

Larry Ledvina

From: Jonathan F. Thompson
Sent: Monday, December 28, 2015 2:21 PM
To: Robert Hermann
Cc: John Thompson; Mark Pfeifle; Pat Royal (); David A. Mahoney (); Danny Glick;
Subject: Netflix: Making a Murderer- Steven Avery
Attachments: Jonathan F. Thompson.vcf

Sheriff Hermann:

I'm glad Dave Mahoney put us in touch. Good talking, happy to help.

I've copied my team of folks I believe can support your efforts, and provide added brain-power, if necessary, to help think through an appropriate media response to the documentary.

John Thompson is my deputy and very knowledgeable in these types of cases. Mark Pfeifle and Pat Royal are our PR trouble shooters and well-versed in these types of situations.

If we can prevent the volume of this incident from over-powering LE these are the folks that can do it.

In my estimation here is the crux of what many media will try to narrate:

1. *Avery was convicted originally because he wasn't "the right type of guy" [i.e., Wrong person from the wrong place];*
2. *"If Avery is a murderer, then he was almost certainly made one by the 18 years he spent in prison for a crime he didn't commit, and he spent those 18 years in prison because his local police department had prejudged him..." [i.e., the system made him do it]; and,*
3. *"If the police really wanted to frame you for a crime, it suggests, they probably could without having to break too much of a sweat. It wouldn't even have to be a department-wide thing. A couple of determined, high-ranking officers could likely do it without too much trouble." [Wrong person, bad system and corrupt police, a recipe for inequality]"*

Frankly, these are the core messages being played out today in Chicago, Milwaukee, Baltimore and they started in Ferguson. This is not how LE operates, we need to show why and what is done to prevent it.

No doubt sheriffs across the country will be asked "can you assure us this cannot happen here," and from there a host of unanswerable questions putting you and your colleagues into a no win 60-minutes type of situation.

Key to any response needs to be a dedicated group of folks that can and will talk about the cases, and the remedies. We want to offer our support if you need it.

You mentioned your office has convened the three agencies of the second conviction for a meeting next week. We would be honored to support your teams any way possible.

Best,

J

Jonathan Thompson
Executive Director and CEO
National Sheriffs Association

