



UNITE  ONE  
BROWARD



# PROTECT & SERVE

**BROWARD LEAGUE OF CITIES**  
LAW ENFORCEMENT RECRUITMENT INITIATIVE  
VIDEO MEDIA KIT SPRING 2019

[www.BrowardLeague.org](http://www.BrowardLeague.org) | (954) 357-7370



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# A CAREER IN LAW ENFORCEMENT CAN **CHANGE LIVES.**

## Introduction

On behalf of the Broward League of Cities, thank you for your interest in the Law Enforcement Recruitment Initiative.

This document outlines the law enforcement recruitment initiative developed by the Broward League of Cities. We encourage you to review the information in this packet and hope that you will share it with your community.

## Why?

Across the State, law enforcement agencies are facing critical staffing shortages that make it difficult to provide adequate policing. The Broward League's law enforcement recruitment initiative seeks to help you attract new, young, talent.

## What?

A total of four videos and two print pieces are being provided to you for distribution. You can access these materials by clicking the hyperlinks on the next page.

## How you can help.

Using the step-by-step guide on pages four and five, we hope you will distribute these materials via your digital media channels and throughout your communities.



## VIDEO - LONG VERSION

### Closed Captioned Version:

<http://bit.ly/BLOCLawEnforcementLongCC>

### No Closed Captions:

<http://bit.ly/BLOCLawEnforcementLong>

## VIDEO - SHORT VERSION

### Closed Captioned Version:

<http://bit.ly/BLOCLawEnforcementShortCC>

### No Closed Captions:

<http://bit.ly/BLOCLawEnforcementShort>

## PRINTED MATERIALS

### FLYER

<http://bit.ly/BLOCFlyer19>

### BUSINESS CARD

<http://bit.ly/BLOCBC19>

## KEY MESSAGING



**VALUE OF  
COMMUNITY**



**BUILD A LIFE FOR  
YOUR FAMILY**



**ADVANCEMENT  
OPPORTUNITIES**



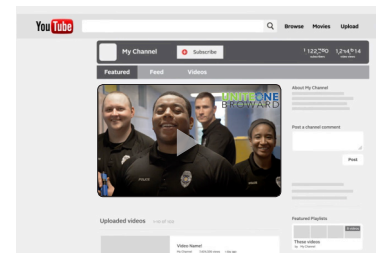
**LASTING BONDS**

# A GUIDE FOR SHARING.

Follow these basic steps and you'll be spreading the word in no time!

## STEP 1

Add the long version of the law enforcement video to your website and/or YouTube channel.



## STEP 2

Share the short version of the law enforcement video on your social media channels. Be sure to tag @BrowardLeague and your local community partners for further reaching exposure and engagement.

Sample social media posts to accompany the video:

1. Looking for a career in law enforcement? Watch this video below to learn how you can join. #FLPolice19
2. Your law enforcement career awaits. #FLPolice19
3. Are you part of the next generation to protect and serve? #FLPolice19
4. We're waiting for you. Join us. #FLPolice19



## STEP 3

Share the videos in your email marketing campaigns to your existing contacts and urge your community partners to do the same!



## STEP 4

Print and distribute the flyer throughout your community and at your local events.



## STEP 5

Print and hand out business cards to potential candidates.



**QUESTIONS? GIVE US A CALL!**  
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Law Enforcement Recruitment Initiative