

"Most recent" semiannual media relations reports (early 2014) from 8 FBI field offices:

LA, NY, DC, NOLA, Chicago, Las Vegas, Phoenix, Tampa

Obtained (via FOIA) and posted by AltGov2

www.altgov2.org



January 29, 2017

MR. RUSS KICK
POST OFFICE BOX 36914
TUSCON, AZ 85740

FOIPA Request No.: 1382736-000
Subject: National Press Office Semiannual Reports

Dear Mr. Kick:

The enclosed documents were reviewed under the Freedom of Information Act (FOIA), Title 5, United States Code, Section 552. Below you will find check boxes under the appropriate statute headings which indicate the types of exemptions asserted to protect information which is exempt from disclosure. The appropriate exemptions are noted on the enclosed pages next to redacted information. In addition, a deleted page information sheet was inserted to indicate where pages were withheld entirely and identify which exemptions were applied. The checked exemptions boxes used to withhold information are further explained in the enclosed Explanation of Exemptions.

Section 552		Section 552a
<input type="checkbox"/> (b)(1)	<input type="checkbox"/> (b)(7)(A)	<input type="checkbox"/> (d)(5)
<input type="checkbox"/> (b)(2)	<input type="checkbox"/> (b)(7)(B)	<input type="checkbox"/> (j)(2)
<input type="checkbox"/> (b)(3)	<input checked="" type="checkbox"/> (b)(7)(C)	<input type="checkbox"/> (k)(1)
_____	<input type="checkbox"/> (b)(7)(D)	<input type="checkbox"/> (k)(2)
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_____	<input type="checkbox"/> (b)(7)(F)	<input type="checkbox"/> (k)(4)
<input type="checkbox"/> (b)(4)	<input type="checkbox"/> (b)(8)	<input type="checkbox"/> (k)(5)
<input type="checkbox"/> (b)(5)	<input type="checkbox"/> (b)(9)	<input type="checkbox"/> (k)(6)
<input checked="" type="checkbox"/> (b)(6)		<input type="checkbox"/> (k)(7)

45 pages were reviewed and 45 pages are being released.

Below you will also find additional informational paragraphs about your request. Where applicable, check boxes are used to provide you with more information about the processing of your request. Please read each item carefully.

- Document(s) were located which originated with, or contained information concerning, other Government Agency (ies) [OGA].
- This information has been referred to the OGA(s) for review and direct response to you.
- We are consulting with another agency. The FBI will correspond with you regarding this information when the consultation is completed.
- In accordance with standard FBI practice and pursuant to FOIA exemption (b)(7)(E) and Privacy Act exemption (j)(2) [5 U.S.C. § 552/552a (b)(7)(E)/(j)(2)], this response neither confirms nor denies the existence of your subject's name on any watch lists.

For your information, Congress excluded three discrete categories of law enforcement and national security records from the requirements of the Freedom of Information Act (FOIA). See 5 U.S.C. § 552(c) (2006 & Supp. IV (2010)). This response is limited to those records that are subject to the requirements of the FOIA. This is a standard notification given to all our requesters and should not be taken as an indication that excluded records do, or do not, exist. Enclosed for your information is a copy of the Explanation of Exemptions.

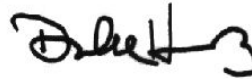
For questions regarding our determinations, visit the www.fbi.gov/foia website under "Contact Us." The FOIPA Request Number listed above has been assigned to your request. Please use this number in all correspondence concerning your request.

You may file an appeal by writing to the Director, Office of Information Policy (OIP), United States Department of Justice, Suite 11050, 1425 New York Avenue, NW, Washington, D.C. 20530-0001, or you may submit an appeal through OIP's FOIAonline portal by creating an account on the following website: <https://foiaonline.regulations.gov/foia/action/public/home>. Your appeal must be postmarked or electronically transmitted within ninety (90) days from the date of this letter in order to be considered timely. If you submit your appeal by mail, both the letter and the envelope should be clearly marked "Freedom of Information Act Appeal." Please cite the FOIPA Request Number assigned to your request so it may be easily identified.

You may seek dispute resolution services by contacting the Office of Government Information Services (OGIS) at 877-684-6448, or by emailing ogis@nara.gov. Alternatively, you may contact the FBI's FOIA Public Liaison by emailing foipaquestions@fbi.gov. If you submit your dispute resolution correspondence by email, the subject heading should clearly state "Dispute Resolution Services." Please also cite the FOIPA Request Number assigned to your request so it may be easily identified.

- The enclosed material is from the main investigative file(s), meaning the subject(s) of your request was the focus of the investigation. Our search located additional references, in files relating to other individuals, or matters, which may or may not be about your subject(s). Our experience has shown such additional references, if identified to the same subject of the main investigative file, usually contain information similar to the information processed in the main file(s). As such, we have given priority to processing only the main investigative file(s) given our significant backlog. If you would like to receive any references to the subject(s) of your request, please submit a separate request for the reference material in writing. The references will be reviewed at a later date, as time and resources permit.
- See additional information which follows.

Sincerely,



David M. Hardy
Section Chief
Record/Information
Dissemination Section
Records Management Division

Enclosure(s)

The enclosed documents represent the final release of information responsive to your Freedom of Information Act (FOIA) request. This material is being provided to you at no charge.

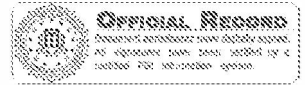
EXPLANATION OF EXEMPTIONS

SUBSECTIONS OF TITLE 5, UNITED STATES CODE, SECTION 552

- (b)(1) (A) specifically authorized under criteria established by an Executive order to be kept secret in the interest of national defense or foreign policy and (B) are in fact properly classified to such Executive order;
- (b)(2) related solely to the internal personnel rules and practices of an agency;
- (b)(3) specifically exempted from disclosure by statute (other than section 552b of this title), provided that such statute (A) requires that the matters be withheld from the public in such a manner as to leave no discretion on issue, or (B) establishes particular criteria for withholding or refers to particular types of matters to be withheld;
- (b)(4) trade secrets and commercial or financial information obtained from a person and privileged or confidential;
- (b)(5) inter-agency or intra-agency memorandums or letters which would not be available by law to a party other than an agency in litigation with the agency;
- (b)(6) personnel and medical files and similar files the disclosure of which would constitute a clearly unwarranted invasion of personal privacy;
- (b)(7) records or information compiled for law enforcement purposes, but only to the extent that the production of such law enforcement records or information (A) could reasonably be expected to interfere with enforcement proceedings, (B) would deprive a person of a right to a fair trial or an impartial adjudication, (C) could reasonably be expected to constitute an unwarranted invasion of personal privacy, (D) could reasonably be expected to disclose the identity of confidential source, including a State, local, or foreign agency or authority or any private institution which furnished information on a confidential basis, and, in the case of record or information compiled by a criminal law enforcement authority in the course of a criminal investigation, or by an agency conducting a lawful national security intelligence investigation, information furnished by a confidential source, (E) would disclose techniques and procedures for law enforcement investigations or prosecutions, or would disclose guidelines for law enforcement investigations or prosecutions if such disclosure could reasonably be expected to risk circumvention of the law, or (F) could reasonably be expected to endanger the life or physical safety of any individual;
- (b)(8) contained in or related to examination, operating, or condition reports prepared by, on behalf of, or for the use of an agency responsible for the regulation or supervision of financial institutions; or
- (b)(9) geological and geophysical information and data, including maps, concerning wells.

SUBSECTIONS OF TITLE 5, UNITED STATES CODE, SECTION 552a

- (d)(5) information compiled in reasonable anticipation of a civil action proceeding;
- (j)(2) material reporting investigative efforts pertaining to the enforcement of criminal law including efforts to prevent, control, or reduce crime or apprehend criminals;
- (k)(1) information which is currently and properly classified pursuant to an Executive order in the interest of the national defense or foreign policy, for example, information involving intelligence sources or methods;
- (k)(2) investigatory material compiled for law enforcement purposes, other than criminal, which did not result in loss of a right, benefit or privilege under Federal programs, or which would identify a source who furnished information pursuant to a promise that his/her identity would be held in confidence;
- (k)(3) material maintained in connection with providing protective services to the President of the United States or any other individual pursuant to the authority of Title 18, United States Code, Section 3056;
- (k)(4) required by statute to be maintained and used solely as statistical records;
- (k)(5) investigatory material compiled solely for the purpose of determining suitability, eligibility, or qualifications for Federal civilian employment or for access to classified information, the disclosure of which would reveal the identity of the person who furnished information pursuant to a promise that his/her identity would be held in confidence;
- (k)(6) testing or examination material used to determine individual qualifications for appointment or promotion in Federal Government service the release of which would compromise the testing or examination process;
- (k)(7) material used to determine potential for promotion in the armed services, the disclosure of which would reveal the identity of the person who furnished the material pursuant to a promise that his/her identity would be held in confidence.



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FEDERAL BUREAU OF INVESTIGATION

Electronic Communication

Title: (U) Las Vegas Media Relations Bi-Annual Report

Date: 02/18/2014

From: LAS VEGAS
LV-CDC

Contact: [Redacted]

Approved By: [Redacted]

b6
b7C

Drafted By: [Redacted]

Case ID #: 80-LV-A32924 (U) MEDIA PROGRAM -
80-HQ-A1199962-ACC (U) ACCOMPLISHMENTS

Synopsis: (U) To advise OPA HQ, of the Las Vegas Field Office Media Relations Bi-Annual Report for Fiscal Year (FY) 14.

Details:

Las Vegas Media Relations Bi-Annual Report FY 14

Public Affairs Staffing

- List primary media coordinator(s): [Redacted]
- Is media relations a full-time or collateral duty? [Redacted]
- If media relations is a collateral duty, please list the media coordinator's other major duties: [Redacted]
- List back-up media coordinators: [Redacted]
- Who is responsible for maintaining the division's external website?
[Redacted]

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Liaison

- In the past six months has the division hosted members of the news media for a media day, meet and greet, roundtable discussion, brown bag lunch, or general background briefing (not on a specific case)?
Yes
- In the past six months has the Special Agent in Charge (SAC) or other executive visited a news media outlet for purposes of a general introduction, editorial board meeting, or general

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Title: (U) Phoenix Field Office Media Relations Bi-Annual Report
Re: 80-HQ-A1199962-ACC, 04/01/2014

update the division's FBI.gov website by sending to the FBI.GOV and Internet Operations Unit (FIOU) any changes involving contact information, leadership (SAC/ASACs, etc.), top stories, community outreach, etc? **Yes**

- If the division has an official Twitter page managed through the TweetDeck, are assigned personnel promptly reviewing all public comments and promptly forwarding any threats to tips.fbi.gov? "If the division does not have a Twitter page, is it working with FIOU to create one?" **NA**

Orientation/Training

- Is a briefing on media relations part of the orientation process for new personnel in your division? **Yes**
- Does the media coordinator speak at all-hands meetings at least once per year? **Yes**
- Does the media coordinator provide media training to executives and other personnel in your division? **Yes**
- Does the media coordinator provide media training to local law enforcement partners? **Yes, Active Shooter Training**

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Title: (U) Las Vegas Media Relations Bi-Annual Report

Re: 80-LV-A32924, 02/18/2014

Fire & Rescue Bomb Squad.

1. Sponsored or participated in any public awareness campaigns to help members of the public protect themselves from crime? Human Trafficking

Did this generate press coverage as intended? Significant Press Coverage

1. Facilitated any filming of live law enforcement action on behalf of an entertainment or news media outlet? No
2. Provided assistance to a production company for a documentary series, i.e. Investigation Discovery's FBI: Criminal Pursuit, CNBC's American Greed? No

Investigative Publicity

- In the past six months, how many times has the division used investigative publicity to solicit tips to advance an investigation or locate an individual? (This can include use of wanted posters, website postings, digital billboard publicity, Twitter, Facebook, publicity campaigns, etc.) 3
- Did publicity advance an investigation or aid in the capture or location of any of fugitive, kidnapping victim and/or missing person that was publicized? No If so, was the success directly attributable to one method (i.e., billboards) or a totality of the media coverage? N/A
- If a capture can be attributed directly to one method of publicity, please provide the name of the subject/victim? N/A
- How many times has the division used digital billboard publicity in the past six months? 0
- Does the media coordinator or other assigned personnel use Bankrobbers.fbi.gov as a primary source for publicizing its local bank robbers? No

Websites

- Does the media coordinator email all division press releases and U.S. Attorney press releases on FBI cases to the National Press Office (NPO) for posting on FBI.gov? Yes
- Does the media coordinator or other assigned personnel regularly

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Title: (U) Las Vegas Media Relations Bi-Annual Report

Re: 80-LV-A32924, 02/18/2014

update the division's FBI.gov website by sending to the FBI.GOV and Internet Operations Unit (FIOU) any changes involving contact information, leadership (SAC/ASACs, etc.), top stories, community outreach, etc? Yes

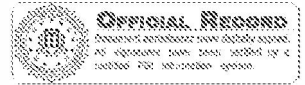
- If the division has an official Twitter page managed through the TweetDeck, are assigned personnel promptly reviewing all public comments and promptly forwarding any threats to tips.fbi.gov? Yes
"If the division does not have a Twitter page, is it working with FIOU to create one?" N/A

Orientation/Training

- Is a briefing on media relations part of the orientation process for new personnel in your division? Yes
- Does the media coordinator speak at all-hands meetings at least once per year? Yes
- Does the media coordinator provide media training to executives and other personnel in your division? Yes
- Does the media coordinator provide media training to local law enforcement partners? Yes

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FEDERAL BUREAU OF INVESTIGATION

Electronic Communication

Title: (U) OPA Semi Annual Report

Date: 03/01/2014

From: TAMPA

TP-SAC

Contact: [Redacted]

Approved By: [Redacted]

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Drafted By: [Redacted]

Case ID #: 80-HQ-A1199962-ACC (U) ACCOMPLISHMENTS
80-TP-A69744 (U) MEDIA ADMINISTRATIVE MATTERS
NEWSPAPER CLIPPINGS *CASE HAS TWO
SUBFILES: SUB 2 (PRESS RELEASE)
AUTOMATED ** *SUB 1 (NEWSPAPER
CLIPPINGS) NOT AUTOMATED; DO NOT
SERIALIZE

Synopsis: (U) Tampa Division Media Program Semi-Annual Report

Details:

Field Office Media Relations Bi-Annual Report Questions

Public Affairs Staffing

- List primary media coordinator(s): Special Agent [Redacted]
- Is media relations a full-time or collateral duty? [Redacted]
[Redacted] maintains liaison with media outlets, law enforcement partners, community leaders; and addresses other related taskings as needed).
- If media relations is a collateral duty, please list the media coordinator's other major duties: [Redacted]
- List back-up media coordinators: [Redacted]
- Who is responsible for maintaining the division's external website? SA [Redacted] with assistance of OPA

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Title: (U) OPA Semi Annual Report
Re: 80-HQ-A1199962-ACC, 03/01/2014

Liaison

- In the past six months has the division hosted members of the news media for a media day, meet and greet, roundtable discussion, brown bag lunch, or general background briefing (not on a specific case)? YES
- In the past six months has the Special Agent in Charge (SAC) or other executive visited a news media outlet for purposes of a general introduction, editorial board meeting, or general background discussion? YES (also with the arrival of the new SAC, this will occur again during the next reporting period)
- In the past six months has the media coordinator attended any liaison meetings either formally or informally with public information officers (PIOs) at the U.S. Attorney's Office, local police or sheriff's department, and other state/local/federal government agencies? YES (Coordinator attends both state and federal individually sponsored PIO meetings)
- Does the media coordinator participate in regular conference calls with local law enforcement, city, state and federal PIOs in your region? YES

Legal/policy compliance

- Has each primary and back-up member of the media relations team read the following policies and directives: Yes (backup personnel are also on OPA e-mail distribution list for notifications and updates to ensure situational awareness)-
 1. Media Relations at FBI Headquarters and in Field Offices
 2. Creating Public Websites on the Internet
 3. Community Outreach in Field Offices
 4. OPA guidance on media filming of live law enforcement actions
 5. OPA guidance on the use of Twitter
- Is the media coordinator uploading press releases to Sentinel

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Title: (U) OPA Semi Annual Report
Re: 80-HQ-A1199962-ACC, 03/01/2014

and providing documentation on where the source of the information was derived? - YES

- Does the media coordinator have a system in place to track at least the approximate numbers of press inquiries received and how many press responses are provided? YES

1.

Proactive media relations

1. In the past six months has the division:
 2. Held any FBI-led or hosted press conferences, roundtable discussions with local media and the SAC/ADIC? 1 - Press conference re shooting incident at local VA Hospital.
 3. Proactively pitched any stories to the press related to the division's accomplishments, personnel, or capabilities? YES Did a story result? YES - Mortgage Fraud; CBS affiliate segment "Do My Job" re FBI bomb tech program; and Citizen Academy Program and Range Day.
 4. Sponsored or participated in any public awareness campaigns to help members of the public protect themselves from crime? YES - Human Trafficking, Online schemes, Operation Cross Country 7. Did this generate press coverage as intended? Yes
 5. Facilitated any filming of live law enforcement action on behalf of an entertainment or news media outlet? No
 6. Provided assistance to a production company for a documentary series, i.e. Investigation Discovery's FBI: YES - Moon Rock Theft case (Alaska TV Belgian).

Investigative Publicity

- In the past six months, how many times has the division used investigative publicity to solicit tips to advance an investigation or locate an individual? 2 - John Doe 27 case and Amber Alert - Missing Teen from Arkansas.

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Title: (U) OPA Semi Annual Report
Re: 80-HQ-A1199962-ACC, 03/01/2014

- Did publicity advance an investigation or aid in the capture or location of any of fugitive, kidnapping victim and/or missing person that was publicized? Tampa was assisting with national and regional investigative publicity initiatives in these situations - specific impact unknown.
- If a capture can be attributed directly to one method of publicity, please provide the name of the subject/victim? N/A
- How many times has the division used digital billboard publicity in the past six months? 2
- Does the media coordinator or other assigned personnel use Bankrobbers.fbi.gov as a primary source for publicizing its local bank robbers? YES

Websites

- Does the media coordinator email all division press releases and U.S. Attorney press releases on FBI cases to the National Press Office (NPO) for posting on FBI.gov? YES (and posted in office area for employees to see)
- Does the media coordinator or other assigned personnel regularly update the division's FBI.gov website by sending to the FBI.GOV and Internet Operations Unit (FIOU) any changes involving contact information, leadership (SAC/ASACs, etc.), top stories, community outreach, etc? YES
- If the division has an official Twitter page managed through the TweetDeck, are assigned personnel promptly reviewing all public comments and promptly forwarding any threats to tips.fbi.gov? NO
"If the division does not have a Twitter page, is it working with FIOU to create one?" Tampa Division utilizes the Media Alert news networking system directly tied to all major media outlets during normal and emergency situations.

Orientation/Training

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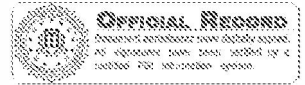
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Title: (U) OPA Semi Annual Report
Re: 80-HQ-A1199962-ACC, 03/01/2014

- Is a briefing on media relations part of the orientation process for new personnel in your division? YES
- Does the media coordinator speak at all-hands meetings at least once per year? YES (in addition coordinator consults with squads and provides guidance prior to all major investigative or operational activities which may generate media attention. Coordinator also attends the monthly division supervisor meetings to enhance mission and operational communication and situational awareness).
- Does the media coordinator provide media training to executives and other personnel in your division? YES (also personally coordinates and supervises all media interviews involving Tampa Division personnel).
- Does the media coordinator provide media training to local law enforcement partners? YES



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Electronic Communication

Title: (U) Chicago Media Relations Biannual Report

Date: 03/03/2014

From: CHICAGO

Contact: [Redacted]

Approved By: [Redacted]

Drafted By: [Redacted]

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Case ID #: 80-HQ-A1199962-ACC (U) ACCOMPLISHMENTS

Synopsis: (U) To report Chicago media activity for the first half of Fiscal Year 2014.

Reference: 80-HQ-A1199962-ACC Serial 3

Details:

As requested in referenced serial, Chicago Division submits the following report of media activities for the period 10/01/2013 to 03/14/2014:

Public Affairs Staffing

List primary media coordinator(s):

SA [Redacted]

Is media relations a full-time or collateral duty?

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[Redacted]

If media relations is a collateral duty, please list the media coordinator's other major duties:

[Redacted]

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Title: (U) Chicago Media Relations Biannual Report
Re: 80-HQ-A1199962-ACC, 03/03/2014

List back-up media coordinators:

SA [redacted]

SA [redacted]

SA [redacted]

SA [redacted]

SA [redacted]

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Who is responsible for maintaining the division's external website?

SA [redacted] (via OPA)

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Liaison

In the past six months has the division hosted members of the news media for a media day, meet and greet, roundtable discussion, brown bag lunch, or general background briefing (not on a specific case)?

No

In the past six months has the Special Agent in Charge (SAC) or other executive visited a news media outlet for purposes of a general introduction, editorial board meeting, or general background discussion?

Yes

In the past six months has the media coordinator attended any liaison meetings either formally or informally with public information officers (PIOs) at the U.S. Attorney's Office, local police or sheriff's department, and other state/local/federal government agencies?

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Title: (U) Chicago Media Relations Biannual Report
Re: 80-HQ-A1199962-ACC, 03/03/2014

Yes

Does the media coordinator participate in regular conference calls with local law enforcement, city, state and federal PIOs in your region?

No, only on an as-needed basis.

Legal/policy compliance

Has each primary and back-up member of the media relations team read the following policies and directives:

Media Relations at FBI Headquarters and in Field Offices - **Yes***

Creating Public Websites on the Internet - **Yes***

Community Outreach in Field Offices - **Yes***

OPA guidance on media filming of live law enforcement actions - **Yes***

OPA guidance on the use of Twitter - **Yes***

***Except SA [redacted] does not have access to the policies/directives.**

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Is the media coordinator uploading press releases to Sentinel and providing documentation on where the source of the information was derived?

No (electronic versions provided to case agents for uploading)

Does the media coordinator have a system in place to track at least the approximate numbers of press inquiries received and how many press responses are provided?

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Title: (U) Chicago Media Relations Biannual Report
Re: 80-HQ-A1199962-ACC, 03/03/2014

No

Proactive media relations

In the past six months has the division:

Held any FBI-led or hosted press conferences, roundtable discussions with local media and the SAC/ADIC?

No

Proactively pitched any stories to the press related to the division's accomplishments, personnel, or capabilities?

Yes

Did a story result?

Yes

Sponsored or participated in any public awareness campaigns to help members of the public protect themselves from crime?

Yes - human trafficking; online safety; hacking risks; laser strike awareness

Did this generate press coverage as intended?

Minor

Facilitated any filming of live law enforcement action on behalf of an entertainment or news media outlet?

No

Provided assistance to a production company for a documentary series, i.e. Investigation Discovery's FBI: Criminal Pursuit, CNBC's American

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Title: (U) Chicago Media Relations Biannual Report
Re: 80-HQ-A1199962-ACC, 03/03/2014

Greed?

No

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Investigative Publicity

In the past six months, how many times has the division used investigative publicity to solicit tips to advance an investigation or locate an individual? (This can include use of wanted posters,

website postings, digital billboard publicity, Twitter, Facebook, publicity campaigns, etc.)

Approximately 15

Did publicity advance an investigation or aid in the capture or location of any of fugitive, kidnapping victim and/or missing person that was publicized?

No

If so, was the success directly attributable to one method (i.e., billboards) or a totality of the media coverage?

N/A

If a capture can be attributed directly to one method of publicity, please provide the name of the subject/victim?

N/A

How many times has the division used digital billboard publicity in the past six months?

Approximately 6

Does the media coordinator or other assigned personnel use

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Title: (U) Chicago Media Relations Biannual Report
Re: 80-HQ-A1199962-ACC, 03/03/2014

Bankrobbers.fbi.gov as a primary source for publicizing its local bank robbers?

No - we have a well-established presence on BanditTrackerChicago.com

Websites

Does the media coordinator email all division press releases and U.S. Attorney press releases on FBI cases to the National Press Office (NPO) for posting on FBI.gov?

Yes

Does the media coordinator or other assigned personnel regularly update the division's FBI.gov website by sending to the FBI.GOV and Internet Operations Unit (FIOU) any changes involving contact information, leadership (SAC/ASACs, etc.), top stories, community outreach, etc?

Yes

If the division has an official Twitter page managed through the TweetDeck, are assigned personnel promptly reviewing all public comments and promptly forwarding any threats to tips.fbi.gov?

Yes

If the division does not have a Twitter page, is it working with FIOU to create one?

N/A

Orientation/Training

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Title: (U) Chicago Media Relations Biannual Report

Re: 80-HQ-A1199962-ACC, 03/03/2014

Is a briefing on media relations part of the orientation process for new personnel in your division?

Yes, but only new agents (not support personnel).

Does the media coordinator speak at all-hands meetings at least once per year?

No

Does the media coordinator provide media training to executives and other personnel in your division?

Yes, upon request.

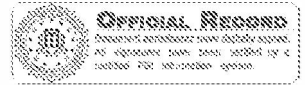
Does the media coordinator provide media training to local law enforcement partners?

Yes, primarily during joint training opportunities.

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FEDERAL BUREAU OF INVESTIGATION

Electronic Communication

Title: (U) New York Media Relations Bi-Annual Reporting

Date: 03/10/2014

CC: DO-NPO

From: NEW YORK
NY-OPA

Contact: [Redacted]

Approved By: [Redacted]

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Drafted By: [Redacted]

Case ID #: 80-HQ-A1199962-ACC (U) ACCOMPLISHMENTS
80-NY-303741-A (U) MONTHLY REPORTS

Synopsis: (U) New York Media Relations Bi-Annual Reporting for the period ending March 15, 2014

Details:

New York Media Relations Bi-Annual Report Questions (For the period ending March 15, 2014):

Public Affairs Staffing:

List primary media coordinator(s):

SSA [Redacted]

Is media relations a full-time or collateral duty?

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[Redacted]

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Title: (U) New York Media Relations Bi-Annual Reporting
Re: 80-HQ-A1199962-ACC, 03/10/2014

If media relations is a collateral duty, please list the media coordinator's other major duties:

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List back-up media coordinators:

SA

PAS

PAS

Writer/Editor

b6
b7C

Who is responsible for maintaining the division's external website?

b6
b7C

Liaison:

In the past six months has the division hosted members of the news media for a media day, meet and greet, roundtable discussion, brown bag lunch, or general background briefing (not on a specific case)? Yes.

In the past six months has the Special Agent in Charge (SAC) or other executive visited a news media outlet for purposes of a general introduction, editorial board meeting, or general background discussion? Yes

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Title: (U) New York Media Relations Bi-Annual Reporting
Re: 80-HQ-A1199962-ACC, 03/10/2014

In the past six months has the media coordinator attended any liaison meetings either formally or informally with public information officers (PIOs) at the U.S. Attorney's Office, local police or sheriff's department, and other state/local/federal government agencies? Yes

Does the media coordinator participate in regular conference calls with local law enforcement, city, state and federal PIOs in your region? N
o. However routine interaction with local, state and federal PIOs during course of TTXs, operational matters as well as preparing for press releases/conferences.

Legal/policy compliance:

Has each primary and back-up member of the media relations team read the following policies and directives:

Media Relations at FBI Headquarters and in Field Offices: Yes

Creating Public Websites on the Internet: Yes

Community Outreach in Field Offices: Yes

OPA guidance on media filming of live law enforcement actions: Yes

OPA guidance on the use of Twitter [yes/no]: Yes

Is the media coordinator uploading press releases to Sentinel and providing documentation on where the source of the information was derived? Will reinitiate uploading.

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Title: (U) New York Media Relations Bi-Annual Reporting
Re: 80-HQ-A1199962-ACC, 03/10/2014

Does the media coordinator have a system in place to track at least the approximate numbers of press inquiries received and how many press responses are provided? Yes, via weekly Office of Public Affairs Activity Reports.

Proactive media relations:

In the past six months has the division:

Held any FBI-led or hosted press conferences, roundtable discussions with local media and the SAC/ADIC? Yes.

Joint USAO/FBI Press Conferences: 7

FBI Led Press Conferences or Media Availability: 3

NY Led Press Releases/Media Publicity: 9

NY Led Press Releases/Media Publicity/Posters (Fugitives): 11 (Includes 4 radio interviews)

Proactively pitched any stories to the press related to the division's accomplishments, personnel, or capabilities? Yes.

New York Magazine [redacted] case

LA Times: Cyber crime, [redacted] case/Boiler room crime

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ESPN: Organized crime, FBI and Super Bowl

NY-1: Shopping scams

CNBC: Jewelry Crime in NYC, Mazella case, Health Care Fraud, FBI and

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Title: (U) New York Media Relations Bi-Annual Reporting
Re: 80-HQ-A1199962-ACC, 03/10/2014

New Years Eve

NY Post: Organized crime

Der Spiegel: case,

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b7C

NYT: Cyber crime, FBI and Super Bowl

Legal management: Cyber crime,

Rolling Stone: Cyber c rime

WSJ: Organized crime

WPIX: Cyber crime

Frontline: Insider Trading

CBS: Laser incidents in NYC

Fox News: FBI and New Years Eve

ABC News: Organized crime, FBI and Super Bowl

CNN: FBI and Super Bowl

CBS: FBI and Super Bowl, Joint FBI/Italian arrests

NBC: FBI and Super Bowl

KTSA Radio: Fugitive

1010Wins radio: Fugitive

News 12: Fugitive

Italian Media: Joint FBI/Italian arrests

Multiple media outlets: Laser incidents/awareness publicity, fugitive posters/publicity, human trafficking publicity

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Title: (U) New York Media Relations Bi-Annual Reporting
Re: 80-HQ-A1199962-ACC, 03/10/2014

Sponsored or participated in any public awareness campaigns to help members of the public protect themselves from crime? [List topics -ex. human trafficking; online safety] Did this generate press coverage as intended? [no/minor/significant press coverage]

Human Trafficking: Press release, billboard publicity and media availability. Significant press coverage.

Laser incidents/awareness: Press release, billboard publicity, media availability, PSAs and School DVDs: Significant media coverage.

Cyber crimes: Several media outlets. Significant press coverage.

Shopping scams: NY-1 TV. Minor press coverage.

Facilitated any filming of live law enforcement action on behalf of an entertainment or news media outlet? No

Provided assistance to a production company for a documentary series, i.e. Investigation Discovery's FBI: Criminal Pursuit, CNBC's American Greed? [list shows]

60 Minutes

Frontline

History Channel

CNBC American Greed

Tom Jennings Productions

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Title: (U) New York Media Relations Bi-Annual Reporting
Re: 80-HQ-A1199962-ACC, 03/10/2014

Travel Channel/Mysteries at the Museum

Other: Assisted several authors on books projects

Investigative Publicity:

In the past six months, how many times has the division used investigative publicity to solicit tips to advance an investigation or locate an individual? (This can include use of wanted posters, website postings, digital billboard publicity, Twitter, Facebook, publicity campaigns, etc.) [cumulative stat - ex. 2]: 13

Did publicity advance an investigation or aid in the capture or location of any of fugitive, kidnapping victim and/or missing person that was publicized? [yes/no] If so, was the success directly attributable to one method (i.e., billboards) or a totality of the media coverage? [list methods] Yes

[redacted]: It is believed wanted poster translated and distributed overseas assisted in his capture

[redacted]: It is believed wanted poster and press release assisted in his capture.

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If a capture can be attributed directly to one method of publicity, please provide the name of the subject/victim? [name] See above

How many times has the division used digital billboard publicity in the past six months? [number]: approx 10

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Title: (U) New York Media Relations Bi-Annual Reporting
Re: 80-HQ-A1199962-ACC, 03/10/2014

Does the media coordinator or other assigned personnel use Bankrobbers.fbi.gov as a primary source for publicizing its local bank robbers? [yes/no]: Yes

Websites:

Does the media coordinator email all division press releases and U.S. Attorney press releases on FBI cases to the National Press Office (NPO) for posting on FBI.gov? [yes/no]: Yes

Does the media coordinator or other assigned personnel regularly update the division's FBI.gov website by sending to the FBI.GOV and Internet Operations Unit (FIOU) any changes involving contact information, leadership (SAC/ASACs, etc.), top stories, community outreach, etc? [yes/no]: Yes

If the division has an official Twitter page managed through the TweetDeck, are assigned personnel promptly reviewing all public comments and promptly forwarding any threats to tips.fbi.gov? [yes/no] : Yes

If the division does not have a Twitter page, is it working with FIOU to create one? [yes/no/N/A]: N/A

Orientation/Training:

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Title: (U) New York Media Relations Bi-Annual Reporting

Re: 80-HQ-A1199962-ACC, 03/10/2014

Is a briefing on media relations part of the orientation process for new personnel in your division? [yes/no]: Yes

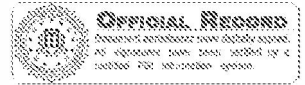
Does the media coordinator speak at all-hands meetings at least once per year? [yes/no]: Yes

Does the media coordinator provide media training to executives and other personnel in your division? [yes/no]: Yes

Does the media coordinator provide media training to local law enforcement partners? [yes/no]: Yes, as requested and during TTXs.

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FEDERAL BUREAU OF INVESTIGATION

Electronic Communication

Title: (U) Field Office Media Relations Bi-Annual Reporting

Date: 03/17/2014

From: NEW ORLEANS

NO-1

Contact: [Redacted]

Approved By: [Redacted]

Drafted By: [Redacted]

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Case ID #: 80-HQ-A1199962-ACC (U) ACCOMPLISHMENTS

Synopsis: (U) New Orleans response to the Field Office Media Relations Bi-Annual Reporting

Details:

New Orleans Media Relations Bi-Annual Report Questions

Public Affairs Staffing

- List primary media coordinator(s): [Redacted]
- Is media relations a full-time or collateral duty? [Redacted]
- If media relations is a collateral duty, please list the media coordinator's other major duties: [Redacted]
- List back-up media coordinators: ACDC [Redacted] SS [Redacted]
- Who is responsible for maintaining the division's external website? IT Specialist [Redacted] supported by [Redacted] and [Redacted]

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Title: (U) Field Office Media Relations Bi-Annual Reporting
Re: 80-HQ-A1199962-ACC, 03/17/2014

Liaison

- In the past six months has the division hosted members of the news media for a media day, meet and greet, roundtable discussion, brown bag lunch, or general background briefing (not on a specific case)? [yes/no] Yes
- In the past six months has the Special Agent in Charge (SAC) or other executive visited a news media outlet for purposes of a general introduction, editorial board meeting, or general background discussion? [yes/no] Yes
- In the past six months has the media coordinator attended any liaison meetings either formally or informally with public information officers (PIOs) at the U.S. Attorney's Office, local police or sheriff's department, and other state/local/federal government agencies? [yes/no] Yes. Media Coordinator also assisted the new USAO for the Eastern District meet the local media and assisted in the honorary "swearing in" ceremony, in support of the USAO, at which the Attorney General was present.
- Does the media coordinator participate in regular conference calls with local law enforcement, city, state and federal PIOs in your region? [yes/no] Yes

Legal/policy compliance

- Has each primary and back-up member of the media relations team read the following policies and directives:
 1. Media Relations at FBI Headquarters and in Field Offices [yes/no] Yes
 2. Creating Public Websites on the Internet [yes/no] No
 3. Community Outreach in Field Offices [yes/no]
 4. OPA guidance on media filming of live law enforcement actions [yes/no] Yes

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Title: (U) Field Office Media Relations Bi-Annual Reporting
 Re: 80-HQ-A1199962-ACC, 03/17/2014

5. OPA guidance on the use of Twitter [yes/no] Yes
 Is the media coordinator uploading press releases to Sentinel and providing documentation on where the source of the information was derived? [yes/no] No
 Does the media coordinator have a system in place to track at least the approximate numbers of press inquiries received and how many press responses are provided? [yes/no] Yes

Proactive media relations

In the past six months has the division:

2. Held any FBI-led or hosted press conferences, roundtable discussions with local media and the SAC/ADIC? [provide number] Two press conferences as lead agency, six other press conferences as collaborative partners with other LEOs, with regard to high-profile violent gang activity and arrests.
3. Proactively pitched any stories to the press related to the division's accomplishments, personnel, or capabilities? [yes/no] Yes, Multiple network affiliate pieces on Child ID app and internet safety; two talk-radio shows on general matters as it relates to operations; one radio talk show specifically about internet safety; three cities' media covered the Active Shooters Initiative/Conference. Partnered with Baton Rouge media on press conference on high profile drug arrests. We also had a high profile murder of an armored car driver in December, 2013, and have had follow-up interviews to discuss the incident and update the public.
4. Sponsored or participated in any public awareness campaigns to help members of the public protect themselves from crime? [List topics - ex. human trafficking; online safety] Did this generate press coverage as intended? No [no/minor/significant press coverage]
5. Facilitated any filming of live law enforcement action on behalf of an entertainment or news media outlet? [yes/no] No
6. Provided assistance to a production company for a documentary series, i.e. Investigation Discovery's FBI: Criminal Pursuit, CNBC's American Greed? [list shows] Yes, Antiques Road Show

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Title: (U) Field Office Media Relations Bi-Annual Reporting
 Re: 80-HQ-A1199962-ACC, 03/17/2014

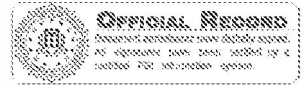
Investigative Publicity

- In the past six months, how many times has the division used investigative publicity to solicit tips to advance an investigation or locate an individual? (This can include use of wanted posters, website postings, digital billboard publicity, Twitter, Facebook, publicity campaigns, etc.) [cumulative stat - ex. 2] We have one of the FBI's Most Wanted Fugitives (#49) announced in 2013 and was part of the Wanted Posters and digital billboard campaigns to aid in his capture.
- Did publicity advance an investigation or aid in the capture or location of any of fugitive, kidnapping victim and/or missing person that was publicized? [yes/no] If so, was the success directly attributable to one method (i.e., billboards) or a totality of the media coverage? [list methods] Yes, but it is still under gag order, with collaboration with Mexico LEGAT. Suspect is in custody, but still not announced.
- If a capture can be attributed directly to one method of publicity, please provide the name of the subject/victim? [name] NA
- How many times has the division used digital billboard publicity in the past six months? [number] Only for the purpose of the Top Ten Most Wanted case.
- Does the media coordinator or other assigned personnel use Bankrobbers.fbi.gov as a primary source for publicizing its local bank robbers? [yes/no] Yes

Websites

- Does the media coordinator email all division press releases and U.S. Attorney press releases on FBI cases to the National Press Office (NPO) for posting on FBI.gov? [yes/no] Yes
- Does the media coordinator or other assigned personnel regularly update the division's FBI.gov website by sending to the FBI.GOV and

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FEDERAL BUREAU OF INVESTIGATION

Electronic Communication

Title: (U) WFO Media Relations Bi-Annual Reporting

Date: 03/18/2014

From: WASHINGTON FIELD
WF-A13

Contact: [Redacted]

Approved By: ASAC [Redacted]

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Drafted By: [Redacted]

Case ID #: 80-HQ-A1199962-ACC (U) ACCOMPLISHMENTS
80-WF-239730 (U) WFO PUBLIC AFFAIRS - ADMINISTRATIVE MATTERS

Synopsis: (U) To document reporting requirements for the Washington Field Office (WFO) media program.

Details:

In compliance with Office of Public Affairs reporting requirements, WFO provides the below information:

Public Affairs Staffing

- List primary media coordinator(s): SSA [Redacted] PAS [Redacted]
[Redacted] PAS [Redacted] PAS [Redacted]
- Is media relations a full-time or collateral duty? [Redacted]
- If media relations is a collateral duty, please list the media coordinator's other major duties: [Redacted] SSA [Redacted]
[Redacted]
- List back-up media coordinators: N/A
- Who is responsible for maintaining the division's external website? All WFO media coordinators work with HQ/OPA/OPMU to maintain the division's external website.

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Liaison

- In the past six months has the division hosted members of the news

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Title: (U) WFO Media Relations Bi-Annual Reporting

Re: 80-HQ-A1199962-ACC, 03/18/2014

media for a media day, meet and greet, roundtable discussion, brown bag lunch, or general background briefing (not on a specific case)?

Yes

- In the past six months has the Special Agent in Charge (SAC) or other executive visited a news media outlet for purposes of a general introduction, editorial board meeting, or general background discussion? No; however, WFO executives have participated in numerous meet and greets, roundtable discussions, background briefings, and on-the-record interviews at WFO.
- In the past six months has the media coordinator attended any liaison meetings either formally or informally with public information officers (PIOs) at the U.S. Attorney's Office, local police or sheriff's department, and other state/local/federal government agencies? Yes
- Does the media coordinator participate in regular conference calls with local law enforcement, city, state and federal PIOs in your region? No - regular conference calls are not scheduled, but routine contact is made with partner agency PIOs.

Legal/policy compliance

- Has each primary and back-up member of the media relations team read the following policies and directives:

1.

1. Media Relations at FBI Headquarters and in Field Offices: Yes
2. Creating Public Websites on the Internet: Yes
3. Community Outreach in Field Offices: Yes
4. OPA guidance on media filming of live law enforcement actions: Yes
5. OPA guidance on the use of Twitter: Yes

- Is the media coordinator uploading press releases to Sentinel and providing documentation on where the source of the information was derived? Yes
- Does the media coordinator have a system in place to track at least the approximate numbers of press inquiries received and how many press responses are provided? Yes

Proactive media relations

In the past six months has the division:

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Title: (U) WFO Media Relations Bi-Annual Reporting

Re: 80-HQ-A1199962-ACC, 03/18/2014

2. Held any FBI-led or hosted press conferences, roundtable discussions with local media and the SAC/ADIC? Yes.
3. Proactively pitched any stories to the press related to the division's accomplishments, personnel, or capabilities? Yes. Did a story result? Yes, to include a network affiliate piece on the airport liaison agent program.
4. Sponsored or participated in any public awareness campaigns to help members of the public protect themselves from crime? Yes - public corruption in Northern Virginia. Did this generate press coverage as intended? Yes, significant press coverage
5. Facilitated any filming of live law enforcement action on behalf of an entertainment or news media outlet? No
6. Provided assistance to a production company for a documentary series, i.e. Investigation Discovery's FBI: Criminal Pursuit, CNBC's American Greed? Not in last six months.

Investigative Publicity

- In the past six months, how many times has the division used investigative publicity to solicit tips to advance an investigation or locate an individual? (This can include use of wanted posters, website postings, digital billboard publicity, Twitter, Facebook, publicity campaigns, etc.) In addition to numerous bank robbery subjects, WFO has utilized investigative publicity on approximately five (5) occasions to seek information on an investigation or specific subject(s). In addition, WFO regularly coordinates with ClearChannel Outdoor to utilize digital bus shelter billboards in the District of Columbia on a continuous basis (e.g., ClearChannel has posted unidentified wanted bank robbers on a regular basis over the past six months).
- Did publicity advance an investigation or aid in the capture or location of any of fugitive, kidnapping victim and/or missing person that was publicized? Yes. If so, was the success directly attributable to one method (i.e., billboards) or a totality of the media coverage? Cannot be attributed to one source, but likely to the totality of media coverage.
- If a capture can be attributed directly to one method of publicity, please provide the name of the subject/victim? N/A
- How many times has the division used digital billboard publicity in the past six months? WFO regularly coordinates with ClearChannel Outdoor to utilize digital bus shelter billboards in the District of Columbia on a continuous basis (e.g., ClearChannel has posted

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Title: (U) WFO Media Relations Bi-Annual Reporting

Re: 80-HQ-A1199962-ACC, 03/18/2014

unidentified wanted bank robbers on a regular basis over the past six months).

- Does the media coordinator or other assigned personnel use Bankrobbers.fbi.gov as a primary source for publicizing its local bank robbers? Yes

Websites

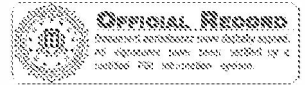
- Does the media coordinator email all division press releases and U.S. Attorney press releases on FBI cases to the National Press Office (NPO) for posting on FBI.gov? Yes
- Does the media coordinator or other assigned personnel regularly update the division's FBI.gov website by sending to the FBI.GOV and Internet Operations Unit (FIOU) any changes involving contact information, leadership (SAC/ASACs, etc.), top stories, community outreach, etc? Yes
- If the division has an official Twitter page managed through the TweetDeck, are assigned personnel promptly reviewing all public comments and promptly forwarding any threats to tips.fbi.gov? Yes. If the division does not have a Twitter page, is it working with FIOU to create one? N/A

Orientation/Training

- Is a briefing on media relations part of the orientation process for new personnel in your division? Yes
- Does the media coordinator speak at all-hands meetings at least once per year? WFO did not hold an all-hands meeting during the past year.
- Does the media coordinator provide media training to executives and other personnel in your division? Yes
- Does the media coordinator provide media training to local law enforcement partners? Yes

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FEDERAL BUREAU OF INVESTIGATION

Electronic Communication

Title: (U) Los Angeles Press Relations Bi-Annual Report

Date: 03/19/2014

From: LOS ANGELES

LA-OPCA [redacted]

Contact: [redacted]

Approved By: [redacted]

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Drafted By: [redacted]

Case ID #: 80-LA-240337

(U) MEDIA RELATIONS GENERAL - MEDIA RELATIONS - GENERAL CORRESPONDENCE; HQ NOTIFICATIONS - HORIZON

80-HQ-A1199962-ACC (U) ACCOMPLISHMENTS

Synopsis: (U) Bi-Annual Report for period beginning September 15, 2013 through March 15, 2014.

Details:

Field Office Media Relations Bi-Annual Report

Response to Questions

Public Affairs Staffing

- List primary media coordinator(s):
 - [redacted] (Spanish speaker)
- Is media relations a full-time or collateral duty?
 - [redacted]
- If media relations is a collateral duty, please list the media coordinator's other duties: [redacted]
- List back-up media coordinators:

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Title: (U) Los Angeles Press Relations Bi-Annual Report
Re: 80-LA-240337, 03/19/2014

- SA
- SSRA Personnel in various RAs
- Various Subject Matter Experts by Topic
- Who is responsible for maintaining the division's external website?
 - Media Relations Personnel

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Liaison

In the past six months has the division hosted members of the news media for a media day, meet and greet, roundtable discussion, brown bag lunch, or general background briefing (not on a specific case)?

Yes, 9/18/13.

- In the past six months has the Special Agent in Charge (SAC) or other executive visited a news media outlet for purposes of a general introduction, editorial board meeting, or general background discussion?

No.
- In the past six months has the media coordinator attended any liaison meetings either formally or informally with public information officers (PIOs) at the U.S. Attorney's Office, local police or sheriff's department, and other state/local/federal government agencies?

Yes.
- Does the media coordinator participate in regular conference calls with local law enforcement, city, state and federal PIOs in your region?

Yes.

Legal/policy compliance

- Has each primary and back-up member of the media relations team

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Title: (U) Los Angeles Press Relations Bi-Annual Report

Re: 80-LA-240337, 03/19/2014

read the following policies and directives:

- Media Relations at FBI Headquarters and in Field Offices
- Creating Public Websites and Social Media Webpages
- Community Outreach in Field Offices
- OPA guidance on media filming of live law enforcement actions
- OPA guidance on the use of Twitter
 - **Yes.**
- Is the media coordinator uploading press releases to Sentinel and providing documentation on where the source of the information was derived?
 - **Yes.**
- Does the media coordinator have a system in place to track at least the approximate numbers of press inquiries received and how many press responses are provided?
 - **Not formally (notes are kept).**

Proactive media relations

- In the past six months has the division:
 - Held any press conferences, roundtable discussions with local media and the SAC/ADIC?
 - **Yes.**
 - Proactively pitched any stories to the press related to the division's accomplishments, personnel, or capabilities? Did a story result?
 - **Yes.**
 - Sponsored or participated in any public awareness campaigns to help members of the public protect themselves from crime? Did this generate press coverage as intended?
 - **Yes/Yes.**
 - Facilitated any filming of live law enforcement action on behalf of an entertainment or news media outlet?
 - **Not as a practice, but as necessary.**
 - Provided assistance to a production company for a documentary series, i.e. Investigation Discovery's FBI: Criminal Pursuit, CNBC's American Greed?
 - **Yes.**

Investigative Publicity**UNCLASSIFIED**

UNCLASSIFIED

Title: (U) Los Angeles Press Relations Bi-Annual Report
Re: 80-LA-240337, 03/19/2014

- In the past six months, how many times has the division used investigative publicity to solicit tips to advance an investigation or locate an individual? (This can include use of wanted posters, website postings, digital billboard publicity, Twitter, Facebook, publicity campaigns, etc.).

- **Approximately 40-50 times.**

- Did publicity advance an investigation or aid in the capture or location of any of fugitive, kidnapping victim and/or missing person that was publicized? If so, was the success directly attributable to one method (i.e., billboards) or a totality of the media coverage?

- **Yes. Totality of media coverage, or not easily quantifiable.**

- If a capture can be attributed directly to one method of publicity, please provide the name of the subject/victim?

- CT subject, [redacted]
- CAC subject, [redacted] (John Doe #27, ECAP Program)
- UFAP/Murder Subject, [redacted]
- Bank Robber "Make it Quick" Bandit, [redacted]
- Mortgage Fraud Subject, [redacted]
- Bank Robber "Westside Gun & Bag Bandit, [redacted]

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- How many times has the division used digital billboard publicity in the past six months?

- **Twice**

- Does the media coordinator or other assigned personnel use Bankrobbers.fbi.gov as a primary source for publicizing its local bank robbers?

- **No. Press personnel are in the process of working with bank robbery SAs to populate site.**

Websites

- Does the media coordinator email all division press releases and U.S. Attorney press releases on FBI cases to the National Press Office (NPO) for posting on FBI.gov?

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Title: (U) Los Angeles Press Relations Bi-Annual Report
Re: 80-LA-240337, 03/19/2014

- **Yes.**
- Does the media coordinator or other assigned personnel regularly update the division's FBI.gov website by sending to the FBI.GOV and Internet Operations Unit (FIOU) any changes involving contact information, leadership (SAC/ASACs, etc.), top stories, community outreach, etc?
 - **Yes.**
- If the division has an official Twitter page managed through the TweetDeck, are assigned personnel promptly reviewing all public comments and promptly forwarding any threats to tips.fbi.gov? "If the division does not have a Twitter page, is it working with FIOU to create one?"



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Orientation/Training

- Is a briefing on media relations part of the orientation process for new personnel in your division?
 - **It typically depends on who is running the training. Sometimes.**
- Does the media coordinator speak at all-hands meetings at least once per year?
 - **Varies.**
- Does the media coordinator provide media training to executives and other personnel in your division?
 - **When requested. Would like to formalize training, however.**
- Does the media coordinator provide media training to local law enforcement partners?
 - **When requested.**

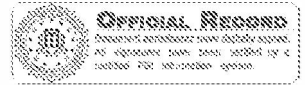
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UNCLASSIFIED

Title: (U) Los Angeles Press Relations Bi-Annual Report
Re: 80-LA-240337, 03/19/2014



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FEDERAL BUREAU OF INVESTIGATION

Electronic Communication

Title: (U) Phoenix Field Office Media Relations
Bi-Annual Report

Date: 04/01/2014

CC: DO-NPO

[Redacted]

From: PHOENIX

Contact:

[Redacted]

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Approved By: PRICE DOUGLAS G

Drafted By:

[Redacted]

Case ID #: 80-HQ-A1199962-ACC (U) ACCOMPLISHMENTS

Synopsis: (U) Media Relations Bi-Annual Report to provide the NPO with a review of media activity handled by the Phoenix Field Office.

Details:

Below is the Phoenix Field Office Media Relations Bi-Annual Report:

Field Office Media Relations Bi-Annual Report Questions

Public Affairs Staffing

List primary media coordinator(s): SA [Redacted] (retired as of

[Redacted]

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- Is media relations a full-time or collateral duty? [Redacted]
- If media relations is a collateral duty, please list the media coordinator's other major duties: [Redacted]
- List back-up media coordinators: SA [Redacted] SA [Redacted]
[Redacted]
- Who is responsible for maintaining the division's external website?
Media Coordinator/Computer Support

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Liaison

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Title: (U) Phoenix Field Office Media Relations Bi-Annual Report
 Re: 80-HQ-A1199962-ACC, 04/01/2014

In the past six months has the division hosted members of the news media for a media day, meet and greet, roundtable discussion, brown bag lunch, or general background briefing (not on a specific case)?] **No**

- In the past six months has the Special Agent in Charge (SAC) or other executive visited a news media outlet for purposes of a general introduction, editorial board meeting, or general background discussion? **No, however, SA [redacted] has been in discussions with ABC Channel 15 [redacted] to have SAC Douglas Price meet with representatives (Media/executives from ABC 15) in the near future.**
- In the past six months has the media coordinator attended any liaison meetings either formally or informally with public information officers (PIOs) at the U.S. Attorney's Office, local police or sheriff's department, and other state/local/federal government agencies? **No**
- Does the media coordinator participate in regular conference calls with local law enforcement, city, state and federal PIOs in your region? **Yes, SA [redacted] regularly participates in maintaining contact with local, state, and federal law enforcement PIO's through conference calls and other means.**

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Legal/policy compliance

Has each primary and back-up member of the media relations team read the following policies and directives:

1. Media Relations at FBI Headquarters and in Field Offices: **Yes**
2. Creating Public Websites on the Internet: **Yes**
3. Community Outreach in Field Offices: **NA, community outreach is handled by our community outreach coordinator**
4. OPA guidance on media filming of live law enforcement actions: **Yes**
5. OPA guidance on the use of Twitter: **Yes**
 Is the media coordinator uploading press releases to Sentinel and providing documentation on where the source of the

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information was derived? **No**, however, the vast majority of press releases are disseminated by the U.S. Attorney's Office and retained in a computer file folder.

Does the media coordinator have a system in place to track at least the approximate numbers of press inquiries received and how many press responses are provided? Yes, the media coordinator utilizes an Excel spreadsheet to track the approximate number of media inquiries received, to include a response.

Proactive media relations

- In the past six months has the division:
 1. Held any FBI-led or hosted press conferences, roundtable discussions with local media and the SAC/ADIC? **Yes**, SAC Price hosted a press conference launching the FBI's Laser Strikes on Aircraft public campaign.
 2. Proactively pitched any stories to the press related to the division's accomplishments, personnel, or capabilities? **Yes** Did a story result? **Yes**, SA [redacted] periodically pitches possible stories on the Division's accomplishments, personnel or capabilities. **No** stories have resulted in the last six months. However, there is interest in doing a story on Phoenix Division's Hazardous Materials Response Team.
 3. Sponsored or participated in any public awareness campaigns to help members of the public protect themselves from crime? **Although PX did not specifically participate in a public awareness campaign to protect the public from crime, PX had Agent personnel conduct on-camera interviews regarding Internet Fraud in general, Social Engineering and Identity Theft. Did this generate press coverage as intended?**
 4. Facilitated any filming of live law enforcement action on behalf of an entertainment or news media outlet? **No**.
 5. Provided assistance to a production company for a documentary series, i.e. Investigation Discovery's FBI: Criminal Pursuit,

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CNBC's American Greed? **No, not in the last six months. However, PX has provided assistance to production companies involved in filming documentaries**

Investigative Publicity

- In the past six months, how many times has the division used investigative publicity to solicit tips to advance an investigation or locate an individual? **The Bank Robbery squad utilized the digital billboard system six times during the past six months.**
- Did publicity advance an investigation or aid in the capture or location of any of fugitive, kidnapping victim and/or missing person that was publicized? **Although it did not lead to the capture of the subjects, during the last six months, PX has had success in identifying and capturing previous bank robbers.** If so, was the success directly attributable to one method (i.e., billboards) or a totality of the media coverage? [list methods]
- If a capture can be attributed directly to one method of publicity, please provide the name of the subject/victim? **NA**
- How many times has the division used digital billboard publicity in the past six months? **6**
- Does the media coordinator or other assigned personnel use Bankrobbers.fbi.gov as a primary source for publicizing its local bank robbers? **No, PX utilizes Bandit Tracker to publicize local bank robbers.**

Websites

- Does the media coordinator email all division press releases and U.S. Attorney press releases on FBI cases to the National Press Office (NPO) for posting on FBI.gov? **Yes**
- Does the media coordinator or other assigned personnel regularly

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Re: 80-LV-A32924, 02/18/2014

background discussion? No

- In the past six months has the media coordinator attended any liaison meetings either formally or informally with public information officers (PIOs) at the U.S. Attorney's Office, local police or sheriff's department, and other state/local/federal government agencies? Yes
- Does the media coordinator participate in regular conference calls with local law enforcement, city, state and federal PIOs in your region? No

Legal/policy compliance

- Has each primary and back-up member of the media relations team read the following policies and directives:
 1. Media Relations at FBI Headquarters and in Field Offices: Yes
 2. Creating Public Websites on the Internet: Yes
 3. Community Outreach in Field Offices: Yes
 4. OPA guidance on media filming of live law enforcement actions: Yes
 5. OPA guidance on the use of Twitter: Yes
- Is the media coordinator uploading press releases to Sentinel and providing documentation on where the source of the information was derived? Yes
- Does the media coordinator have a system in place to track at least the approximate numbers of press inquiries received and how many press responses are provided? Yes

Proactive media relations

- In the past six months has the division:
 1. Held any FBI-led or hosted press conferences, roundtable discussions with local media and the SAC/ADIC? 1
 1. Proactively pitched any stories to the press related to the division's accomplishments, personnel, or capabilities? Yes

Did a story result? Network affiliate pieces on Las Vegas [redacted]
 [redacted] cyber crime threats and consumer protection, and the bomb tech program and collaboration with Las Vegas

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