

Welcome to the BOLO “Be On the LookOut!”

This is our first edition in 2024. If you would like to see a case reviewed on Profiling Evil or see it in this newsletter, send us information through our website at this [link](#).



Greetings from Profiling Evil! We value the insights and interests of our dedicated community, and we're reaching out to invite you to be a part of shaping our content. We want to hear from you! If you have compelling true crime stories or cases that you'd like us to explore, share them in the [EVIDENCE ROOM](#) on our website.

THE EVIDENCE ROOM™

DO YOU HAVE A CASE YOU'RE INTERESTED IN?

If you have information you'd like to share with the Profiling Evil team, enter it here. If this is critical information that needs to go to law enforcement first, **please contact them immediately!** Thank you for playing your part in CSI (Community Sourced Intelligence).

Your email and newsletter choice are Required. (Please give us your name if comfortable doing so.)

First Name

Last Name

Email (required)

Your suggestions are invaluable, and we believe your contributions will enhance the diversity and depth of our content. Our mission is to provide gripping and informative true crime narratives, based on authoritative information. Thank you for being an essential part of our true crime community. Together, we can continue to unravel mysteries and explore the intriguing world of criminal investigations.

Best regards,

Mike and the entire Profiling Evil team

Why Women Like True Crime

This month, I'm releasing a video titled, "Why Women Like True Crime More Than Men."

True crime is more than a genre; it's a cultural phenomenon, and if you've ever wondered why women, in particular, are drawn to these chilling and mysterious tales, you've come to the right place. We're going to unravel the layers of this fascinating phenomenon in the video that releases on January 17th at 8pm Mountain Time. - Continued on Page 2



Why Women Like True Crime *-continued-*

Among the avid enthusiasts of this genre, women stand out as a significant demographic, and they are more often drawn to the mysteries, suspense, and psychological intricacies that true crime narratives offer.

There are multifaceted reasons behind why women are attracted to true crime, but I think it boils down to five main reasons that I outline in the video. But I'm not just speaking from my own experiences, I'm leaning on our Channel demographics that say more than 80% of you that watch Profiling Evil, are women.



I'm even backing up my findings with experts like Dr. Sohom Das, a forensic psychiatrist in London, England. You're going to be captivated by his comments on the subject.

(Dr. Das pictured left)

Dr. Das spends his time evaluating criminals in the English correctional institutions and trains police and criminal justice personnel throughout the United Kingdom. You're going to want to watch him on his channel, A Psych for Sore Minds. He's a great friend and a great teacher.

But wait! That's not all. I also called upon another friend and expert, Dr. Joni Johnston. She's a forensic psychologist who's spent a career working with predators. Dr. Johnston can be researched at DrJoniJohnston.com.

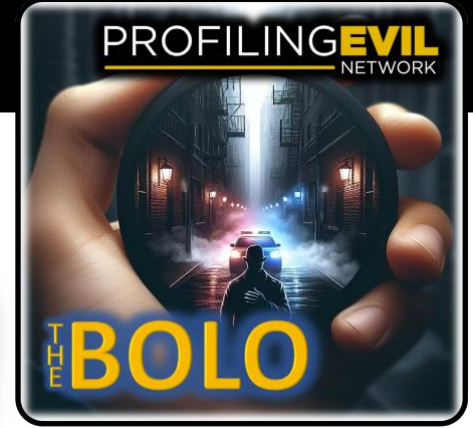


(Dr. Johnston pictured right)



And if that's not enough, I also spent time exploring this topic with award winning journalist and author Nancy Jo Sales. Nancy's articles into how predators gain access to victims online is unmatched and she's got some opinions you are not going to want to miss.

(Nancy Jo Sales pictured left)



Why Women Like True Crime

I want to also make mention of three Profiling Evil Channel Members that I highlight in the video. They stepped up and shared their thoughts on why they listen to true crime. Make sure you shout out to Debra, Joanne and Candace in the chat.

You're not going to want to miss this video folks. Please make sure you tune in. The interviews and some content are pre-recorded, but we'll be live so that we can chat along the way. Invite your friends.



Special Thanks to Emma who emailed us about the Steven Smith case. Thanks for keeping things in the spotlight!

Calling out our channel members

I want to send a special "shout-out" to Doc and Julie.

(You know your last name!)

Dr. M. has been recovering from serious surgery. We wish him and Julie a speedy recovery and our best wishes for 2024.

Thank you for your continued support of Profiling Evil.

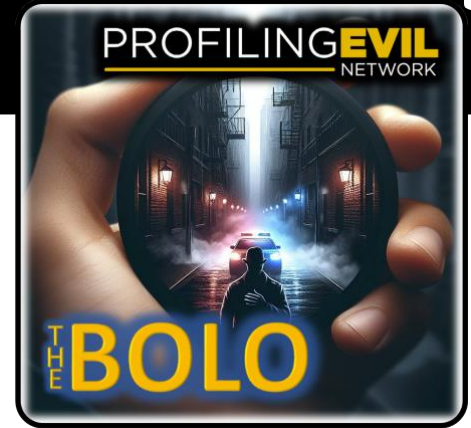
Enjoy Deceived and She Knew No Fear Doc & Julie.



CHOIR PRACTICE IS BACK!

Thanks to all the Channel Members who kept asking, "where's Choir Practice?" Well, it's back on the first Monday of every month at 8pm mountain time. January guests were attorney and podcaster, Melanie Little and CourtTV Closing Arguments anchor Vinnie Politan. We talked the Long Island Serial Killer. Check it out and don't miss the [StoryMap](#). You can find it under the StoryMap tab at www.ProfilingEvil.com

You can click on the image to the right to get notifications on the [February 5th Choir Practice](#).

TIPS TOWARD RISK
REDUCTION

Here are a few tips that might help you reduce your chance of being victimized.

You are your own best protection. **Keep your door locked at all times** and don't unlock the door for strangers.

Keep first-floor windows locked and when you are out, walk in well-lit areas and stay near the curb, away from alleys, entry ways and bushes.

Do not walk or jog alone after dark and avoid short cuts if they take you away from other crowds of people.

Don't hitchhike or accept rides from strangers. If someone asks you for directions, stay far enough away that you can't be pulled into their vehicle.

Don't pick up strangers.

If you are being followed when walking, change directions, vary speed and go to a well-lit area where there are other people. If followed by someone in a car, turn and walk in the other direction, while recording the license number.

Park your car in a well-lit areas, and lock the doors.

If you are uncomfortable walking to your car, call security to escort you.

*How to Support***PROFILING EVIL**
NETWORK**WHEN YOU BUY DECEIVED, WE HELP CHILDREN!**

Thank you to those who have purchased, "Deceived, An Investigative Memoir of the Zion Society Cult." When you buy the book, we donate proceeds to build a new Children's Justice Center, a place where child victims of crime get the help they need as they prepare to testify against the predators who hurt them. You can order Deceived through www.ProfilingEvil.com in paperback and *during February, I'll sign every copy you buy.* Make sure you only purchase the unsigned paperback in February and I'll sign it.



The new Children's Justice Center ground breaking will be on February 1st and we plan to be there.



Thanks for supporting us, so we can support others.

DID YOU KNOW: Profiling Evil has made 4 large contributions to the building of this new justice center, and we donated funds from Deceived to the Victim's Right's Coalition and to Weber State University Criminal Justice Program for police officer (and criminal justice student) training on child abuse investigations.

Thank you for your support!

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IN THE BOLO**

Become a BOLO SPONSOR and get a personal business card sized ad in the next BOLO. Highlight a case. Call-out a friend or advertise your skills or products.

If you are interested, email Mike at ProfilingEvil@gmail.com and we'll chat about pricing.