

Public Information Officer

The Public Information Officer (PIO) Constable, Renee Cowell, is responsible for developing, implementing, promoting, and maintaining a positive CKPS image as well as strengthening our partnership with the Community by providing timely and relevant information about police and crime. The PIO duties include media relations, corporate communications, and the management of all CKPS social media platforms.

Website	2016	2015	2014	2013	2012	2011	2010
Page Views	895,675	143,393*	176,945	175,777	238,989	204,820	202,057
Monthly Averages	74,639	11,947*	14,745	14,650	19,916	17,068	16,838

Twitter	2016	2015	2014	2013	2012	2011	2010
Total Followers	8,612	7,443	6,244	4,953	2,900	1,073	372
Tweets Sent	14.1K	11K	8,132	6,378	3,993	918	622

You Tube	2016	2015	2014	2013	2012	2011	2010
Total Channel Views	19,395	12,799	10,592	7,461	4,014	4,054	1,886

Facebook	2016	2015	2014	2013	2012	2011	2010
Total Followers	8,325	5,524	4,114	3,209	2,167	1,431	801

FB Followers by Gender	Followers by Age		Followers by Country		
Female	68%	13-17	2%	Canada	7760
Male	31%	18-24	12%	United States	240
Unknown	1%	25-34	23%	United Kingdom	94
		35-44	23%	India	13
		45+	20%	Australia	11
		55+	20%	Brazil	10

These numbers are based on November and December only as all the analytics for the old website were lost during the transition to the new website

CKPS Makes People Magazine

In April, the world was shocked to hear the news of Prince's passing. On this same date, we celebrated the Queen's Birthday.

Constable Renee Cowell posted a tweet on Twitter that received national attention. The photo and tweet made People Celebrity.

<http://www.people.com/article/prince-dead-national-monuments-light-up-singers-death>



CKPS Cop Camp *for kids*

In July, we held our annual 'Cop Camp for Kids' at the Chatham-Kent Children's Safety Village.

Twelve Chatham-Kent youths, ages 12 – 13 years, participated in the camp and were exposed to life as a police officer for a week. Participants were each sworn in as honorary police constables by Justice of the Peace Calvin Hurst and provided camp t-shirts. Throughout this week, the youths took part in presentations about: Traffic & Bicycle Safety, Critical Incident Response Team (CIRT), ECC Centre, Forensic Identification, and the Intelligence Unit. The camp was geared towards learning the value of teamwork and many activities were created to foster this objective including touring Police Headquarters and the Chatham-Kent Court House.

One afternoon was dedicated to entomology where the students learned the importance of insect evidence from Forensic Entomologist Dr. Sherah VanLearhoven of the University of Windsor. The students were also excited about getting some hands-on experience with maggots as they created their own 'bug art'. The students also participated in a water safety session at the Gable Rees Rotary Pool in Blenheim and received Basic First Aid Training from Medavie EMS Ontario Chatham-Kent.

To complete their experience, on the final day, a graduation ceremony was held. With their family and friends in attendance, the kids received certificates and enjoyed a BBQ lunch.



Haunted Halloween

New this year, in October, we partnered with OPP and hosted a 'Haunted Halloween' event at their detachment. Over 600 people attended to carve pumpkins with officers and walk through a 'not so scary' haunted house. Families enjoyed a BBQ lunch with law enforcement personnel. Donations for Operation Cover Up were also accepted.



'Safe Treating' in the Village

CKPS officers also participated in the Chatham-Kent Children's Safety Village 'Safe Treating' event. Approximately 800 people from across the community attended in costume for fun and safe trick o' treating in the Village.



'Shop with a Cop'

On December 17, 2016, officers from Chatham-Kent Police Service and Chatham-Kent OPP joined forces with other local law enforcement agencies to make Christmas brighter for 50 deserving youth from across the community. The kids were treated to a morning of shopping, accompanied by a police officer as their 'personal shopper.' After shopping, they were given a full police escort to the Bradley Convention Centre where they were treated to a full buffet breakfast. Elves wrapped their presents while they enjoyed a variety of activities including a CIRT demonstration. No Christmas event would be complete without a visit from Santa, who spent time with each child and their officer before sending them home with a bag full of treats.



SILLY CALLS

As 2016 came to a close, our Police Service released the 'Top 10 Silly Calls' and 'Best Speeding Excuses' of the year.

The 'List' drew media attention from across the nation and North America. It was a good reminder that although our Police Service encourages citizens to call police when they observe crimes, suspicious activities or have concerns that may be criminal in nature, on occasion, people call police in situations that don't quite fit into these categories.

The video received over 2100 views on You Tube and 16,000 likes on Facebook.

The Silly Calls of 2016 video can be viewed at <http://bit.ly/2ikGFa4>



On the 'Lighter Side of Policing'

In an effort to humanize the face of policing, members of the Chatham-Kent Police Service participated in the Mannequin Challenge, released a Christmas Eve recording of Santa in Chatham-Kent and a special holiday edition of our Wanted List.

Mannequin Challenge <http://bit.ly/2jAGpEM>

Santa Sighting in Chatham-Kent <http://bit.ly/2jnRfPj>

Christmas Wanted List – see photo below



WANTED LIST

CHATHAM-KENT POLICE SERVICE

On the lighter side... this is our Holiday Edition.

Merry Christmas and Happy New Year



"I knocked down the Christmas tree"



"I'll be right there, I'm a little tied up"



"I ate your Elf on the Shelf"



"The cat did it"

In Retrospect

The office of the Public Information Officer continues to be the hub of media relations and corporate communications. Along with these duties, Constable Renee Cowell remains active in the community by attending numerous events on behalf of the Police Service.

Through social media, especially Facebook and Twitter, Constable Cowell remains committed to providing the community with a voice and opportunity to communicate with an officer they've grown to know over the past five years. Not only are citizens able to ask general questions, but crime prevention safety tips along with information about police-related incidents throughout Chatham-Kent are posted on a daily basis.

Looking Forward

Constable Renee Cowell and platoon media officers continue to make every effort to ensure that information is shared within a timely and relevant manner. Open communication, transparency, communication, respect, community partnerships and professionalism are the core values of this Office.

In January 2017, Constable Renee Cowell was transferred from the Public Information Office to Community Patrol with Constable Kelly Helbin taking over media duties.



Recommendation:

Acceptance of the report.

Prepared by:

Staff Sergeant Mike Domony

Submitted by:

Deputy Chief Jeff Littlewood

Approved by:

Chief Gary Conn