

2009 CHIEF'S CITATION AWARD PIO TEAM

Members of this Team include: PIO Jennifer DeRuwe, Cpl. Mike Carr, Cpl. Tracie Meidl, Det. Janice Dashiell, Officers Glenn Bartlett, Dave Daddato, Brian Eckersley, Teresa Fuller, John Gately, Kevin King, Mike McCasland, Tim Moses, Devin Presta, Matt Rose, Ryan Snider, A/V Technician Mike Lavelle, Crime Analyst Tom Michaud and Kiley Friesen.

The goal of the Public Information Office is to provide timely information of value to the community, while complying with public disclosure laws and protecting the integrity of criminal investigations. The SPD is a primary source of news in the Spokane community. Our PIO office offers a unique resource – Team PIO's. These officers volunteer for the additional duty of disseminating information at a scene. They are assigned to a rotating patrol schedule, with a primary responsibility of handling calls for service. In addition to routine patrol, these officers have agreed to be available to respond to media requests. By doing this, our agency has committed to remaining accessible during all hours of the day. They are often the first to respond to a scene and will have the most current information, and have been authorized to speak on behalf of the police department. They also write and send press releases via our website, www.spokanepolice.org.

The PIO office is also responsible for creating and distributing the monthly SPD Newsletter which is provided at no cost to citizens and subscribers. Kiley Friesen is the newsletter editor and PIO's often contribute articles for this newsletter. Without fail, I receive numerous commendations about our newsletter each month, from employees to citizens.

Walking the line between gathering information to affect an arrest and providing that information to citizens in our community is a thin one. The PIO team members are expected to answer the phone when it rings, provide on camera interviews with the utmost professionalism and often disseminate this information in written form. Relationships are the key. A demonstration of these relationships were highlighted in June, 2008 at the first ever Media Training Day. We had two dozen local reporters, photographers and anchors participate in mock DV scenes, FATS and Weapons Orientation. Officer DeRuwe has had numerous requests for another academy this year!

All of the members of this team are excellent. Each one offers a unique perspective on the job and each day represents this agency at its finest.

