with a caption (June 6 issue)

Websites:

- The Dallas Morning News
- KRON TV (San Francisco)
- KVVU TV (Las Vegas)
- WCNC TV (Charlotte, NC)

Total circulation achieved by Widmeyer on behalf of the Motorola DSA award announcement exceeded 250,000 impressions.

We have a similar plan in place for the promotion of the \$1 million gift from Mag Instruments, Inc., and will commence that process pending final contract completion.

Law Enforcement Outreach

Another critical component of the NLEOMF's Police Week media strategy is outreach to our traditional constituent base of law enforcement departments and organizations. As these organizations are familiar with the NLEOMF and our mission, as well as National Police Week, the challenge here was providing them this information in a timely and publication-friendly manner.

This process began in February, with sending the National Police Week advertisement to more than 50 law enforcement departments and organizations. Foremost in this group were our Board Member organizations; we successfully placed the ad and/or articles in the following Board member organization publications: IACP, FLEOA, NTC, FOPA, COPS, and NSA. The advertisement and Craig's ensuing "Police Week in Review"

appeared in more than a dozen law enforcement publications, including *American Police Beat*, *24-7*, *Police* magazine, *New Jersey Cops* magazine, and others.

Online Promotion/Publicity

As for online promotion of National Police Week and the NLEOMF, in addition to the Internet-ready ad (same of the print ad), we developed a NPW banner and distributed both aggressively.

Judging from the May 05 Webtrends report, it is clear that our aggressive online promotional outreach and activities were successful:

Visitor Sessions	04= 153,848	05= 257,275	(67% increase)
Online Sales	04= \$10,540.42	05= \$54,418.33	(416% increase)
Hits	04= 3,634,483	05= 5,271,180	(45% increase)

Local/National Tourism Outreach

Working within the broader, long term goal of improving our outreach to local and national tour guides and tourism agencies and bureaus, we conducted considerable outreach to these groups prior to and during National Police Week.

Highlights included:

- NLEOMF's designation as Cultural Tourism DC's "Member of the Week" which included prominent mention on Cultural Tourism DC's website, along with a photo and preview of NPW events and activities.
- Creation of "Heroes Live Forever" hanging street banners, which were posted in the neighborhood of the Memorial and produced additional visibility for the Memorial and National Police Week.

This effort included a new initiative of a NPW postcard mailing. We printed 2,500 of these postcards and mailed more than half to local and national tour operators, tour guides, and convention attendees. The remainder was made available at the Visitors Center for guests' personal use.

We also coordinated with WCTC, Downtown DC, the Guild of Professional Tourguides, USAGroups.com, and the Association of Chain Drug Stores Foundation to have these organizations make available on their websites information pertaining to NPW events and activities.

Conclusion

During the Police Week period (April 21-May 21), we earned more than 40 million impressions. We successfully communicated messages pertaining to the mission of the NLEOMF, National Police Week, the National Law Enforcement Museum, the Matter of Honor Campaign, and the support of our Founding Partners.

Our most notable achievements included significant major market penetration across all media: Broadcast, print, and online. We complemented our general public outreach with vigorous communication with our traditional constituent base. Our flexibility in responding to unexpected media opportunities—especially the Shaq visit—helped to raise visibility for the Memorial and the Museum, and indirectly increase public respect for the law enforcement profession and those who man the Thin Blue Line.

While challenges remain—particularly sustaining media momentum—we should be pleased with the success of our media relations and communications efforts prior to and during National Police Week 2004.

Appendix 1

National Police Week Media Impressions: 2001-2005



