

Minneapolis Police Department

{ DOJ/OJP Communication Committee
March 10th, 2015



- ⌘ Develop a comprehensive communications strategy
 - ⌘ Increase understanding of police conduct and oversight process
 - ⌘ Enhance overall messaging and image in the community
 - ⌘ Improve MPD's relationship with traditional media

DOJ/OJP Recommendation



- ⌘ Co-Chair Scott Seroka, MPD PIO
- ⌘ Co-Chair Sgt. Katie Blackwell, MPD Assault Unit
- ⌘ Officer Cory Fitch, MPD and Police Federation
- ⌘ Cam Gordon, Minneapolis City Council Member
- ⌘ Jana Metge, Community Leader, Southside Resident
- ⌘ Ian Alexander, Community Leader, Northside Resident
- ⌘ Jason Sole, Community Leader and Professor
- ⌘ Andrea Brown, Police Conduct Oversight Commission

MPD Communication Committee



U.S. DEPARTMENT OF JUSTICE

Office of Justice Programs

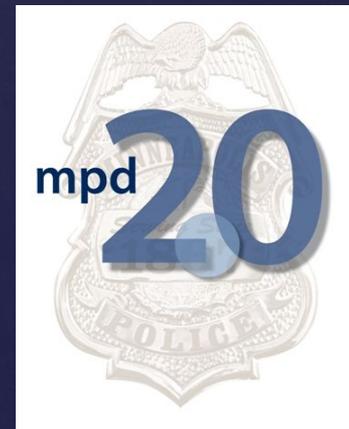
Innovation • Partnerships • Safer Neighborhoods

- ⌘ Conduct/Oversight - Adopt policies, improve and increase public trust
- ⌘ Community Relations – Build upon current efforts
- ⌘ E.I.S.- New, prevention oriented “Early Intervention System”
- ⌘ Coaching – Strengthen coaching and integrate with new EIS

Other OJP Committees

- ⌘ We need to explain how this process works
- ⌘ Residents need to know why this is a fair and thorough process
- ⌘ It's confusing; here's our chance to reach out to people and help them understand
- ⌘ WE NEED THE PCOC TO BE INVOLVED
 - ⌘ You're part of this process!
 - ⌘ You're a big reason why this is a fair process!

Increase understanding of
police conduct and
oversight process



- ⌘ The MPD is using social media and videos to inform residents about what's happening
- ⌘ We hope to explain the conduct and oversight process in a 3-4 minute video. TALL TASK!
- ⌘ We would like to interview a couple of PCOC members as part of our video
- ⌘ Have already interviewed MPD Deputy Chief Glampe and Commander Granger
- ⌘ We want to work with you. NOTHING POSTS WITHOUT YOUR APPROVAL!
- ⌘ Our time frame is weeks, not months

VIDEO

