

**TO: Police Community Relations Committee Members**

**FROM: Greenville Police Department**

**SUBJECT: MEETING NOTICE**

**DATE: October 8, 2014**

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The Police Community Relations Committee will meet at 6:30 p.m. on October 8, 2014 at the Police Headquarters (training rooms A&B), 500 South Greene Street, Greenville, NC 27834.

The meeting begins at 6:30 pm.

### **AGENDA**

1. Meeting called to order
2. Approval of agenda – October 8, 2014
3. Approval of minutes – September 10, 2014
4. Introduction of committee members
5. State briefly the mission of committee and purpose of meeting

The purpose of the committee is to:

- Serve as a liaison between the community and the police
- To serve as an advocate for programs, ideas, and methods to improve relations between the community and the police
- To disseminate information to the community and the City with regard to the state of relations between the community and the Greenville Police Department
- To assist and promote the community education efforts concerning safety awareness and community and individual awareness.

6. New Business

Greenville Halloween Plan - Presented by Lt. Richard Tyndall

7. Public Expression and Questions

**SUMMARY MINUTES FOR THE  
POLICE COMMUNITY RELATIONS COMMITTEE**

September 10, 2014  
Greenville, NC

Chairperson Shawan Sutton called the Police Community Relations Committee meeting to order at 6:30 p.m. at the Police Headquarters (training rooms A&B), 500 South Greene Street, Greenville, NC 27834.

Chairperson Shawan Sutton asked for a motion for approval of the September 10, 2014 agenda.

Motion: Mr. Richard Crisp  
Second: Ms. Belinda Perkinson

The agenda was unanimously approved by the committee.

**APPROVAL OF THE MINUTES:**

Chairperson Shawan Sutton asked for a motion for approval of the June 11, 2014 minutes.

Motion: Mr. Richard Crisp  
Second: Ms. Belinda Perkinson

The minutes were unanimously approved by the committee.

**INTRODUCTION OF COMMITTEE MEMBERS:**

Chairperson Shawan Sutton asked each member to introduce themselves and let everyone know which district they represented.

**MISSION OF COMMITTEE AND PURPOSE OF MEETING:**

Chairperson Shawan Sutton stated that the purpose of the Committee was:

- To serve as a liaison between the community and the police;
- To serve as an advocate for programs, ideas, and methods to improve relations between the community and the police;
- To disseminate information to the community and the City with regard to the state of relations between the community and the Greenville Police Department;
- To assist and promote the community education efforts concerning safety awareness and community and individual awareness.

**COMMITTEE MEMBERS PRESENT:**

Shawan Sutton; Chairperson, District 1	Richard Crisp; District 4
Lennard Naipaul; District 2	Aaron Lucier; District 5
Belinda Perkinson; District 3	Diane Kulik; At-Large

**COMMITTEE MEMBERS ABSENT:**

Brian Paiz; Mayoral	

**CITY STAFF MEMBERS PRESENT:**

Assistant City Attorney, Bill Little; Sgt. Dale Mills, Platoon C; Sylvia Horne, Administration Services Support Specialist; Kristen Hunter, Public Information Officer.

**COUNCIL MEMBERS PRESENT:**

None

**OTHERS:**

Two intern students from the Lucille Gorham Inter-Generational Center – invited by Ms. Sutton.

**NEW BUSINESS** – Public Information/Media Relations/Social Media Efforts – Kristen Hunter, (PIO) Public Information Officer, Greenville Police Department

**Public Affairs/Media Relations**

**A presentation by: Kristen Hunter, Public Information Officer**

Kristen began her presentation by telling the committee how she got started

**About Kristen**



- Kristen use to be a reporter and anchor for Channel 9 News
- She worked behind the scenes at a TV station in Baltimore, MD as a producer
- She is an ECU graduate
- Baltimore, Maryland is her home
- Always had an interest in Law Enforcement

Kristen briefly stated the mission statement of a Public Information Officer. She stated that transparency is huge within the agency, any time the PIO can get a story out first before the media catches on to it.

## **MISSION STATEMENT**

- The Office of Public Information is the main point of contact for the Greenville Police Department with the news media. Our mission is to ensure that the public is informed with current and accurate information about the Greenville Police Department's activities, strategies and policies. We maintain the belief that transparency is key to building positive relationships with the community and our media partners. We work to provide maximum disclosure by following all applicable laws and regulations, so as not to jeopardize investigations or violate the rights of individuals.

Kristen explained to the committee some of her job responsibilities as a PIO.

## **JOB RESPONSIBILITIES**

- Telling GPD's story through traditional and social media
- Respond to media/public records requests
- Facilitate on-camera and phone interviews for local and national media
- Write press releases
- Maintain department's social media pages
- Respond to crime scenes/critical incidents
- Assist outside agencies with public relations strategies
- On-call 24/7

## **Kristen discussed - How do media releases end up on the news?**

- Through Scanner Traffic - in the news room
- Reports
- Press Releases
- Enterprise stories
- [WRAL Body Camera Story](#)

Kristen stated that SOCIAL MEDIA & LAW ENFORCEMENT has become a huge trend within Law Enforcement. Everybody from really small agencies to large agencies are utilizing it now. It does the following things:

## **SOCIAL MEDIA & LAW ENFORCEMENT**

- Improves community relations by giving unprecedented access
- Allows us to tell OUR story
- An opportunity for us to showcase the positives
- A crime fighting tool
- (Alert to crime trends, solve cases)
- [GPD Facebook](#)
- [GPD Twitter](#) – you can type only up to 140 characters

## Other Ways We Tell Our Story



The committee members were shown a “short portion” of the GPD Recruiting Video. The video is not completely finished and has not been release. It will be used as a recruitment tool, but also as an informational tool to put on the social media pages and the GPD web site. The video was paid for by seized assets.

Kristen shared her contact information to the committee members, so if they had any questions later. They could contact her at a later date.

### Kristen Hunter, Public Information Officer

- **Desk: (252) 329-4372**
- **Cell: (252) 916-2096**
- **Email: [khunter@greenvillenc.gov](mailto:khunter@greenvillenc.gov)**

### Public Expression and Questions

The PCRC committee members asked several questions and made several comments. They expressed their concerns especially on car break-ins in different neighborhoods. Ms. Kulik suggested adding portal signs throughout the city to remind the citizens. Mention was made of the clean-up at an accident- who is responsible, wrecker, tow truck driver, fire department, and public works.

Sgt. Mills gave the following updates:

- Looking at possibly changing the PCRC meeting to (Tuesday & Thursday) nights, the time and location of the PCRC meetings
- Advertising the meeting more through social media outlets and Daily Reflector
- Announced Ms. Kulik returning to the PCRC committee to fill an un-expired term

- Excited about bring new topics to PCRC
- Mentioned the concern of moving the PCRC meetings back out into the community and districts
- Made a challenge to the committee members to become more involved and to get the people in their district involved as well so that PCRC can become alive again

Chairperson Shawan Sutton asked for a motion to adjourn the meeting.

The next meeting is on October 8, 2014. Meeting place is to be announced.

**ADJOURN** – 7:35 p.m.

Respectfully submitted,

Sylvia Horne  
Administration Bureau Secretary  
Greenville Police Department  
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