



The Power of Storytelling

Kelly Clingman

Public Information Officer

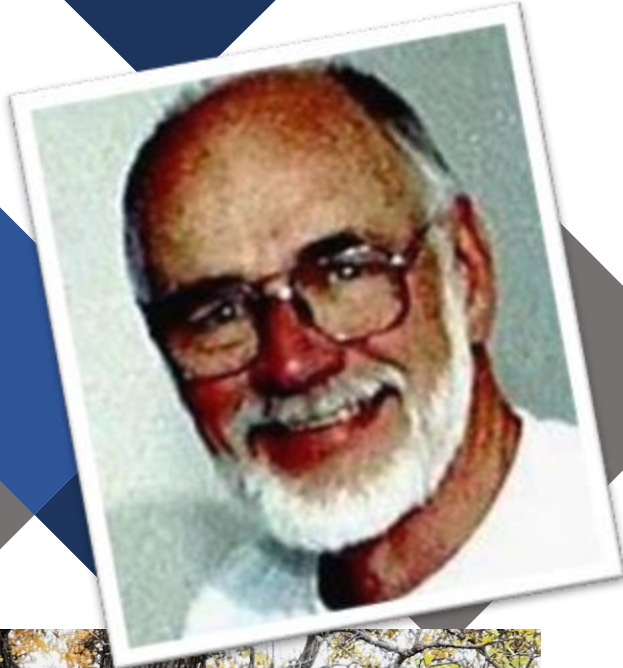
Grand Junction Police Department

General Learning Goals

- Basic understanding of storytelling through social media.
- Basic understanding of how internal storytelling can shape culture and retention.
- Basic understanding of how to craft clearer messages, communicate with authenticity, and earn trust.
- Showcase the human side of your team.
 - Create content that fits YOU

Kelly Clingman

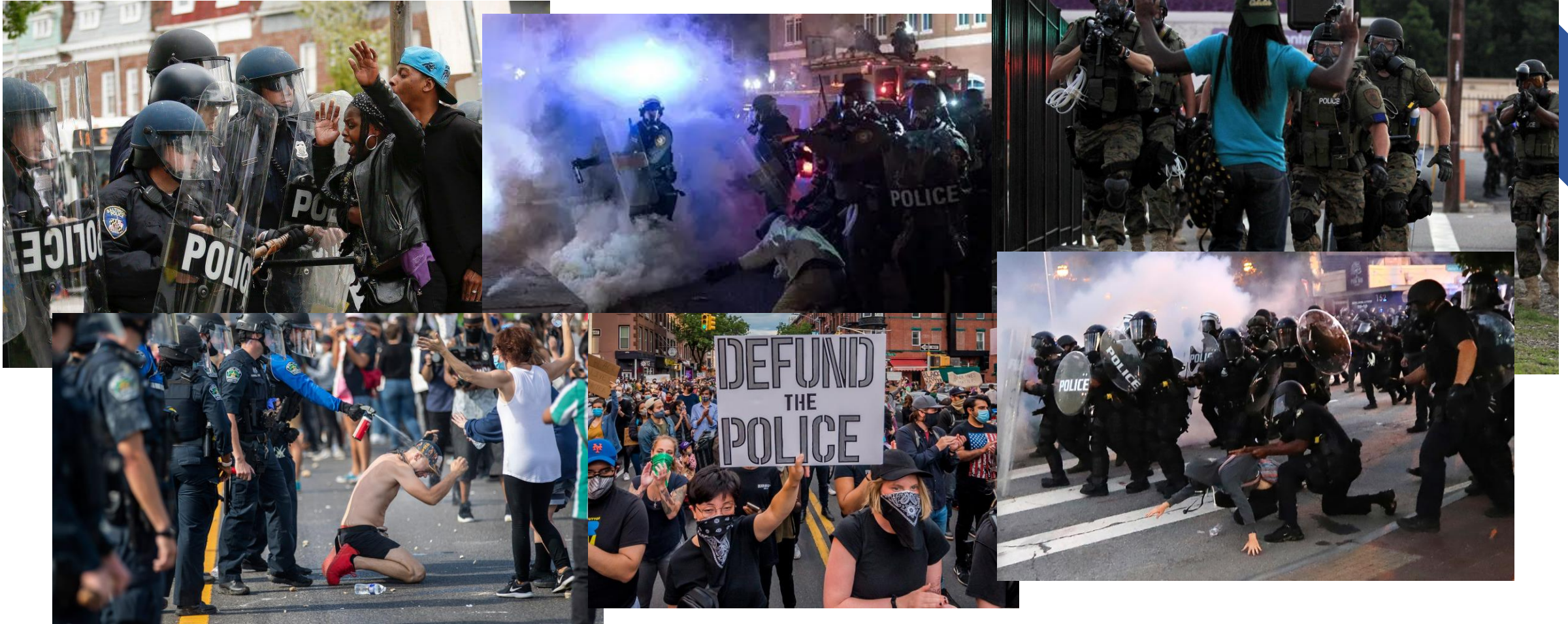
Public Information Officer (PIO)



Why Does Storytelling Matter?

- Connecting individuals
- Share experiences, values, and emotions
- Create a sense of belonging
- Fosters trust and respect
- Humanizing

How is LE Perceived in the Media?



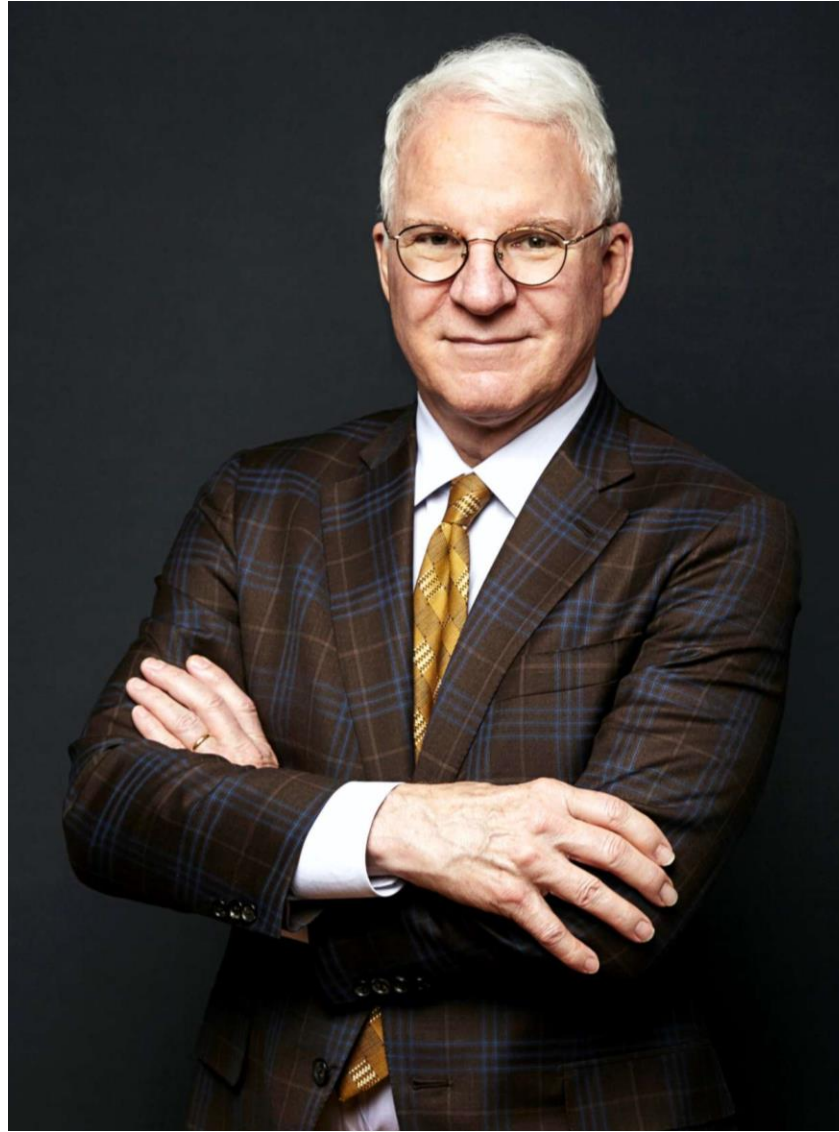
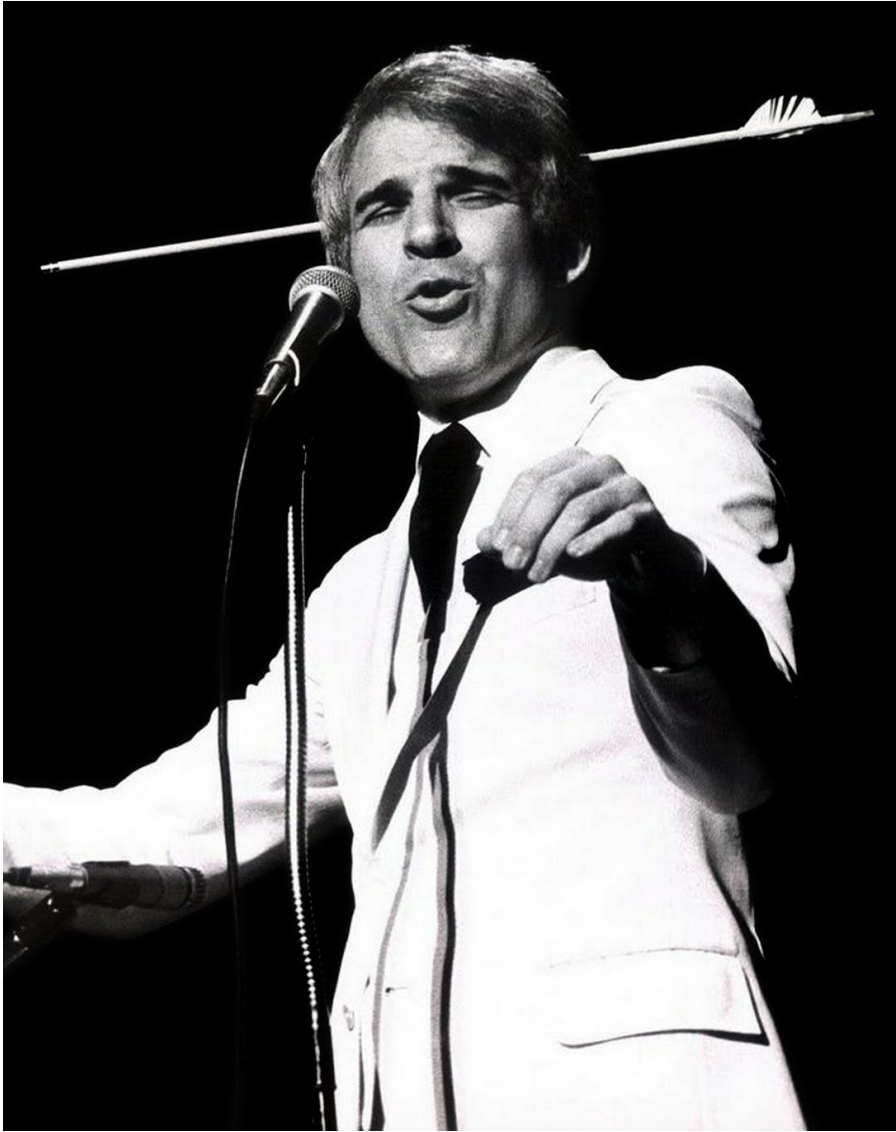
(Images of police and public)

What
about
this?



(The Simpsons: Chief Wiggum)





What's Your Organization's Personality?

Guiding Principles

- Organizational values
- Organizational priorities
- Humanize the Team
 - Earn trust every day
 - Community-focused



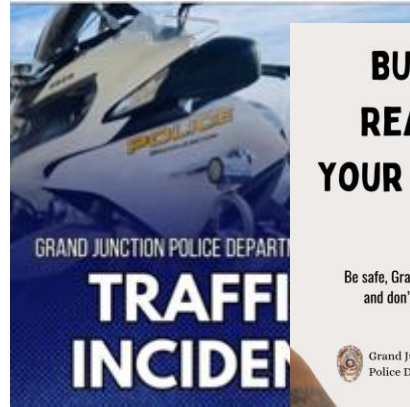
(GJPD Chief Smith)

Sharing our Story through social media



Routine

DATE (8:25 a.m.): The roadway has been reopened.
ALERT
JPD on scene for a vehicle vs pedestrian crash near the intersection of 27 Road and H Road. The pedestrian was transported to the hospital by the Grand Junction Fire Department with serious injury. All lanes of H Road east of 27 Road will be closed while officers conduct their investigation and clear the scene. Please find a different route of travel.



Educational



Crisis

DATE (5:08 p.m.): **FALSE REPORT!** The GJPD responded to the area for a report of a robbery. When officers arrived on scene, they found that this was a false alarm. There was no one held at gunpoint. There was no one held at gunpoint. Officers checked the area and determined there was no threat to the public. Officers are clear of the scene.
DATE (5:00 p.m.): Officers arrived on scene and found no crime in progress. There is no danger to the public and the scene has been cleared.
DATE (4:45 p.m.): There is heavy police presence in the area of Starlight Drive and Starlight. Please avoid the area and find alternate routes of travel. #servingGJ #GJPD



The team



Plug & Play vs Photos of Your Team



GRAND JUNCTION POLICE DEPARTMENT

**TRAFFIC
INC**



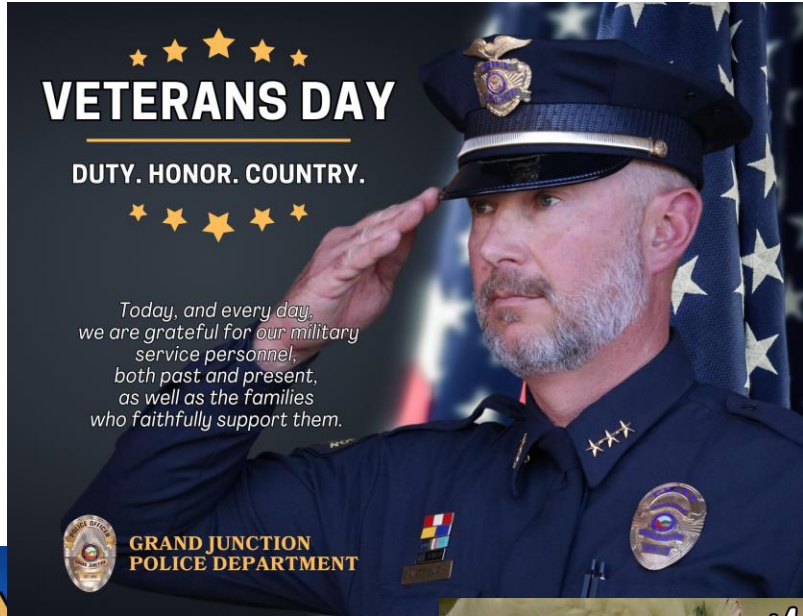
★★★★★

VETERANS DAY


DUTY. HONOR. COUNTRY.

★★★★★

*Today, and every day,
we are grateful for our military
service personnel,
both past and present,
as well as the families
who faithfully support them.*



GRAND JUNCTION
POLICE DEPARTMENT



Text "JoinGJPD" to
970-548-9917
to learn more.

APPLY NOW!
You'll love it here.

THE GRAND JUNCTION POLICE DEPARTMENT



**DON'T DRINK
AND DRIVE**

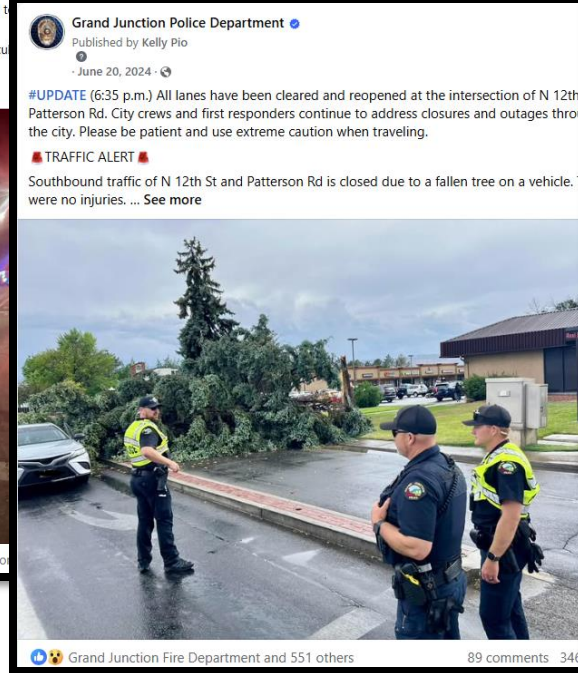
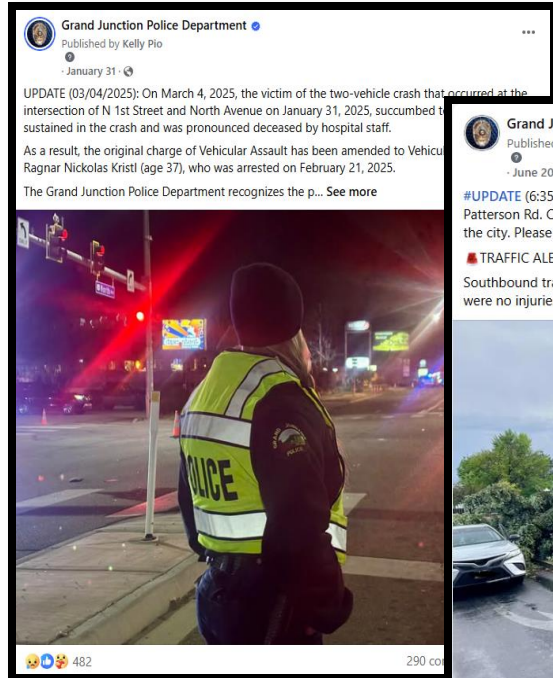
**BE SAFE
BE SMART
BE SOBER**



Merry Christmas
from the
Grand Junction Police Department



Visual Storytelling through Photos



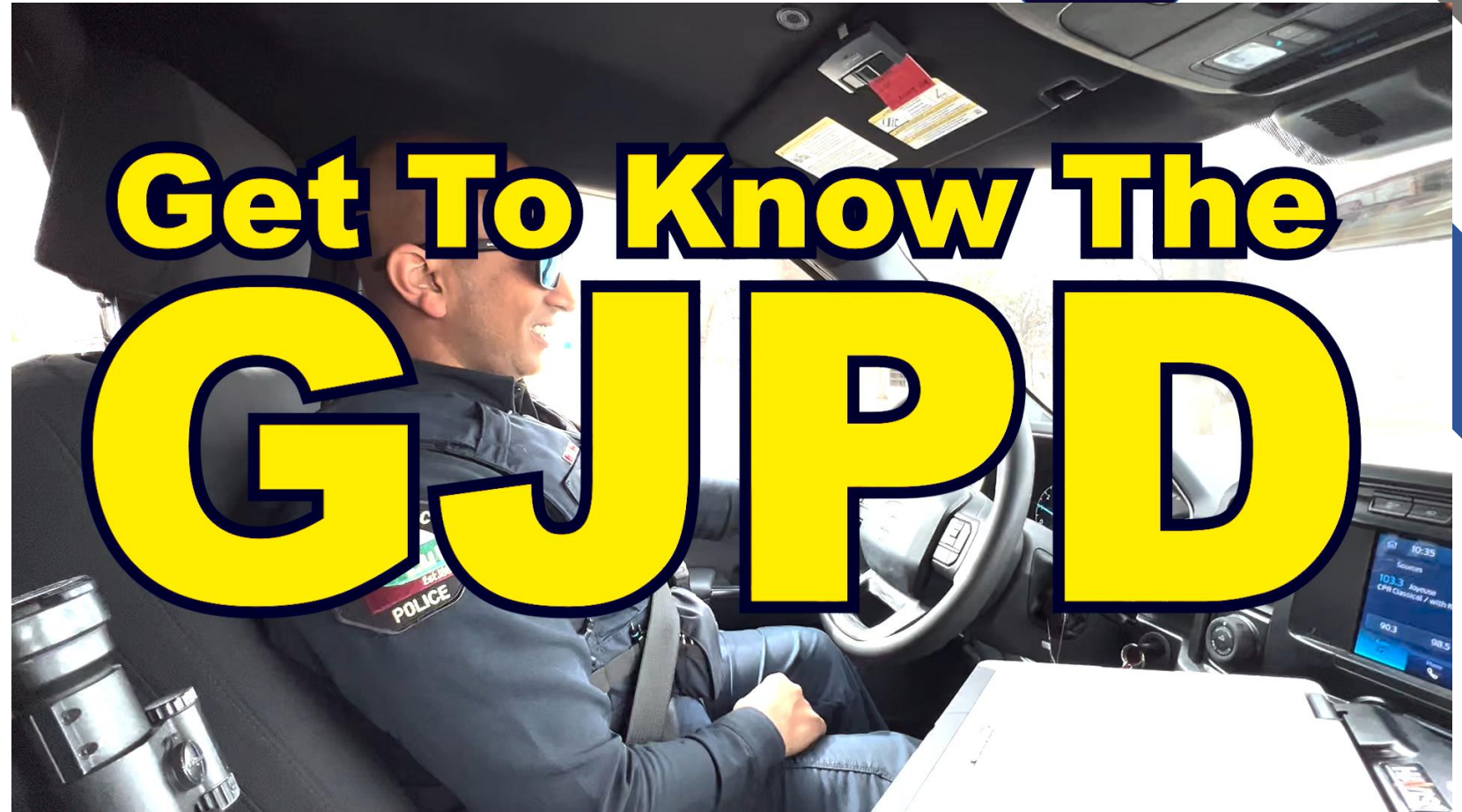
My goal: HUMANIZE THE BADGE

Visual Storytelling through Photos





**GJPD SWAT
active threat training**



Get To Know The **GJPD**

**What works for your
organization?**



My name is Trent Rundquist

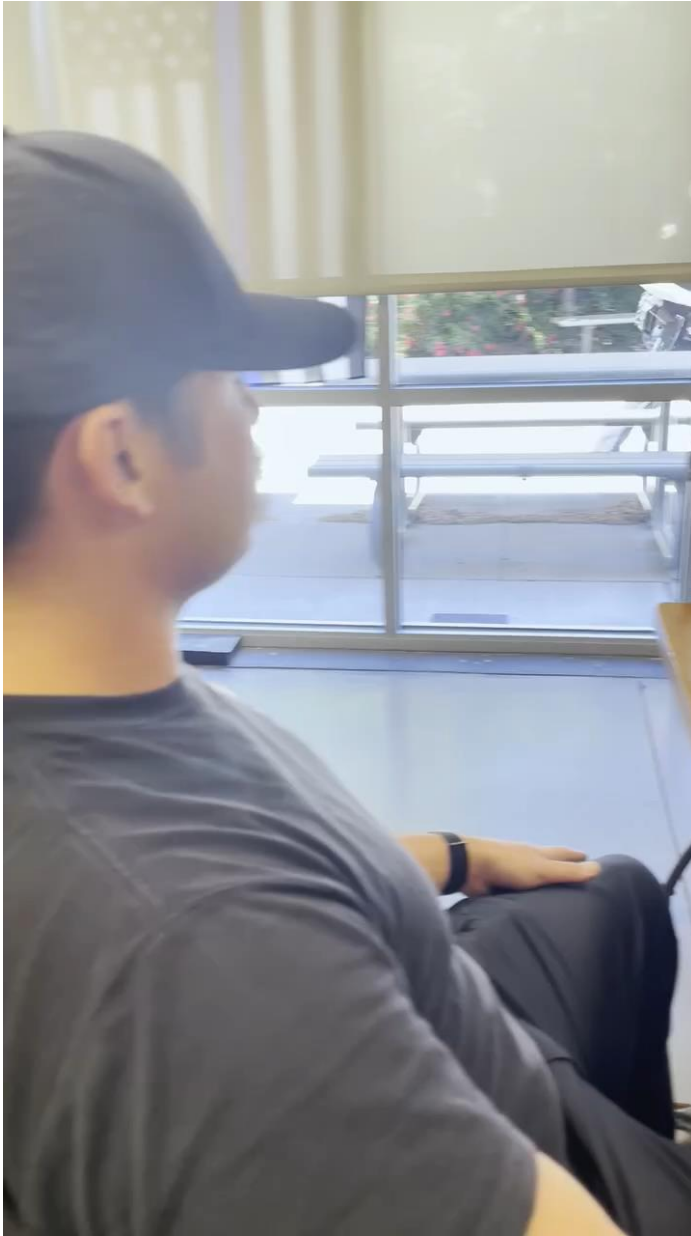


**Can
Police Officers
Survive
A QUIET PLACE**



Irish dancing!

What works for your organization?



What works
for your
organization?

Social Media Challenges for LE

Grand Junction Police Department •
Published by Kelly Pio
• 5 days ago • 🌐

Yesterday, the #GJPD responded to a camp along the Riverfront Trail where a cleaning service discovered an abandoned dog and her puppy. Sergeant Ancell rescued the dogs, who are now in the care of Mesa County Animal Services. Serving and protecting our furry friends, too!
#servingGJ #mansbestfriend



Grand Junction Police Department •
Published by Kelly Pio
• August 15 • 🌐

When #GJPD Officer Conrads heard of six-year-old CC having her bicycle stolen, he took action. Conrads, along with Team Two and members of the Grand Junction Police Department, took up a collection to surprise CC with a new bicycle...just like the one she had stolen. Our officers are committed to making a positive impact every day in the community we serve and call home!
#servingGJ #protectandserve #CopsGiveMoreThanTickets #communitystrong



Grand Junction Police Department •
Published by Kelly Asuka Clingman
• March 28, 2023 • 🌐

An early morning domestic incident leads to a late-night arrest as Grand Junction Police Department and Mesa County Sheriff's Office SWAT teams take a barricaded male into custody on 03/27/23. Read more here: <https://www.gjcity.org/civicalerts.aspx?AID=969>
#servingGJ



Surprised they didn't beat it too.

Top fan
If it was a black kid you would have planted dope on him.

ACAB



69,000+
Facebook Followers

Increase of over 35,000 in three years!

Internal Story Telling- Why is it important?

- Morale
- Shared Mission
- Recognizing each other's contributions



Shop with a Cop 2025!



**DISPATCH
BY
THE
NUMBERS
November
2025**

Total GJRCC Calls: 21,584
Total Text to 911: 32
16 accidental / 16 incidents created
Audio Requests Completed: 439
PD Console Radio Transmissions: 106,706

Internal Digital Boards

Internal Story Telling- Why is it important?



Grand Junction Police Department
SPECIAL EDITION Rap Sheet
Monthly Employee Newsletter
ISSUE #12.5
SPECIAL EDITION
December 2024

Detective Brian Frasier

Brian Frasier joined the Grand Junction Police Department in 1992 as a public safety dispatcher after serving our country in the United States Army, stationed in Germany. Before long, Brian made the switch to the sworn ranks. Brian spent 30 years serving in a variety of capacities, including K9 handler, SWAT operator, Reality Based Training instructor, Honor Guard, firearms instructor and armorer, Field Training Officer, forensic investigator, and bicycle officer.

Brian worked as a Detective in the Investigations Unit from 2012 until 2022 with several collateral duties to include being the point of contact for the Internet Crimes Against Children, and lead detective for numerous Critical Incident Response Team investigations which led to successful convictions.

After serving for over 30 years, Brian accepted a position as a civilian investigator, joining the Professional Standards Unit as a background investigator. Background investigations are a critical element in the identification of red flags in our hiring process. Brian spends countless hours on each applicant who crosses his desk; he conducts home visits, talks to family members, canvasses neighborhoods, pours over criminal histories, financial records, educational transcripts, and military documents to assess the compatibility of each individual with this line of work, which he personally knows so well. Since stepping into this role a year and a half ago, Brian has completed over 100 background investigations on potential Grand Junction Police Department employees.

Beyond the superior quality of his work product, Brian is just a great guy to work with. His easy-going nature, quick wit, and willingness to do whatever is asked of him makes him a treasured part of his work team. His friendship to his co-workers and his commitment to the Grand Junction Police Department will be sincerely missed by his colleagues when he officially retires in January.

Brian, Thank you for your dedication to the men and women of the Grand Junction Police Department and the citizens of this community. You have left a mark on our department that will not be forgotten. From inspiring peers to setting an example every day through your quiet leadership and selfless service, your commitment to excellence has shaped us for the better. We are grateful for everything you've done for this department and community. Your impact will be felt for years to come.



Grand Junction Police Department
SPECIAL EDITION Rap Sheet
Monthly Employee Newsletter
ISSUE #8.5
SPECIAL EDITION
August 2024

Officer Taylor Rapp

Officer Taylor Rapp was born in Las Vegas, Nevada, but grew up in Littleton, Colorado with her three sisters and brother.

Taylor has always wanted to be a police officer. Her dad was a deputy with the Adams County Sheriff's Office. I guess when your dad's out there fighting crime, it kind of rubs off on you!

Before she was the soccer star that we know and love, Taylor's first passion was dancing. She started taking hip-hop classes at five-years-old at her parents' suggestion. She then switched to Irish dancing and killed it for eight years. Taylor did some team competitions but truly thrived at her solos. She was the Irish Open Champion, the highest title that one can achieve. In 2014, she traded her tappers for soccer cleats and joined the CMU club team as an outside right back defender. While at CMU, Taylor majored in Criminal Justice, minored in Biology, and studied Spanish. So why Biology? Well, she's got a thing for frogs and salamanders—those slimy, scaly critters that most people run from. You should ask her about it and see how her eyes light up.

In 2022, Taylor went through the police academy with Officers Swetnam, Dearborn, and Gedstad, officially kicking off her dream career. Even though she might regret leaving the dance world, we are sure happy that her path has led her to the GJPD.




Grand Junction Police Department
Rap Sheet
ISSUE #18
June 2025

Don't forget to play the Summer Bucket List and earn prizes all summer long! Contact a member of the Wellness Committee if you have questions!

Proud to Serve

SAVE THE DATE!
Ice Cream with a Cop @ Enstroms June 5 1100-1330
SOCO State Games Starting June 6th

Did you know...Alex Ogle does a great Sid the Sloth impression. If you want the smiles, ask her for a line or two!

Check out the Annual Report here!

Your Team at Work

A Look Back
Sergeant Piotrowski SWAT 2012

Chief's Corner
"It's been said that if you love what you do, you'll never work a day in your life. Perhaps that's an overstatement, but let's face it...police work is fun. Let's not lose sight of that." - Chief Matt Smith

Newsletters – “Rap Sheet”



**PROUD
TO SERVE
GRAND JUNCTION**

(GJPD Officer Tafoya)

**They're
Worth It**

Put Into Action



Earn trust from you team and get their help.



Take lots of photos and/or videos. Remember YOUR organization's personality.



Just do it!

Be Consistent!



**What else
do you want to know?**