

Community transparency, community policing,  
and the power of the false narrative

# District Attorney

# DA PIO Consulting Contract

- EDC public survey asked for more transparency and communication from LE – letting taxpayers know what we do.
- Need for extreme confidentiality – for other departments PIO gives up too much info. (Consequence of mistake - criminals go free, victims rights violated) And, Early drafts contain sensitive info.
- Pub def / other agencies using same PIO? Conflict. On occasion we are prosecuting/investigating other agencies represented by county PIO... For instance Brown act, and Phillip Garrido - represented by PD.
- Need for all hours availability.
- It's a team consisting of 2 investigators, one secretary and 2 attorneys that aggregate and gather information

# DA PIO Consulting Contract

- Protection of public and victims... re updates on most wanted... tips for cold cases, and resolution of criminal cases (not just up to arrest).
- Protection of elder and scam victims by outreach.
- Impact on citizens and victims of consequential changes in criminal law in California.
- PIO consultant good for clearer message and coalescing various information sources into outreach to community.
- Sheriff has one for same reasons.

# Cutting edge - Pioneer of tech

- 2<sup>nd</sup> prosecutor's office to be paperless in court (arguably 1<sup>st</sup>)
  - Now, there are numerous DA's offices in the state
- 36,605+ cases are paperless



The image shows a login page for the El Dorado County District Attorney's office. At the top center is the official seal of El Dorado County, which is a seven-pointed star with a central emblem. Below the seal, the text "El Dorado County District Attorney" is displayed in a large, black, sans-serif font. Underneath that, the name "Gabriel©" is shown in a smaller font. The login form consists of two input fields: "Username" and "Password", each with a small icon on the right side. Below the password field is a "Sign in" button.



# Cutting edge - Pioneer of tech

- 1<sup>st</sup> prosecutors office to use sUAV's to create virtual crime scenes
- 3 sUAV's in fleet



# Power of a false narrative on the internet

- Known as the “Ferguson effect,” the phenomenon appears connected to the events in August of 2014, in Ferguson, Missouri.
- The effect is a product of a false narrative repeated over and over again without any official response.
- In Ferguson, a police officer shot and killed Michael Brown after a reported strong arm robbery
- By August 11, 2014, The New Yorker's, Amy Davidson had posted an article highlighting protesters with their hands in the air chanting, "Don't shoot me."
- The article laments the shooting of an "eighteen year old running away from the officer, not towards him."
- That same day the Wall Street Journal posted a story commencing with "Hands up don't shoot."
- Also on August 11, Time magazine posted a similar narrative characterizing Brown as a "gentle giant."

# False Narrative Proven Wrong

- Autopsy results and bullet trajectory, skin from Brown's palm on the outside of the SUV door as well as Brown's DNA on the inside of the driver's door corroborate Wilson's account that during the struggle, Brown used his right hand to grab and attempt to control Wilson's gun. According to three autopsies, Brown sustained a close range gunshot wound to the fleshy portion of his right hand at the base of his right thumb. Soot from the muzzle of the gun found embedded in the tissue of this wound coupled with indicia of thermal change from the heat of the muzzle indicate that Brown's hand was within inches of the muzzle of Wilson's gun when it was fired. The location of the recovered bullet in the side panel of the driver's door, just above Wilson's lap, also corroborates Wilson's account of the struggle over the gun and when the gun was fired, as do witness accounts that Wilson fired at least one shot from inside the SUV



# Power of a false narrative reaches El Dorado County





# Social media accounts of the King Fire

- It was an accident
- That guy is a hero, why are the cops after him?
- Cal Fire started it, they were negligent



██████████ That is so crazy! I know he started a fire but it was put out and then firefighters accidentally started the king fire so I'm just shocked that he actually willingly plead quilts on his own that's all



██████████ He didnt intentionally set the fire. I know alot of people lost alot Bcuz of this, but the firefighters didn't put out the fire completely. If they had done their job right, all of that wouldn't have happened. Get your facts right people. 20 years? Wow.



██████████ Everyone is so convinced he started it. Could have been accidental... No one knows facts but sure are quick to convict. Who needs the court system when the public and media are judges.... Just sayin

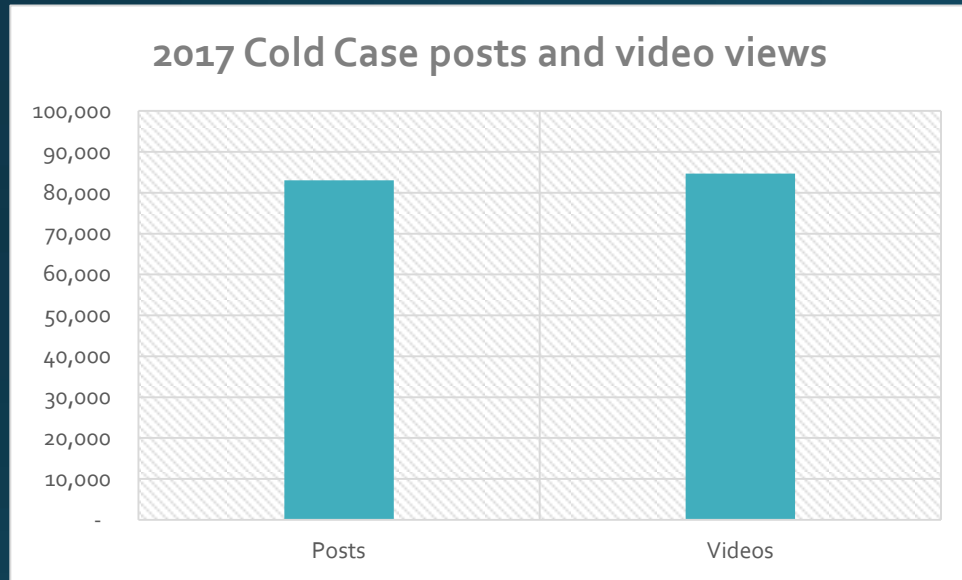
# Stuck in the middle *(468,042 views)*



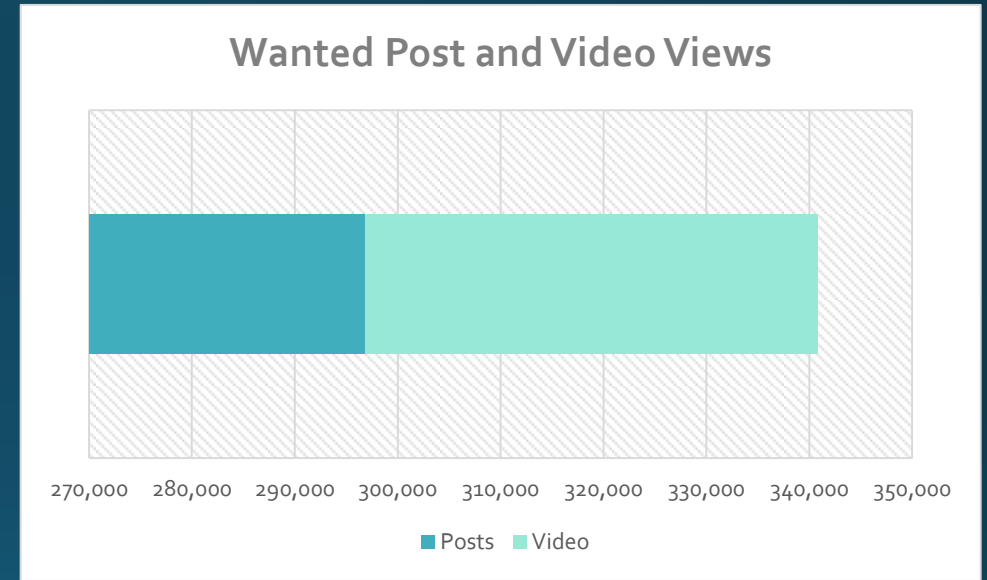
# King fire (9,419 views)



# 2017 Outreach.

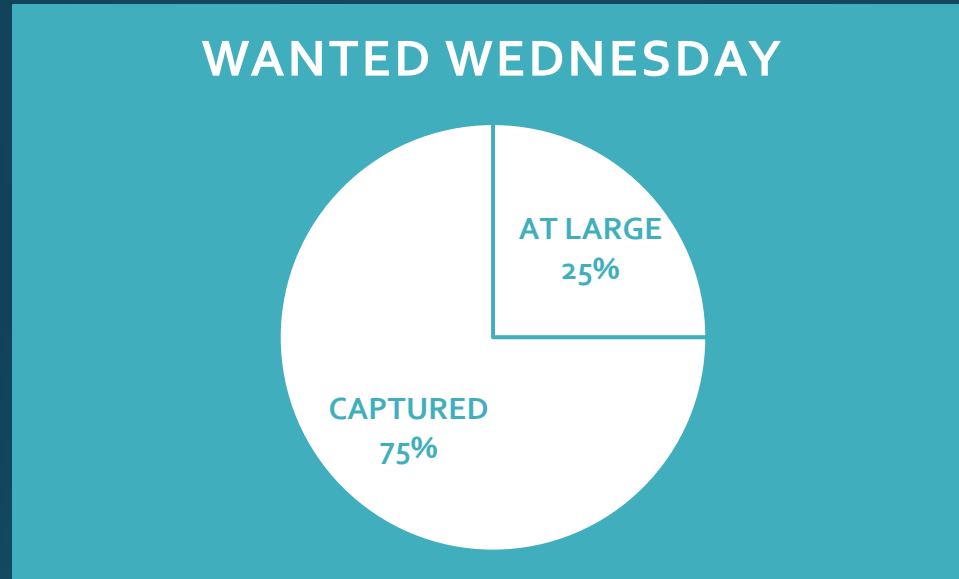


167,759 people reached



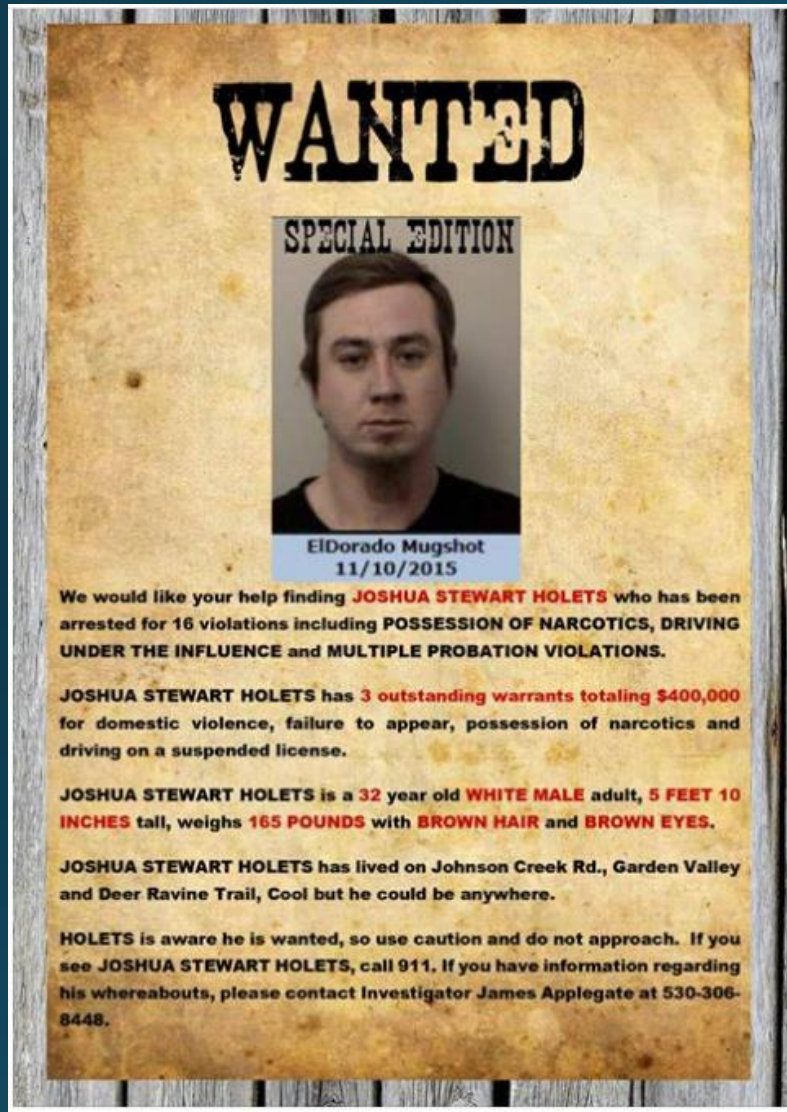
340,803 people reached

# Outreach



|                  |          |    |
|------------------|----------|----|
| Wanted Wednesday | Captured | 60 |
|                  | At Large | 20 |
|                  | Total    | 80 |



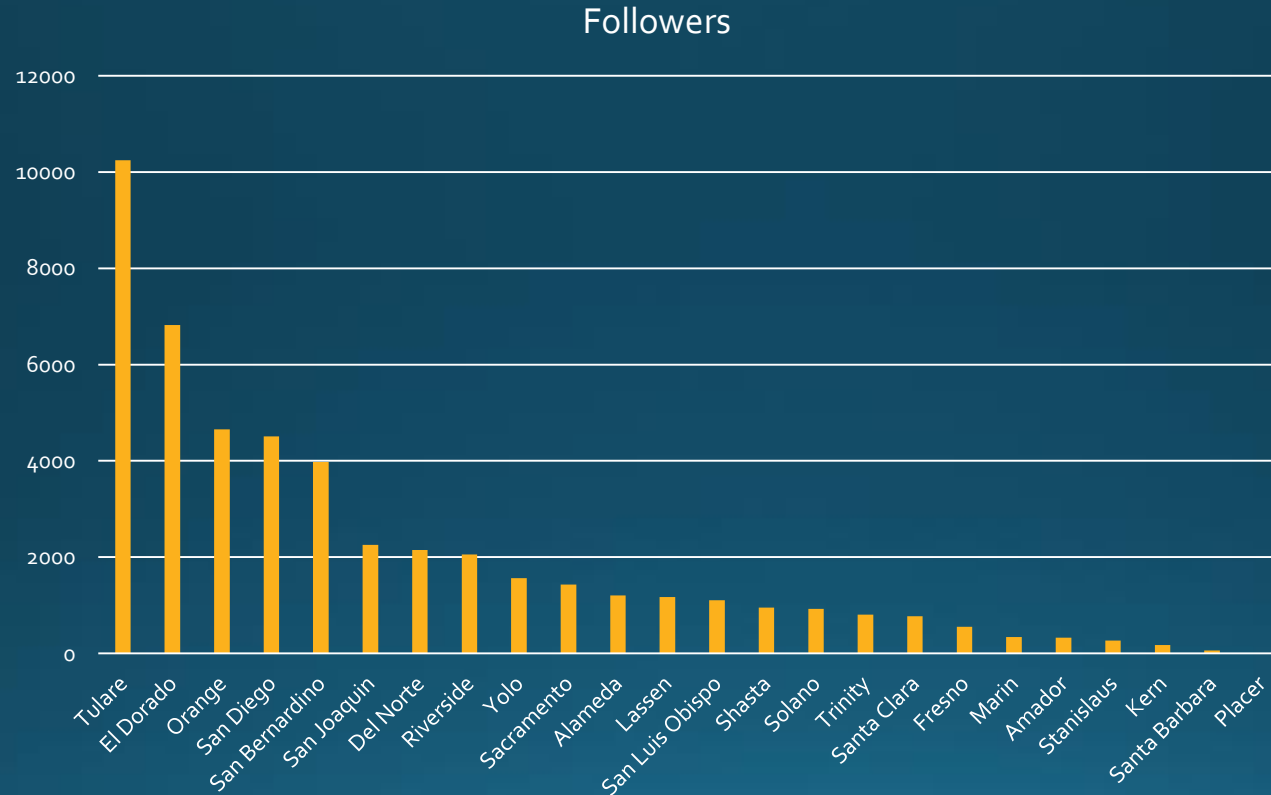


16,783 people reached

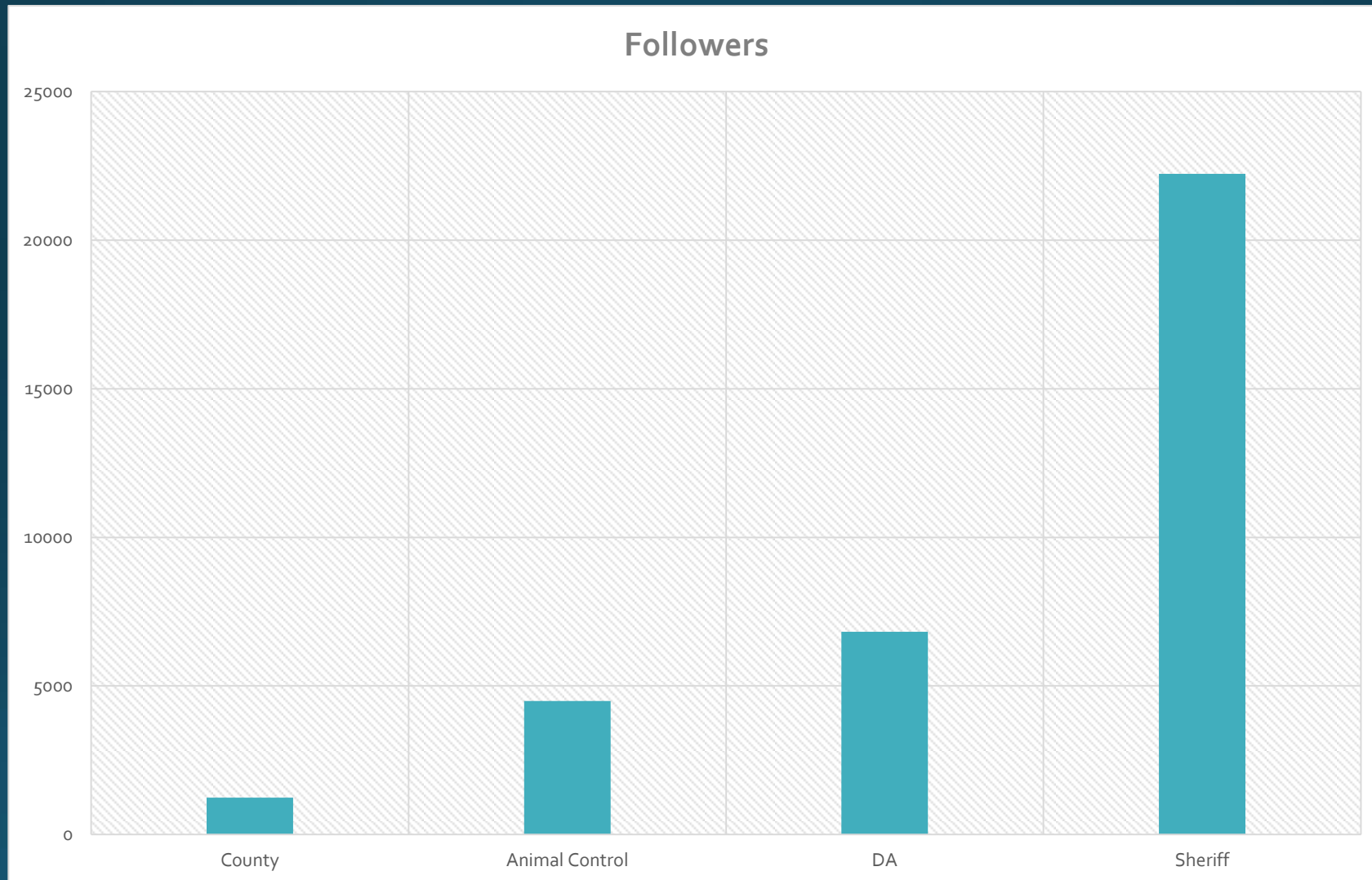


Less than 24 hours later

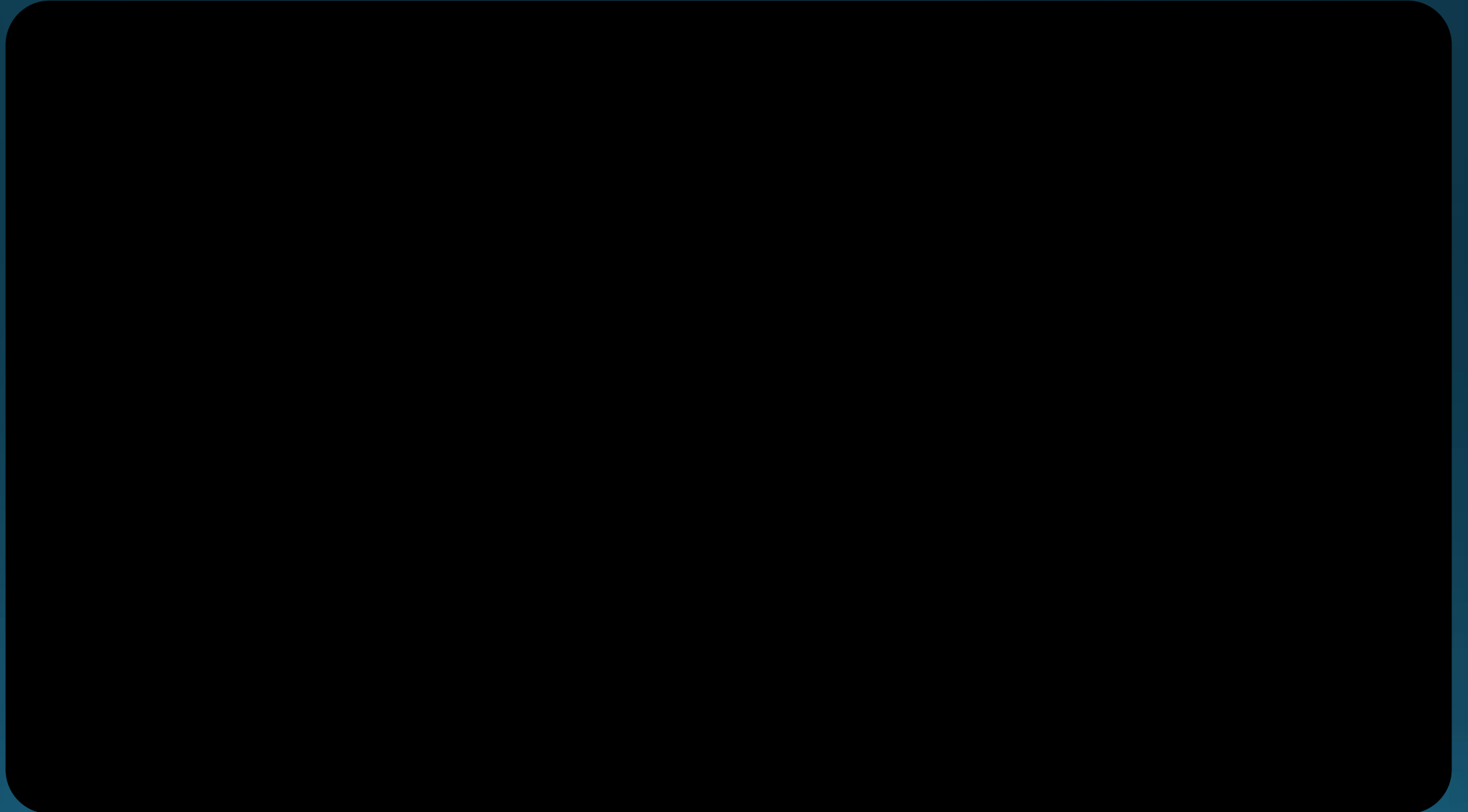
# State wide DA Facebook



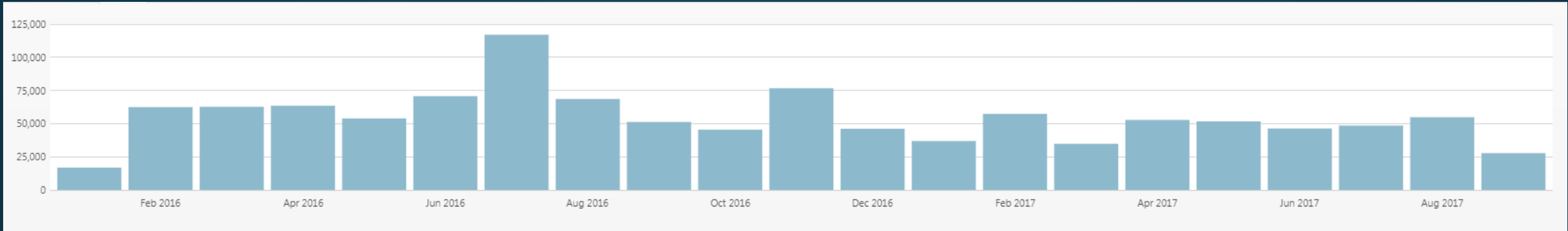
# County wide Social Media



4,370 views



# Blog



1,145,692

views

57,953 average views per month



# District Attorney's PIO

- Contract with PIO is a small investment with monumental impact.
- Dual use of County PIO creates problems of conflict, message, availability, confidentiality.
- Message from DA is needed to give victims and citizens updates on crimes that go beyond the arrest.
- Message from DA needed for shifting laws in California – impact sentencing, victims, and citizens safety.
- Post Ferguson – the need to communicate timely and effectively has never been greater.