



Julie Parker

Julie Parker Communications

Crisis Communications & Public Relations Consultant | Media & Social Media Trainer |
Small Business Owner | Emcee | Keynote Speaker

Topic: *“Tell Your Story Before Someone Else Does:
Crisis Communications for Law Enforcement”*

Julie Parker’s unique media career spans from an Emmy and Edward R. Murrow award-winning television reporter in Washington, DC, to media director for two of our nation’s largest police departments, a senior media advisor for the largest police association in the world and a subject matter expert on crisis communications, social media and media relations for the Naval Postgraduate School’s Center for Homeland Defense and Security.

Her passion for story telling began in the nation’s capital at ABC7 News. There, Julie served as a general assignment reporter, covering such stories as the three-week long ordeal known as the Beltway Sniper and the September 11th attacks.

After 13 years in news, she joined the Prince George’s County (MD) Police Department as its chief spokesperson and Director of Media Relations. Her work was instrumental in changing both the internal culture and public perception of the agency by developing and instituting nationally recognized communications efforts that resulted in improved community and media engagement and marked enhancement of the department’s image. She was named “Best Police Flack” by the *Washington City Paper*.

Julie then took on the same role at the Fairfax County (VA) Police Department. In her two years there, FCPD’s social media presence soared, to include increasing its Twitter following from 100,000 to nearly 250,000.

Julie Parker Communications started as a one-woman boutique communications firm in 2014. Today, Julie has an experienced team with decades of experience working in media, media relations and social media. Our subject matter experts offer guidance on crisis communications, public relations, media coaching and training, social media training, strategy and implementation, and communications audits. Proven and trusted, we will help you manage the media on your terms and effectively tell your story.

Topic: *“Tell Your Story Before Someone Else Does: Crisis Communications for Law Enforcement”*

Law enforcement agencies are becoming more progressive about sharing their news and that’s a win we all should celebrate. This course is designed to provide leaders tools to help increase their ability to share that news accurately and quickly, when events warrant. The public’s demand for immediate information and extreme transparency following a police use of force is increasing with every passing year. This presentation is designed to strengthen your command staff’s ability to quickly and accurately, without damaging the investigation, communicate with the public to enhance your department’s reputation, even when the news itself isn’t flattering.