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LINK & EARNSM

*Our Second Link and Earn is brought to you by:
Steven Erlanger of Hometown News, Fort Pierce, Florida*

Sheriffs Crime Prevention Special Sections

Currently *Hometown News* does Crime Prevention Tabs for three county Sheriff's departments. Brevard County, Martin County and St. Lucie County. We do two a year for Brevard and one a year for Martin and St. Lucie Counties.

Steve's Story:

I was talking with Jack Parker, Sheriff of Brevard County one day about budget stuff and what they can and can't spend money on and it came up that each Sheriff's Department in Florida has a chunk of money from fines and forfeitures that has to be spent on Crime Prevention Education. He was telling me all the little things they were doing to try to get the word out about different ways to keep on the lookout for criminals and criminal activities and all of the money he had to do it with.

That is when the idea came up to put all of this information into one easy to read and easy to distribute Crime Prevention Tab. It is a great PR piece for the Sheriff as he leads each one with a letter to the public about what is going on over at the Sheriff's office and some of the good data the county is experiencing, for example, crime rate down and assaults down.

The sheriff's office provides us with all of the information. We paginate the piece, print and distribute.

Since that time I have approached the Martin County Sheriff and the St. Lucie County Sheriff and both have picked up on the idea.

It is a high margin product for us and gets us in with the county Sheriffs, and you can never have too many cop friends.

Please use the following link to view the most recent Sheriff's tab we have produced:
http://issuu.com/hometownnews/docs/brevard_county_sheriff_-_august2011?mode=window&backgroundColor=%23222222

If you have any questions, contact Steve Erlanger at Erlanger@hometownnewsol.com.

If you have ideas to share – We would love to feature YOU and YOUR publication.

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