


**From:** Yassi Shahmiri y@ring.com   
**Subject:** Re: SPD + RING PR  
**Date:** May 21, 2018 at 11:06 AM  
**To:** Hearn, Kimberly khearn@ci.stuart.fl.us  
**Cc:** Bossio, Brian bbossio@ci.stuart.fl.us, Dyess, David ddyess@ci.stuart.fl.us, Tumminelli, Joseph jtumminelli@ci.stuart.fl.us, Phillip Dienstag pdienstag@ring.com

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Thanks so much, Kimberly! Just wanted to make sure that you guys **did not** want to include a quote from your Director or Captain in the release as we had left a space for that.

Also, we would like to hyperlink the app store wherever (iOS/Android) are mentioned so we can drive downloads and get more community members to easily access the Neighbors app link. The original doc I sent you had those links hyperlinked throughout, it'd be great if you guys could update this to reflect that too.

How are you guys planning on distributing this? Do you plan on just sharing it with your media list?

Lastly, that PR packet I had shared you with includes talking points and reactive Q&A. Those are for **internal use** only and not to be shared with the media. Those are intended to help prep whoever plans on taking questions from the media, whether by phone, in-person, or via email.

Thanks!  
Yassi

Yassi Shahmiri, Director of Communications



[y@ring.com](mailto:y@ring.com)

LAPD Crime Study: [Ring Partners with LAPD to Reduce Crime in Wilshire Park](#)  
Shark Tank: [Shark Tank's Biggest Company](#) (password: ring)  
LA Times: [Ring modernized the doorbell, then went to war against crime](#)  
USA Today: [Police say crime drops with video doorbell](#)

On Mon, May 21, 2018 at 7:41 AM, Hearn, Kimberly <[khearn@ci.stuart.fl.us](mailto:khearn@ci.stuart.fl.us)> wrote:

Good Morning Yassi-

Our draft press release is attached.

Let's plan to make the announcement on the date of our training which is tentatively set for 5/24/18.

Kimberly Allen-Hearn

Certified Crime Analyst

City of Stuart Police Department

772-220-3930

[khearn@ci.stuart.fl.us](mailto:khearn@ci.stuart.fl.us)

**From:** Yassi Shahmiri [mailto:[y@ring.com](mailto:y@ring.com)]

**Sent:** Friday, May 18, 2018 5:25 PM

**To:** Hearn, Kimberly

**Cc:** Bossio, Brian; Dyess, David; Tumminelli, Joseph; Phillip Dienstag

**Subject:** Re: SPD + RING PR

**Subject:** Re: SPD + KING PK

Hi Kimberly,

Sounds good, makes sense! Our legal team does need to review the press release before it goes out, though, so please send the draft over once you have it.

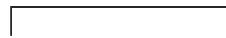
And yes, anyone can join the Neighbors app, whether or not they have a Ring device.

Please let me know if you have any other questions. When do you guys want to aim to make this announcement?

Thanks!

Yassi

Yassi Shahmiri, Director of Communications



[y@ring.com](mailto:y@ring.com)

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On Thu, May 17, 2018 at 6:40 AM, Hearn, Kimberly <[khearn@ci.stuart.fl.us](mailto:khearn@ci.stuart.fl.us)> wrote:

Good morning Yassi-

Thank you for the template packet. Stuart PD will do its own press release through our Community Relations Unit, Sgt. Bossio.

Can anyone join the Neighbors app, whether they have a Ring product or not? If yes, we may stress that fact and add information about our community camera program to the press release.

Also, we still don't have a confirmation on a training date.

Kimberly Allen-Hearn

Crime Analyst

City of Stuart Police Department

772-220-3930

[khearn@ci.stuart.fl.us](mailto:khearn@ci.stuart.fl.us)

**From:** Yassi Shahmiri [mailto:[y@ring.com](mailto:y@ring.com)]

**Sent:** Monday, May 14, 2018 7:37 PM

**To:** Hearn, Kimberly

**Subject:** Re: SPD + RING PR

Hi Kimberly,

Thanks for hopping on a quick call with me this morning! As promised, attached, please find the police packet for the PR activities around the work we'll be doing alongside one another.

Please let me know what direction your higher ups want to go in.

Thanks!

Yassi

Yassi Shahmiri, Director of Communications



[y@ring.com](mailto:y@ring.com)

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On Fri, May 11, 2018 at 2:00 PM, Hearn, Kimberly <[khearn@ci.stuart.fl.us](mailto:khearn@ci.stuart.fl.us)> wrote:

That'll be fine. My office number is 772-220-3930.

Kimberly Allen-Hearn

Crime Analyst

City of Stuart Police Department

772-220-3930

[khearn@ci.stuart.fl.us](mailto:khearn@ci.stuart.fl.us)

**From:** Yassi Shahmiri [mailto:[y@ring.com](mailto:y@ring.com)]

**Sent:** Friday, May 11, 2018 4:55 PM

**To:** Hearn, Kimberly

**Subject:** Re: SPD + RING PR

Great! Can we chat at 9am PST? I can give you a call then. What's the best number I can reach you at?

Yassi Shahmiri, Director of Communications



[y@ring.com](mailto:y@ring.com)

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On Fri, May 11, 2018 at 11:52 AM, Hearn, Kimberly <[khearn@ci.stuart.fl.us](mailto:khearn@ci.stuart.fl.us)> wrote:

No problem. I'll be in the office Monday 8:30am – 12:30pm eastern time.

Kimberly Allen-Hearn

Crime Analyst

City of Stuart Police Department

772-220-3930

[khearn@ci.stuart.fl.us](mailto:khearn@ci.stuart.fl.us)

**From:** Yassi Shahmiri [mailto:[y@ring.com](mailto:y@ring.com)]

**Sent:** Friday, May 11, 2018 2:51 PM

**To:** Hearn, Kimberly; Phillip Dienstag

**Subject:** Re: SPD + RING PR

Hi Kimberly,

I'm so sorry to do this but can we reschedule this to Monday? I know this is very last minute but I'm unfortunately dealing with a bit of a PR mess and it needs my full attention at the moment.

Is there a time that works for you on Monday?

On Thu, May 10, 2018 at 5:16 AM Hearn, Kimberly <[khearn@ci.stuart.fl.us](mailto:khearn@ci.stuart.fl.us)> wrote:

I look forward to it.

[Kimberly Allen-Hearn](#)

Crime Analyst

City of Stuart Police Department

772-220-3930

[khearn@ci.stuart.fl.us](mailto:khearn@ci.stuart.fl.us)

**From:** Yassi Shahmiri [mailto:[y@ring.com](mailto:y@ring.com)]

**Sent:** Wednesday, May 9, 2018 9:47 PM

**To:** Hearn, Kimberly

**Subject:** Re: SPD + RING PR

Let's chat Friday at 3pm ET/12pt.

I'll send out an invite now, thanks!

Yassi Shahmiri, Director of Communications



[y@ring.com](mailto:y@ring.com)

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On Tue, May 8, 2018 at 5:24 AM, Hearn, Kimberly <[khearn@ci.stuart.fl.us](mailto:khearn@ci.stuart.fl.us)> wrote:

Good morning Yassi-

I'm available Wednesday 11am – 12:30pm, Thursday 8:30am – 12:00pm, or Friday 3pm – 5pm- *Eastern time zone*.

Let me know what works and I'll mark my calendar. Thanks.

Kimberly Allen-Hearn

Crime Analyst

City of Stuart Police Department

772-220-3930

[khearn@ci.stuart.fl.us](mailto:khearn@ci.stuart.fl.us)

**From:** Yassi Shahmiri [mailto:[y@ring.com](mailto:y@ring.com)]

**Sent:** Monday, May 7, 2018 5:40 PM

**To:** Hearn, Kimberly

**Cc:** Phillip Dienstag

**Subject:** Re: SPD + RING PR

Kimberly,

I somehow missed your email last Friday. So sorry about that.

Do you have time to connect anytime this week? Please let me know what date/time works best for you and I'll make it work.

Thanks!

Yassi Shahmiri, Director of Communications



[y@ring.com](mailto:y@ring.com)

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On Thu, May 3, 2018 at 9:26 AM, Hearn, Kimberly <[khearn@ci.stuart.fl.us](mailto:khearn@ci.stuart.fl.us)> wrote:

Hi Yassi-

You can reach me between 11am – 12:30pm *eastern time* Friday. My direct line is 772-220-3930. If I happen to step away from my desk during those times, just leave a message and I'll get right back to you.

Talk to you soon.

Kimberly Allen-Hearn

Crime Analyst

City of Stuart Police Department

772-220-3930

[khearn@ci.stuart.fl.us](mailto:khearn@ci.stuart.fl.us)

**From:** Yassi Shahmiri [<mailto:y@ring.com>]

**Sent:** Monday, April 30, 2018 9:42 PM

**To:** Phillip Dienstag

**Cc:** Hearn, Kimberly

**Subject:** Re: SPD + RING PR

Hi Kim,

Great to meet you by way of email. Please let me know if there's a time to chat on the phone sometime this week. I'm available on Thursday or Friday if there's a time that works best for you. Let me know!

Yassi Shahmiri, Director of Communications



[y@ring.com](mailto:y@ring.com)

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On Mon, Apr 30, 2018 at 5:15 PM, Phillip Dienstag <[pdienstag@ring.com](mailto:pdienstag@ring.com)> wrote:

Kimberly, I hope you had an excellent weekend. I would like to introduce you to Yassi, Director of Communications here at Ring. Yassi is organizing the Press Releases for each LE Agency that is going to be using our Law Enforcement Portal. It would be beneficial to connect with Yassi to discuss all Press Release activities for our partnership.

If you have any questions pertaining to PR please direct them to Yassi.

I will let you two take it from here!

Best,

Phil Dienstag

The Ring logo consists of the word "ring" in a lowercase, sans-serif font. The letter "i" has a blue dot above it.

[1523 26th St](#)

[Santa Monica, CA 90404](#)

203-610-1178

[phil@ring.com](mailto:phil@ring.com)

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Yassi Shahmiri, Director of Communications

[y@ring.com](mailto:y@ring.com)



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