

A promotional image for the 'ASK-A-COP' series. It features two men, Jeff Plair and Darryl Triplett, in a police station setting. Jeff Plair is on the left, wearing a light blue polo shirt. Darryl Triplett is on the right, wearing a white police uniform with a badge and a patch. A large red sign with white text 'ASK-A-COP' hangs from the ceiling. A microphone is positioned in the center. Yellow caution tape with the text 'ASK A COP' is visible at the bottom. The background shows a police station with various signs and equipment.

# ASK-A-COP

STARRING  
JEFF PLAIR & DARYLL TRIPLETT

# EXECUTIVE SUMMARY

In a world grappling with complex issues of race relations and community trust in law enforcement, the Ask A Cop Podcast emerges as a vital platform for dialogue and understanding. Hosted by seasoned law enforcement veterans Daryll Triplett and Jeff Plair, the show seeks to bridge the gap between police and the communities they serve. We invite networks to partner with us in amplifying this essential conversation through award-winning production and expansive distribution channels.





Ask A Cop is more than just a podcast; it's a movement dedicated to fostering transparency, trust, and communication between law enforcement and the community. By leveraging storytelling and firsthand experiences, we engage our audience in meaningful discussions that resonate across cultural and social divides.

**Mission Statement:** *Bridging the Gap Between the Cops and the Community.'*

# ABOUT ASK A COP

# \*MEET THE HOSTS



## JEFF PLAIR

Jeff Plair, with over a decade of experience, provides no-nonsense insights into the realities of policing. His commitment to community safety and law enforcement integrity positions him as a trusted voice in the conversation.

## DARYLL TRIPLETT

Daryll Triplett is a 30-year veteran in law enforcement and a talented comedian, infusing humor into serious conversations. His character profiles and relatable anecdotes make complex issues digestible for all audiences.



## WHY NOW?

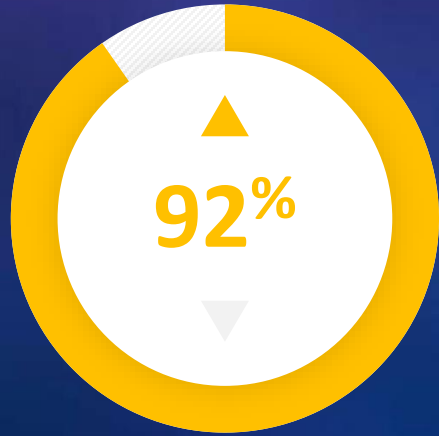
Current societal tensions surrounding policing underscore the urgency for platforms like Ask A Cop. As highlighted by Fox 5 Atlanta, organizations are actively seeking to heal the relationship between law enforcement and the community. Our podcast is uniquely positioned to facilitate this healing through honest discussions about:

- ✓ Race relations
- ✓ Community involvement
- ✓ Police procedures
- ✓ Mutual understanding

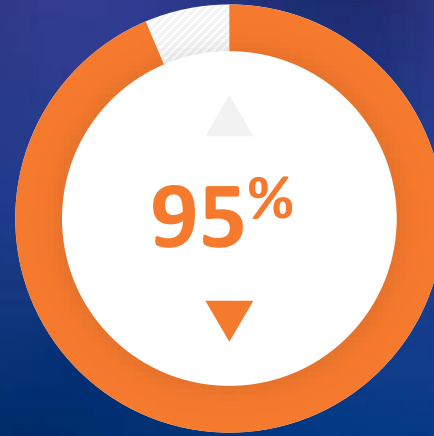
**FOX 5**  
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# AUDIENCE ENGAGEMENT METRICS

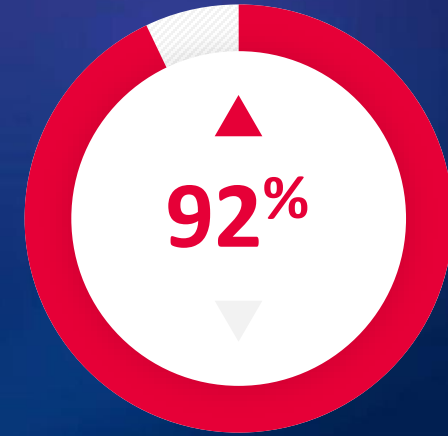
Our audience is not only engaged but eager for content that informs and entertains. Here are some key statistics:



of viewers love how easy it is to use our platform.



of viewers are likely to recommend our podcast to others.



say we make it easy to understand policing methods and encourage community understanding.

## AUDIENCE DEMOGRAPHIC

Listeners are individuals who have encountered law enforcement or are interested in understanding policing. They seek transparent and candid conversations about policing and community relations.

## WHO IS YOUR LISTENER?

Our listener is anyone curious about law enforcement practices and the human side of policing. They are community-oriented, seeking mutual understanding between citizens and law enforcement.

## AVERAGE PODCAST DOWNLOADS

11,000 to 35,000 streams per episode (growing steadily).



## ACHIEVEMENTS

Extensive background in law enforcement across diverse roles and community engagement.

## PURPOSE

To foster understanding and communication between communities and law enforcement.

## TARGET AUDIENCE

Anyone interested in improving community-police relations and understanding policing practices.

# PER EPISODE DEMOGRAPHICS

- Cost: Package One: \$2,000 per month (four episodes)
- Age and Gender: Primarily 25-54 years old, diverse gender representation
- Income: Middle to upper-middle class
- Education: High school diploma to college degree
- Interests: Community engagement, law enforcement, current events
- Hobbies: Listening to podcasts, community involvement
- Lifestyle: Active in social issues, media consumers





# AMPLIFYING THE ASK A COP BRAND

To maximize our reach and impact, we propose a partnership with a major network that offers:



Multi-platform programming  
across HD channels



Cross-promotion opportunities  
with other shows



Access to advanced  
production facilities

We believe that combining our compelling storytelling with your resources will create an award-winning podcast that captivates audiences worldwide.

# \*CONTENT OVERVIEW

Our show features diverse topics, including:



SI:E13: Weaponizing Law Enforcement and Violence to Silence

SI:I2: Shots Fired – 911 Call / Colt and Colin Gray Shooting

SI:E11: What Happens When the Police Go to Jail?

SI:E10: Have Police Officers Ever Felt Afraid for Their Lives While on Duty?

With each episode, we encourage listeners to interact live, making it a dynamic and immersive experience.

# UNIQUE SELLING POINTS

## **Innovative Storytelling:**

Combining humor and serious discourse, we make difficult topics accessible.

## **Best-in-Class Technology:**

We pride ourselves on delivering high-quality content that stands out in today's crowded podcast market.

## **Expert Guests:**

We feature notable figures like Lance LoRusso, enhancing the credibility and depth of our discussions.



# SPONSORSHIP PACKAGES

## PACKAGE ONE

**\$2,000 PER MONTH  
(4 EPISODES)**

- ✓ 15 seconds pre-roll ad (host-read)
- ✓ 30-45 seconds mid-roll/post-roll ad (host-read)
- ✓ Advertiser provides talking points and product details
- ✓ Includes link(s) in show notes and website/social media

## PACKAGE TWO

**\$3,500 PER MONTH  
(4 EPISODES)**

- ✓ Customized episode sponsorship
- ✓ 60-second mid-roll ad highlighting your business
- ✓ Includes link(s) in show notes and website
- ✓ Promotional posts to Facebook, Twitter, and Instagram tagging sponsor

## PACKAGE THREE

**EPISODE PRODUCT/SERVICE  
FEATURE:\$5,500 (1 Episode)**

- ✓ Exclusive feature episode focused on your product or service
- ✓ Includes detailed discussion integrating your product/service
- ✓ Includes extensive promotion on social media platforms

# PRODUCTION REQUIREMENTS



To elevate Ask A Cop to its fullest potential, we require:

**Professional Production Facilities:**

To ensure high-quality audio and video, attracting larger audiences.

**Marketing Support:**

Leveraging your network's resources to promote episodes effectively.

**Access to Data Analytics:**

To better understand listener preferences and improve content.

# CALL TO ACTION

Let's make every moment count in today's highly mobile and connected consumer landscape. Partner with us to amplify the Ask A Cop brand, engage a broader audience, and be at the forefront of a critical conversation about law enforcement and community relations. Together, we can inspire, educate, and entertain, bridging the gap for a better future.

Email: [Info@AskACop.Live](mailto:Info@AskACop.Live)

Phone: (770) 727-1620

Social Media Handles:  
[www.youtube.com/@askacop](http://www.youtube.com/@askacop)

News Release:  
(<https://www.fox5atlanta.com/news/ve-teran-officers-organization-looks-to-heal-relationship-between-law-enforcement-community>).

For inquiries regarding advertising opportunities, please contact us at [Info@AskACop.Live](mailto:Info@AskACop.Live) or call (770) 727-1620. Join us in creating meaningful conversations that matter.

