

Carl Bulger presided.

Presentation: How Prince George's County Police Use Social Media

Presenter: Lt. William Alexander, PGPD Media Relations Division, [waalexander@co.pg.md.us](mailto:waalexander@co.pg.md.us)



(Photo courtesy of Dennis Edgington)

After our County Executive Rushern L. Baker III took office in 2010, he appointed Chief Mark A. Magaw to head the police department. They established the PGPD Media Relations Division to improve the tenor of the reporting on Prince George's County's Police Department which, up to that time, had been almost all negative. Combatting negative coverage by the news media is difficult because we are more interested in negative news. Take the corruption trial of the former Virginia governor McDonnell and his wife. Would we be interested in reading about his ordinary day-to-day policies and performance?

They hired Julie Parker, a former newswoman for WJLA TV News 7 to head the Media Relations Division. She hired a Media Strategist, Christina Cotterman. Their Assistant Commander is Lt. William Alexander, our presenter.

Crime in Prince George's County dropped 30% in 2013 and the number of murders this year is much less than at this time in 2014.

The Media Relations Division gets the news out via Twitter and Facebook primarily. Julie Parker goes out on patrol with a different unit each week issuing live tweets about what is happening.

Occasionally they issue videos showing the rigorous training that police recruits and trainees undergo, and highlighting human interest stories involving police. One trainee upon completing training and being inducted into the police department, proposed to his longtime girlfriend right after the ceremony. This story was promulgated to the news media.

Here are some of the social media they use:

BLOG (pgpolice.blogspot.com) Lots of pictures of wanted suspects and info on police events.

TWITTER (@PGPDNews)

FACEBOOK (facebook.com/PGPD1

VINE (Vine.co/PGPDNews)

INSTAGRAM (pgpdnews)

Got a Tip? Contact Prince George's County CRIME SOLVERS at 1-866-411-TIPS (8477) or Text "PGPD plus your message" to CRIMES (274637) [www.pgcrimesolvers.com](http://www.pgcrimesolvers.com) You will not be asked personal information. You could qualify for a reward.

Let Lt. Alexander know you appreciated his visit and his talk:

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#### **BUSINESS:**

Nominations on September 4<sup>th</sup>, Election on the first Thursday of October.

Our next meeting will be Victoria Herman discussing "Constant Contact and Email Management"

Change your passwords. Personal information and data have been compromised on 430,000 websites in the past year by a Russian gang of criminal hackers.

Best Buy will recycle up to three pieces of used equipment; Staples will recycle up to seven pieces. They are closer than the Prince George's County dump on Brown Station Rd.