

Fwd: Messaging Strategy and Initiatives

From: Joshua Rubenstein <n5373@lapd.online>

Thu, Oct 29, 2020 at 11:50 AM PDT (GMT-07:00)

To: Fred MacFarlane <fredmacfarlane@mac.com>; Richard Tefank <n3025@lapd.online>; Alex Comisar <alex.comisar@lacity.org>; Dae Levine <Daedre.Levine@lacity.org>

Hello...hope you are all healthy and safe.

I forwarded this list of communications initiatives to our Direct Reports and the Chief wanted to be sure you folks were aware as well.

Please give me a holler if you have questions.

Josh

Begin forwarded message:

From: JOSH RUBENSTEIN <n5373@lapd.online>

Subject: Messaging Strategy and Initiatives

Date: October 29, 2020 at 11:38:56 AM PDT

To: Michel Moore <23506@lapd.online>, "Robert - Asst. Chief Central Arcos" <26185@lapd.online>, Beatrice Girmala <24916@lapd.online>, Horace Frank <25958@lapd.online>, Lisabeth Rhodes <n6480@lapd.online>, Dominic Choi <32350@lapd.online>

Cc: Spell Stacy <30971@lapd.online>, Heidi Stoecklein <36662@lapd.online>

Good morning!

I wanted to keep you all in the loop on the many communications initiatives Stacy and I are working on over the next week.

1. We have created a video for roll call regarding how to identify press at protests
2. We are drafting a bulletin for the public that will be issued as a news advisory regarding acceptable behavior during protests. This will be geared at the public and the press.
3. We are also going to release a notice that is being drafted by the Radio Television News Association regarding acceptable behavior of the press during protests. This will be a shared release specific to the media
4. We met with RTNA and LASO yesterday to discuss issues and concerns. It was a very productive meeting and we will stay in communication as we progress through next week.
5. As protests occur we now have protocols in place to ensure dispersal notices will be echoed on Twitter to ensure our messaging is redundant
6. In an effort to ensure context is being shared during high profile incidents our PIOs will be capturing crowd behavior that is violent in nature and push that out on social media in real time when possible.
7. We pushed out a video last night regarding a PI, who during the Laker parade saved the life of a man who blew off his hands throwing fireworks at us.
8. We are searching for videos on social media of violent and criminal behavior for the purpose of identifying and publicizing the acts and looking for these suspects.
9. We pushed out a COP message through the DOC regarding the shields we will be able to use with MFF
10. I am sending a Department wide email with a link to COP's appearance on ABC 7 yesterday. He described the frustration with the violence from Lakers and Dodgers "Celebrations" very well.

If anyone has any further suggestions or questions...please reach out.

Josh
