

Rogers, Tarrah

From: Sherrod
Sent: Friday, May 12, 2017 2:33 PM
To: Heaton; Sam
Cc: Ferrell; James
Subject: Drug Whisperer Story

Sir,

There is a story that 11 Alive did about an officer in our department that they are calling "the drug whisperer". It seems that the PD department has taken quite a negative PR hit because of this story. Our Facebook page has been blowing up with tons of negative comments. This is the first time our social media has had this much negative attention since I have been here and I was just wondering from a PR standpoint if we typically just let it blow over or what our protocol for situations like this are?

<http://www.11alive.com/news/investigations/the-drug-whisperer/437061710>

Thanks,

Demetrius Sherrod

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