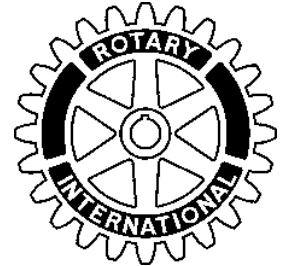


The Sunriser

Arlington Sunrise Rotary

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Vol. XXVIII No. 13

September 26, 2014

Rolling Hills Country Club

Today's Program

Using Social Media in the Arlington Police Department

Christopher Cook and Zhivonni McDonnell

Christopher Cook is an award-winning speaker and subject matter expert in the field of social media for law enforcement and media relations for public safety. As a Lieutenant for the Arlington Police Department, he oversees the public information office and has led the Arlington Police Department's public and media relations strategies since 2011. Lt. Cook has been interviewed on local, national, and international news networks and programs. Lt. Cook began his career in law enforcement in 1995 and has served in a variety of roles and capacities.

Lt. Cook holds a Master of Arts in Criminology & Criminal Justice from the University of Texas and a Master Peace Officer Certificate from the Texas Commission on Law Enforcement. Lt. Cook was a 2012 graduate of the Bill Blackwood Law Enforcement Management Institute of Texas Leadership Command College.

Lt. Cook was awarded the 2013 Connected COPS Social Media Leadership Award for his distinguished and exemplary leadership in the use of social media to improve public safety and enhance the Arlington Police Department's community engagement and reputation. Under Lt. Cook's leadership, the department has been awarded the Most Innovative Use of Social Media for three consecutive years (2012, 2013, & 2014) by the Texas Center for Digital Government. Arlington was also recognized for being the 6th Most Friendly Police Department in the nation in 2013. Departments across the country look to Arlington as a best practices agency when it comes to the way the department connects with citizens.

Lt. Cook believes in being creative and supports innovation to humanize officers and reduce barriers between law enforcement and the public.

Zhivonni McDonnell is a subject matter expert in the field of social media for law enforcement and media relations for public safety. As a sworn police officer for the Arlington Police Department, she oversees the department's social media platforms and citizen engagement efforts. Officer McDonnell has pioneered the way for APD to be considered one of the most successful agencies in the world when it comes to connecting with citizens through social media. Officer McDonnell began her career in law enforcement in 2000 and has served in a variety of roles and capacities.

Officer McDonnell holds a Bachelor of Arts in Communication Studies from Trenton State College in New Jersey and a Master Peace Officer Certificate from the Texas Commission on Law Enforcement. Officer McDonnell was nominated as officer of the year in 2013 based upon her commitment to excellence in the field of social media for law enforcement.

Officer McDonnell played an integral role in the many awards that the Arlington Police Department has received under her tenure and leadership in the media office. While serving as the social media coordinator, the department has been awarded the Most Innovative Use of Social Media for three consecutive years (2012, 2013, & 2014) by the Texas Center for Digital Government. Arlington was also recognized for being the 6th Most Friendly Police Department in the nation in 2013. The term, "tweetalong" was coined in Arlington in 2011 which is a virtual ridealong that has now been replicated in hundreds of countries around the globe.

Officer McDonnell incorporates humor and constructs posts in a generic speak that all audiences have come to know and respect. Officer McDonnell is always looking for new and innovative ways to captivate citizens through meaningful dialogue and content.

APD's robust social media philosophy now boasts over 50,000 followers and continues to grow.

Programs

September 26 Arlington PD - Social Media
October 3 District Governor Visit

Greeters

September 26 Hollis Lackey (1), Dwayne Lee (2) Craig Lidell, Byron Laasko
October 3 Chip May (1), Tom McGrew (2) Richard McKee, Richard Lucas
October 10 Rick McVay (1), Bill Miller (2) Mike Nix, Chris McLucas
(1) Prayer and Pledge (2) Introduce Visitors

Finors

September 26 James Watson
October 3 Steve Willey
October 10 Samir Ahuja

From the District Website



Rotarian's Chris McLucas (Arlington Sunrise RC) and Reyna Castillo (Highland Village RC) have just returned from India where they participated in National Immunization Day by administering the Polio Vaccine in Ghaziabad, India on February 23, 2014.

We in District 5790 know Chris and Reyna as the couple that is deeply committed to Rotary not only through their financial support but through their hands on support of several different Rotary projects they are involved in completing. Having been recently inducted into the Arch C. Klumph Society by Rotary International President Ron Burton in

January they have shared their fantastic Rotary experiences.

Upcoming District Events



Cost: \$50/person

Where: Hurst Conference Center

When: October 9th, 2014

For premium seating close to stage, purchase a full table. Tables of 8 can be purchased at \$400/table. The sooner you purchase the closer your table.

Please direct your questions regarding the banquet to Paul Lucas at jplucas5790@gmail.com

This Day in History

1789

Thomas Jefferson was appointed America's first Secretary of State.

1820

Frontiersman, Daniel Boone, died in Missouri.

1914

The Federal Trade Commission was established.

1950

United Nations troops recaptured Seoul, the capital of South Korea, from the North Koreans.

1960

Richard M. Nixon and John F. Kennedy took part in the first televised presidential debate.

1986

William H. Rehnquist was sworn as the 16th chief justice of the Supreme Court.