

# Communication Creates Community



- Connecting During COVID-19
- Create Opportunities to Engage
- Generate Two-Way Dialogue
- Community Partnerships



*Laura McElroy*  
*Media Strategist*



16 Years Reporter  
and Anchor



11 Years Tampa Police  
Media Relations Director

6 Years DOJ  
Subject Matter  
Expert

Crisis  
Communication

Social Media

Media Relations



*Laura McElroy*  
*Media Strategist*



# Communication – Technique or Value?



# Communication as a Value



# Communication as a Value



Keeping Your Community Informed  
Is Key to Keeping Them Involved

Sharing Information Builds  
Allies – Creates Team Approach  
to the Crime Fight

Builds Trust – Leads to a Less  
Hostile Policing Environment

Helps You Connect with People  
Who May Not Talk to the Police





# Build Mutual Trust



Earn Points

Worthy of the Power to Arrest  
and Use Deadly Force



# Banking Positive Points

It Takes 100  
Warm and  
Fuzzies

For the Next  
Uh-Oh!





# Engaging Your Community



Officer Interactions

New Policies and  
Programs

Police Operations

Officer and  
Supervisor  
Training





# Community Members Are Part of the Solution

## How Do We.....

Communicate this to Our Community?

Involve Our Community?

Let Them Know We Are Listening?

Show That We Value Their Input?

**Build Mutual Trust**



# Mountain View PD – The Cohort

10 Participants

10 Sessions –36 Hours  
of Community  
Conversations

8 Zoom Meetings

2 Hands-On Days  
COVID-19  
Restrictions

Recruiting for Second  
Cohort





# Brooklyn Park Recruits for Listening Session



A promotional poster for a community listening session. At the top left is a blue icon of a profile head with a large ear and sound waves. To its right, the text "COMMUNITY LISTENING SESSION WITH GOLDEN POLICE" is displayed in blue. The background features a blurred image of a "WELCOME TO GOLDEN" sign. In the center, two blue boxes contain the text "RACIAL EQUITY ISSUES", "Thursday, Oct. 29.", "6:30PM", "Sign up at", and "GuidingGolden.com/register-for-racial-equity". On the left and right are portraits of Golden Police Chief Bill Kilpatrick and Golden City Manager Jason Slowinski, respectively. Below each portrait is their name and title.

**COMMUNITY LISTENING SESSION  
WITH GOLDEN POLICE**

**RACIAL EQUITY ISSUES**  
Thursday, Oct. 29.  
6:30PM

**Sign up at**  
[GuidingGolden.com/register-for-racial-equity](https://GuidingGolden.com/register-for-racial-equity)

**Golden Police Chief**  
**Bill Kilpatrick**

**Golden City Manager**  
**Jason Slowinski**



# Santa Monica – Listening Session Before Reform Committee

Public Safety Reform Community Listening Session July 30, 2020

Press **Esc** to exit full screen

City TV

Participants:

- Darrell Goudie
- Darrell Crutcher
- Michael Shotton
- George Brown
- Robbie Jones
- Fane Dillig
- Marc Morgenstern
- Shuli Lotan
- City of Santa Monica
- Nathaniel Trives
- Kikanza Nuri-Robins
- Erik Akdili
- Rosika Flores
- Ralinda Harvey S...
- Liz Cruz
- Rebecca Lantry
- gela.scott

Operator

From Kikanza Nuri-Robins to Vickie Sepilian, All Panelists

Panelists will reserve their comments until the end. This is the time for the public to speak.

19:36 / 2:01:29

Scroll for details

Participants: 110

Q&A

Share Screen

Record

Interpretation

CC

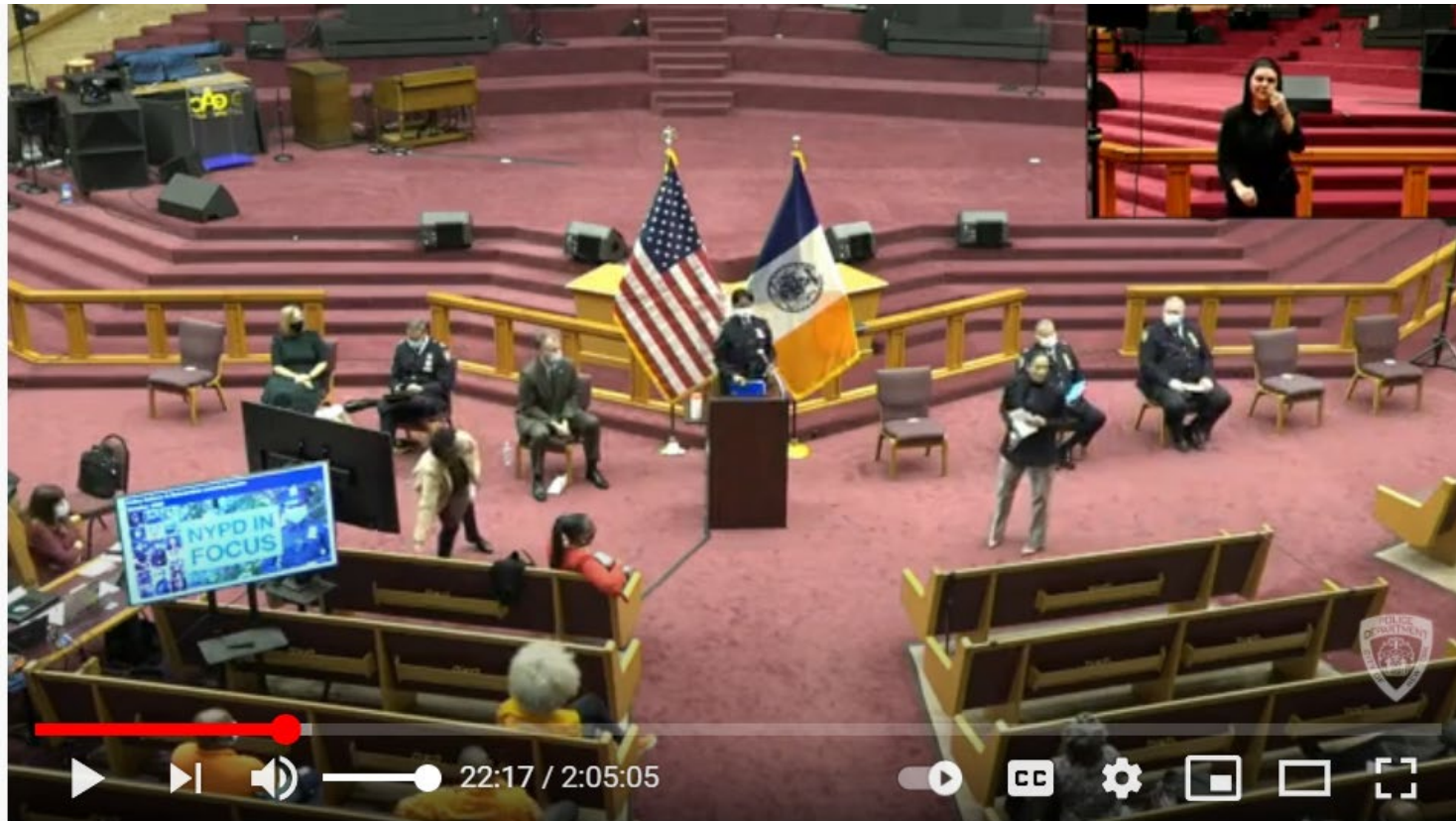
HD

Full Screen





# NYPD Listening Sessions by Neighborhood



Police Reform & Reinvention Listening Sessions: Southern Queens



# Boston PD Feedback Session on Reform Recommendations

Feedback on Initial Recommendations: Boston Police Task Force Community Listening Session

Lu Traina   Shanique Joseph   wayne and jacqui   Joseph Feaster   Jamarhl Crawford

Boston Police Task Force Slide Deck (final session) - Google Slides - Microsoft Edge

[https://docs.google.com/presentation/d/1CB6-Akk-Warshkx\\_3a8Dx20k0YVIEcd4r0S10xQz/present?token=AC4wSVg21ZTNv9UAYBuHsKaAugg5YBa%3A1600804639737&includes\\_info\\_params=1&is=CDKtoP\\_F\\_mCFYu05god88MumQ&slide=id.g16660a9c7](https://docs.google.com/presentation/d/1CB6-Akk-Warshkx_3a8Dx20k0YVIEcd4r0S10xQz/present?token=AC4wSVg21ZTNv9UAYBuHsKaAugg5YBa%3A1600804639737&includes_info_params=1&is=CDKtoP_F_mCFYu05god88MumQ&slide=id.g16660a9c7)

## B Boston Police Task Force Listening Session

**Topic:** Public Feedback on Task Force's Initial Recommendations for Reform

**Background:** This final public listening session is the culmination of:

- 3 months of community engagement, research, and deliberation by the Task Force
- Including 4 prior public listening sessions on each topic, held from July 23-30
- A written comment period, which was open through August 7th
- Discussions with content experts, activists, and other municipalities, including NY and Chicago.

(The Task Force's **recommendations report** was translated in 5 languages and was published on the website on September 10th at [boston.gov/policerreform](http://boston.gov/policerreform))

3 Months of Research, Community Input, and Deliberations





# Salt Lake City – Small Listening Session with Leaders



Amid Protests, SLC Police Chief Holds Listening Session With Community Leaders



# Champaign PD Series of Listening Sessions

City of Champaign

## Champaign planning 'listening sessions' for input on future of policing

By MARY SCHENK [mschenk@news-gazette.com](mailto:mschenk@news-gazette.com) Sep 10, 2020



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# Milwaukee Police – New Digital Engagement



Pizza Handout, sponsored by Domino's Pizza



# Takoma Park Community Academy



14 Weekly Zoom Meetings





# Create Opportunity to Engage Invite Critics to Community Academy





# Communication as a Value



# How Does the Chief Express His Communication Value?

## What Do the Public and Cops Take Away from This Interview?



# Create Opportunities to Engage Operations

Invite Neighborhood Watch and Media to Command Post/District Office

Set up Ride Alongs for Media or Shoot Video to Release

Arrange Interviews with Commanders





# Create Opportunity to Engage Technology



# Communication as a Value

## New Policy



# Communication as a Value

## LAPD New Policy – BWCs



**Report to the Los Angeles Police Commission Summarizing Public Feedback on LAPD Video Release Policies**

**5 Community Forums**  
**3,200 Online & Paper Surveys**  
**8 Officer Focus Groups**  
**200 Groups via Email**  
**Social Media Push**  
**Local Media Push**  
**Flyer Distribution**

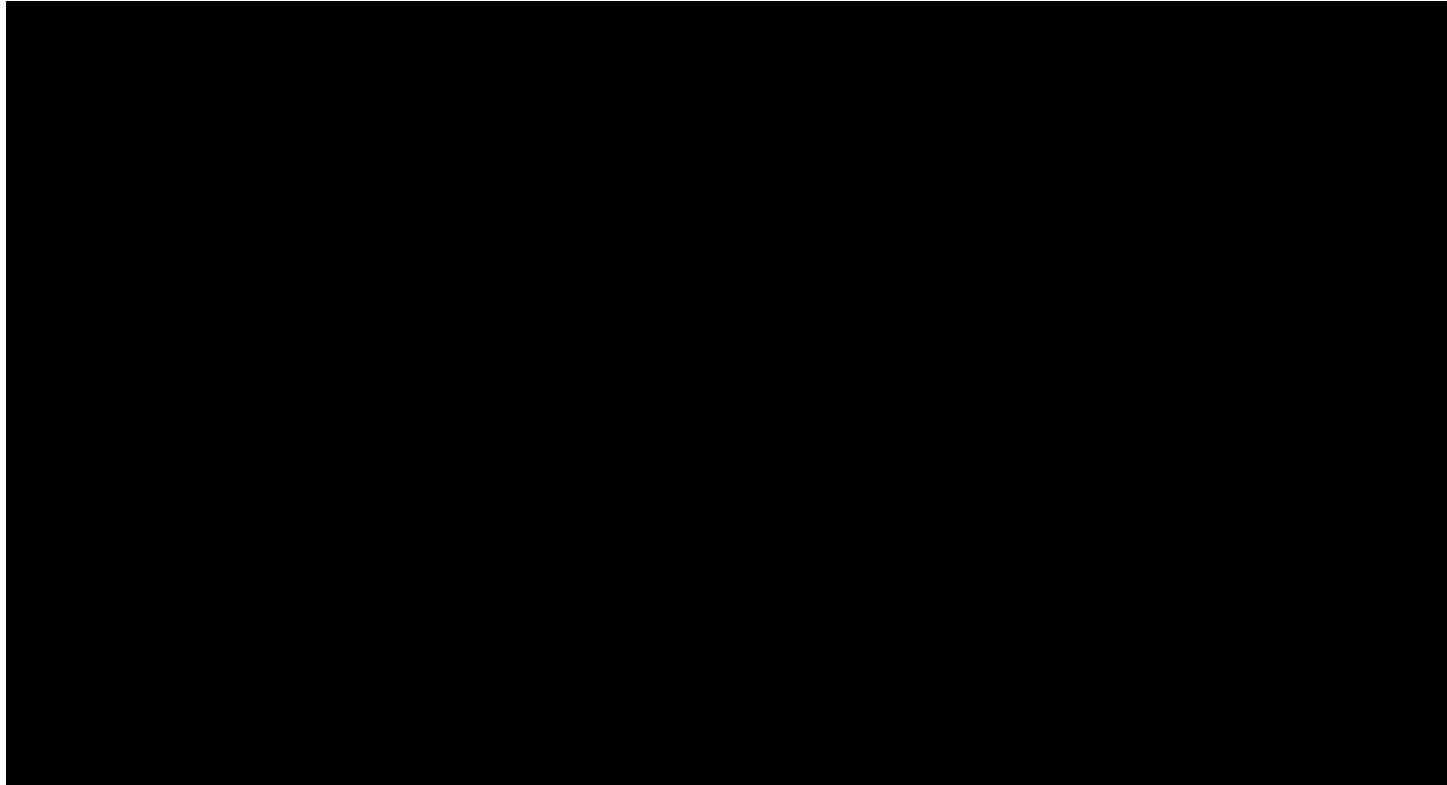
**Officers and Citizens Supported Release of Body Worn Camera Video**

<b>Officers</b>	<b>60 Days</b>
<b>Community</b>	<b>30 Days</b>
<b>Policy</b>	<b>45 Days</b>





# You May Not Always Agree, but You Can Listen, Learn and Empathize



# Houston Chief Joins March



**The  
Guardian**

# Create Opportunities to Engage





# Communication as a Value

## Bottom Line



If people feel the agency shares their values, concerns, and goals, and empathizes with them, it builds trust.

Trust leads to information sharing and safer environments for officers.



# Engage in Likeable Behavior

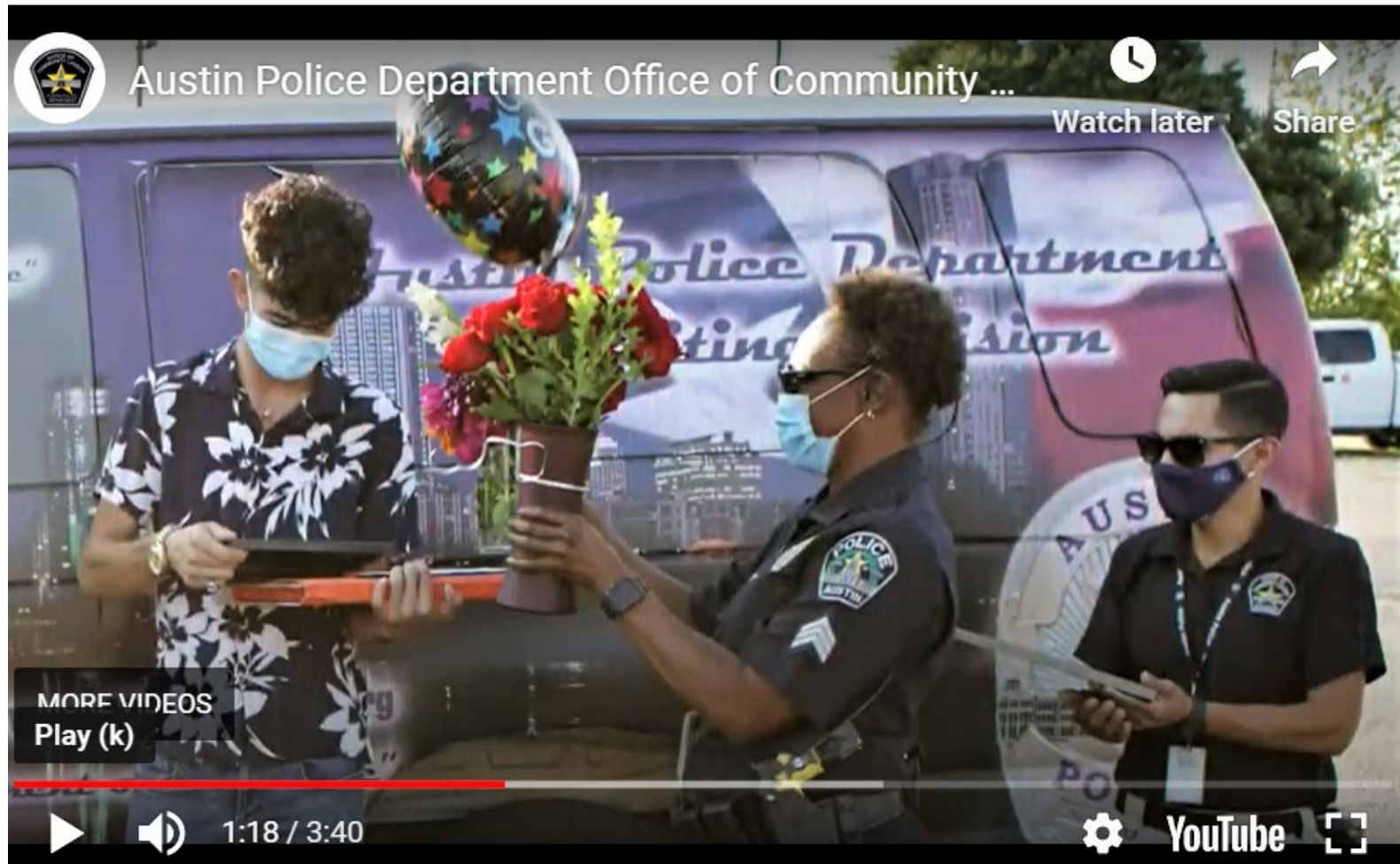
“The days of begging for likes are over. The customer economy *is all about doing likeable things*. As the network gets smarter and smarter, it’ll know your favorite places before you do, and share those with the world – when the world is looking.”

Peter Shankman  
*Public Relations Leader*  
*Entrepreneur*





# Engage Versus Telling





# Social Media Team



227,648 people reached

Like · Comment · Share · 5,310 454 860

- Officer Assigned Phones
- Generate Organic Material on Patrol
- Timely Responses – Shows You Care
- Consistent on Weekends and Nights
- Twitter: Traffic and Weather



# Cops Connecting with Community



- Re-Strategizing Programs – Create Opportunities to Engage
- Re-Energize Community Relationships with Two-Way Dialogue
- Share Your Efforts Socially to Reach Wider Audience
- Be a Likeable Agency

**Decide Your Communication Value  
Then Live It!**



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