

Michael Hackman

From: Michael Hackman
Sent: Friday, May 24, 2019 9:56 AM
To: Andrea Han
Subject: RE: Follow Up to Call

Thank you Andrea!

Just got it—and thanks for the PR materials too.

Have a great long weekend!
Michael

From: Andrea Han [REDACTED]
Sent: Friday, May 24, 2019 9:53 AM
To: Michael Hackman <41468@lapd.online>
Subject: Re: Follow Up to Call

Hi Michael,

Thanks for the feedback. We are thrilled to be partnering with you and the LAPD. Just sent you an invitation with admin access from [REDACTED] Here are the PR materials:

- **[Press Release Template](#)**: standard messaging template, please update and send final draft to Morgan (via [REDACTED] for review prior to distribution.
- **[Social Media Templates](#)**: Sample content for the initial announcement via Facebook, Twitter, Nextdoor & any other social channels in tandem with the press release.
- **[Key Talking Points & Reactive Q&A](#)**: Basic talking points and answers to commonly asked questions to assist Dept. representatives when speaking about the Neighbors app and our partnership with the press/public.
- **[Neighbors App Logo & Images](#)**: High-res app logos, graphics & contextual images to supplement outreach.

The Neighbors App download link and simple text info blow should be included in the initial announcement and in any future public communications from the Dept. when appropriate so that residents are able to download the app and participate:

Download Link: download.ring.com/westvalleystation

Simple Text Info: Or, simply text **westvalleystation** to 555888 from your smartphone. *(not case sensitive)*

Download Link: download.ring.com/northhollywood

Simple Text Info: Or, simply text **nhollywood** to 555888 from your smartphone. *(not case sensitive)*

On Fri, May 24, 2019 at 7:33 AM Michael Hackman <41468@lapd.online> wrote:

Good Morning Andrea,

I just wanted to say thank you for conducting the onboarding for West Valley/N. Hollywood yesterday. I've heard good feedback from our investigators!

Also, can you create an account for me with administrative access – and, whenever you get a chance, pass along the PR materials you have for the Law Enforcement Neighbors Portal?

Thank you!

Michael

From: Andrea Han [REDACTED]
Sent: Tuesday, May 14, 2019 2:42 PM
To: Michael Hackman <41468@lapd.online>
Cc: August Cziment [REDACTED]
Subject: Re: Follow Up to Call

[See our agency success stories](#)

Thanks,

Andrea Han

Partner Success Manager
[REDACTED]



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