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How reaching people just got harder, and easier



# Regional Crime Crackdown

Radio – on air and digital

Local Paper - print and digital

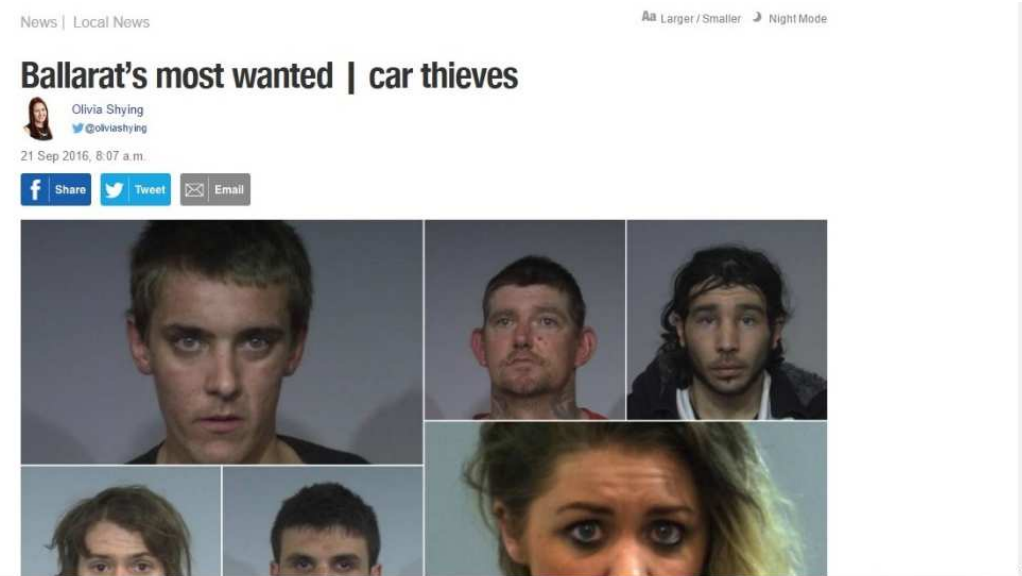
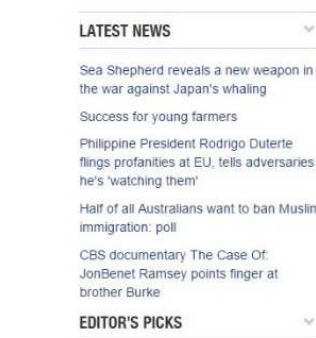
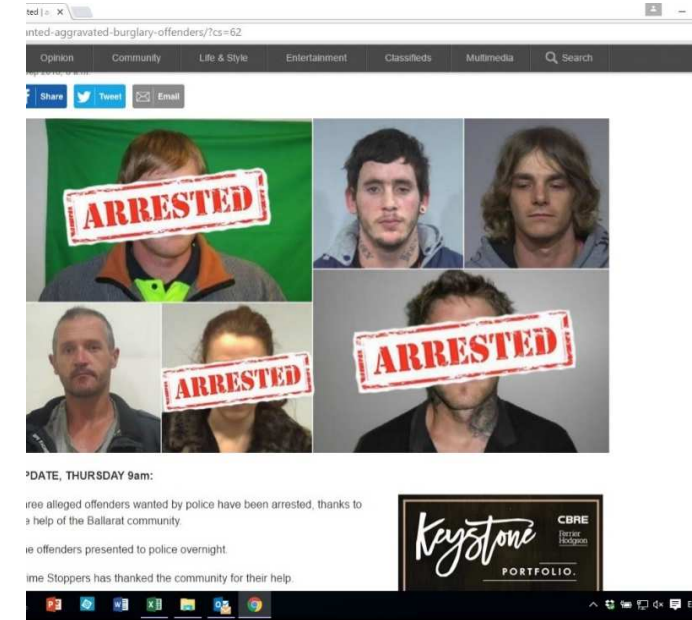
Regional Television

Social Media from all partners

V-Line

CSV digital platforms

EyeWatch

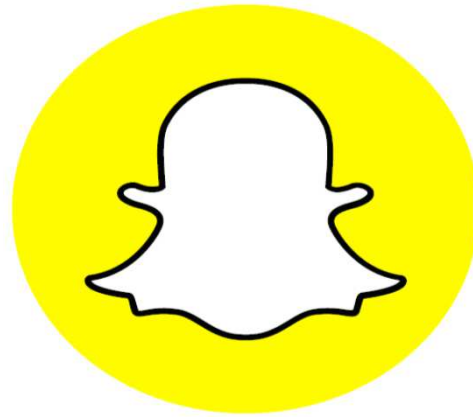


# Regional Crime Crackdown

## Results

- Achieved 22 arrests from 23 offenders published
- Media coverage value in excess of \$70,000 (does not include digital)
- Viewership / readership reach 496,882 eyeballs
- Lead story on launch day achieved 85,400 page views @ The Courier online
- 98% positive consumers sentiment
- Community engagement and community confidence







**YouTube**



blog ♥ bloggers



# What can we do?

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- What is the message?
- What is the mechanism?
- Who are the partners?
- What are the pathways?
- What is the timeframe?



# Ground Rules

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When can we press go?

**CRIME STOPPERS**  
.com.au  
1800 333 000

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LET'S  
TALK