



DRUG ENFORCEMENT MEDIA & PR:



Ryan J. Reilly 
@ryanjreilly

Share



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I believe these are rubber bullets, can anyone confirm? #Ferguson

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*Mark Woodward
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Oklahoma Bureau of Narcotics*



DRUG ENFORCEMENT MEDIA/PR COURSE OBJECTIVES

- This course is designed to assist you handle multiple media/PR situations, but also maintain good community relations
- **Why** you should get along with the media
- **How** to get along with the media
- On-Scene assessment and control of media
- Ride-Along's
- Damage control





DEALING WITH THE PRESS

- 1) Use the media to YOUR advantage
- 2) Be Honest/ NEVER Lie
- 3) Don't Get Angry
- 4) Be aware of live shots
- 5) Be camera smart
- 6) Be mic smart
- 7) Radio Traffic
- 8) Public Record Files



Phone camera video

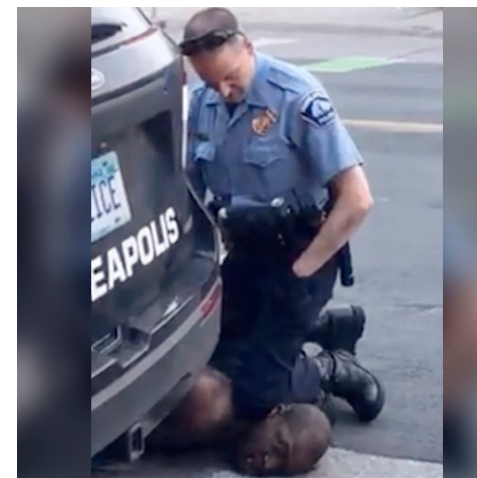


Trooper Dashcam video

THE WORLD IS WATCHING!



THE WORLD IS WATCHING YOU!



Don't get
tunnel-vision!

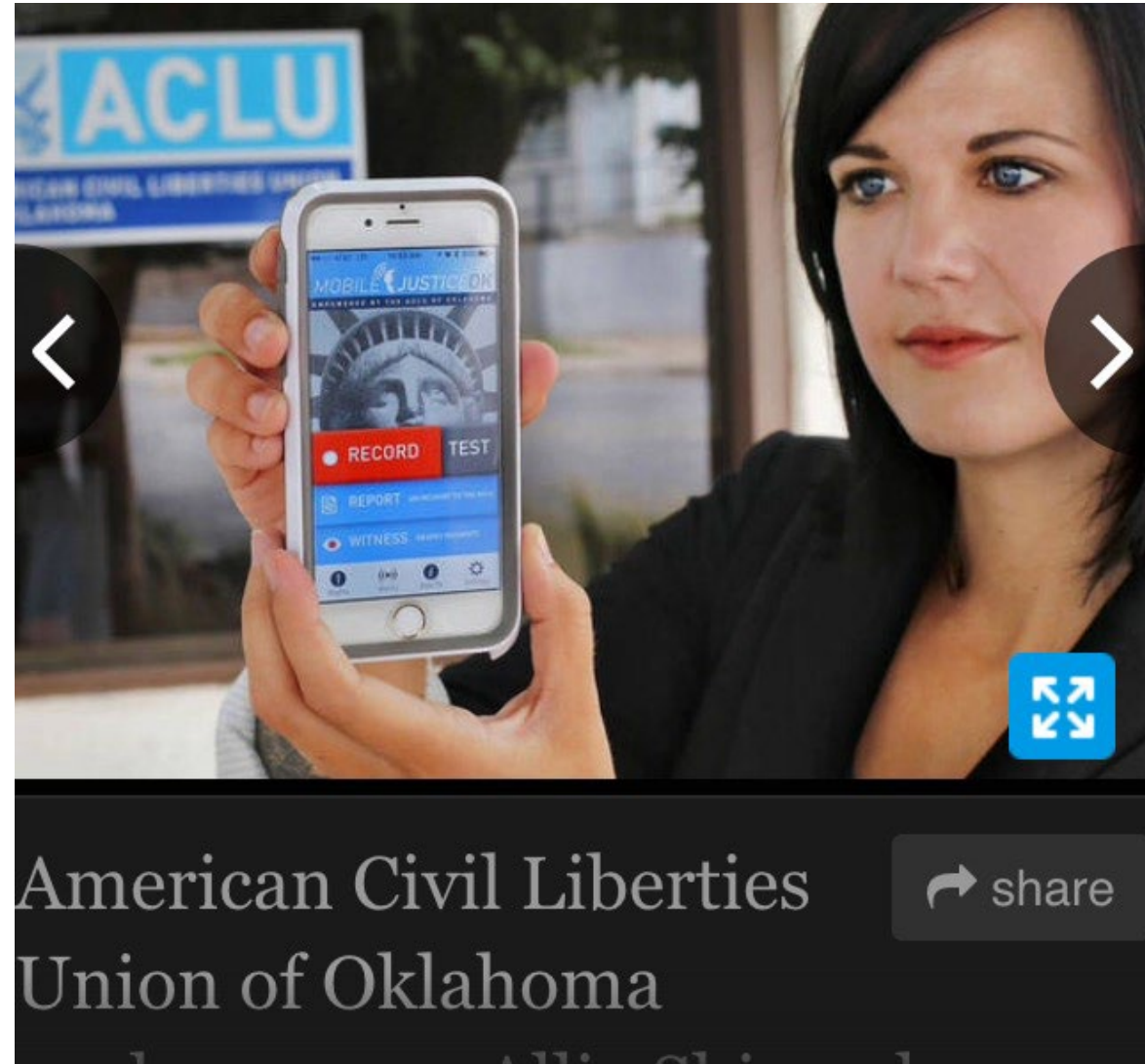


ACLU AP

The fallout:

The "Ferguson Effect":

The theory that police officers may not be as quick to engage a subject out of fear they will become the next officer to be depicted in a viral video.



REALITY DOESN'T (always) MATTER



A CAMERA CAN BE A GOOD THING!



American Citizens: You Have NO Rights Left! Oklahoma Jackb...



NBC News

Bodycam footage shows St. Paul officer being attacked before shooting man

Open Records Act:

51 O.S. § 24A.1-29.

- Any private citizen can file an Open Records Request without stating a reason.
- All records are open unless specifically exempt.
- Emails/Documents on Agency computers are Open Records, so guard your words!!! Radio Traffic---guard your words!!!
- Any dash/body cam video is for the most part an open record. As indicated above, anyone can request the video and they do not need to indicate the reason for the request.



Copy/Paste Journalism

Anything and everything in your affidavit could end up on the front page!!!

- Pole Cam
- Trash Pulls
- Wire Tap
- UAS (Drones)
- U/C Agents' ID
- C.I. (insert name)



Marijuana Grow Owners Unknown

HERALD STAFF REPORTS

With the law of all of Sooner land being that media-marijuana is available to anyone willing to obtain a license for personal use and the same applies to farm quantities of this formerly verboten herb, merely apply to the state authority.

According to court filed affidavits of early September agents with the Oklahoma Bureau of Narcotics and the county Sheriff's and District 24 Task Force members executed a search warrant at a residence on West 61st Street, Jennings Oklahoma.



Wei Wang his CC Jail mugshot – investigators allege this is the head honcho of an illicit grow farm.

Copy/Paste Journalism

Ignorance Grown at the Weedfarm

CONTINUED FROM PAGE 1

However a female stepped up and submitted licensure paperwork on behalf of Gold J&S asserting to be 100 percent owners of the L.L.C. This firm was granted a license by the OMMA which will expire in March of 2023.

However lack of Oklahoma Bureau of Narcotics registration documents and according to the affidavit this Jennings grow site “did not even meet the (1st) threshold requirements” “to cultivate and manufacture marijuana”.

A Creek County district judge signed the search warrant based on the probable cause information presented to her.

Six persons were detained and mirandized at the grow scene with the names of the detained being: Wei Wang of Flushing New York age 47 years; Xiu Pin Ou; Zai Quin Zhu; Xinohe Lin; Boshan Lin and Xiu Ying Zhou.

Authorities noted the elaborate and high tech surveillance system at the property. None at the scene could produce any documentation of a lawful state certified growing regimen.

Authorities recovered and inventories 500 pounds of processed marijuana and 5,807 individual plants alive and

in varied states of growth.

Agent ‘Z’ of the OBN an oriental languages specialist at the scene acted as a bilingual translator as English was not the first language of the people found working this huge grow endeavor.

In confidence three of the five persons interviewed pointed direct at Mr Wei Wang as the boss man and grow manager.

Under questioning Wang played stupid and his answers provided to authorities do not ring true.

Authorities are pressing the most serious criminal allegations upon Wang as he has been initially charged with; cultivations of dope; conspiracy to violate UCDSA, unlawful use of video facilities to facilitate felony crimes and trafficking in illegal drugs.

Wang was initially booked into the Creek County jailhouse on the afternoon of August 31st.

Wang is due in Creek County District Court for arraignments and other initial procedures on November 16, 2022.

CRITICISM: ANTICIPATE/PREPARE



MEDIA: Use the Press to YOUR advantage!



29 arrested during raid in Clinton, leaving residents saying ...

'NEIGHBORHOOD NEEDS HELP'



USING MEDIA TO DEFINE THE PROBLEM AND SPIN PUBLIC OPINION



MEDIA: SPOTLIGHTING THE SOLUTIONS



Win in the *Court of Public Opinion*

From This →



← To This

Case-Sensitive Considerations/Alternatives



 Oklahoma Bureau of Narcotics
Published by Mark Woodward · August 11 ·

OBN K9 'Trick' recently alerted on a vehicle attempting to traffic 10 Kilos of cocaine and two pounds of crack cocaine across Oklahoma.



47,992 People Reached 5,081 Engagements [Boost Post](#)

 1.5K 140 Comments 195 Shares



Oklahoma Bureau of Narcotics

Published by Mark Woodward · 1h · 🌐



Great work by our OBN Tulsa office seizing several ounces of heroin as part of an ongoing investigation. If you have information about criminal drug activity, contact the OBN tip-line at 1-800-522-8031. You can remain anonymous.



3,873
People Reached

343
Engagements

Boost Post

👍❤️😬 137

7 Comments 11 Shares



DRUG ENFORCEMENT: RIDE-ALONG POLICY

- Pro's and Cons of Press/Legislative Ride-Along's
- Consider the advantages and risks ahead of time
- NEVER leave media unescorted
- Ride-Along's can go bad!



DRUG ENFORCEMENT AND MEDIA: P.R. CRISIS MANAGEMENT

Handling the Media during a crisis or when the agency stands accused

- Police can learn from corporate America
- Own it! Hit it head-on!
- Notify PIO, Supervisors and Legal Staff immediately!



LESSONS FROM FERGUSON: *TIME TO RE-THINK MEDIA*



The world must see ,unarmed
17yr old boy killed by police shot
8-10 times this needs national
attention #RT #RIPMIKE



Brh.
@TheePharoah

I JUST SAW SOMEONE DIE

Reply Retweet Favorite More

RETWEETS 446 FAVORITES 116

10:03 AM - 9 Aug 2014

Tim Dickinson
@7im

This man saw Michael Brown get gunned down from his Ferguson apartment & tweeted in live time
twitter.com/7im/timelines/...



20 likes
view all 7 comments
patti.mayo Girl smh then they left him in the middle of the street for four hours
@yourmajestee

Marion S. Barry, Jr.
@marionbarryjr

I believe Michael Brown was executed by Officer Wilson.

Reply Retweet Favorite More

RETWEETS 29 FAVORITES 10

5:31 PM - 15 Aug 2014

Tweet



I believe these are rubber bullets, can anyone confirm? #Ferguson

Ryan J. Reilly
@ryanjreilly

I retract that suggestion, they are earplugs. Apologies.

umair haque
@umairh

Tanks. Military police. Occupation. Media blackout. No fly zone. In...a suburb. This is America in 2014. #Ferguson

Reply Retweet Favorite More

RETWEETS 919 FAVORITES 338

2:20 AM - 13 Aug 2014

Drug Enforcement: Use Social Media To Your Advantage

MISSING
FROM WEATHERFORD, OKLAHOMA



WWW.FACEBOOK.COM/MISSINGCASES

Oklahoma Bureau of Narcotics 9,269 likes · 5,396 talking about this

Government Organization
Welcome to the official OBN Facebook Page. To confidentially report criminal activity in your community, send us a private message on Facebook or call 1-800-522-8031.

REPORT SEX TR 1-855-617

105 Friends

Invite Your Friends to Like this Page

- Alan Eddins
- Melanie Ray Stevens
- Katie Coey Oliver

Recent Posts by Others on Oklahoma Bureau of Narcotics

- Tim Fitzpatrick: Back at it
- Kenneth Wise: Hey Guys I just wanted to say that you guys and the rest o...

Oklahoma Bureau of Narcotics shared Nicoma Park Police-Department's photo.
July 8

Help our friends at Nicoma Park PD find this suspect wanted in a pharmacy burglary

This suspect is wanted for questioning in reference to a pharmacy burglary that happened over the weekend. He has what appear to be star tattoos going up his right arm. He is a white male, approximately 6' tall. Any information please contact Officer Matthew Cline at 405-769-5675.

05:48:46

Unlike · Comment · Share

Oklahoma Bureau of Narcotics and 32 others like this.

DON'T BE STUPID! Guard YOUR social media.

Black Lives Matter activist MarShawn McCarrel, 23, shot himself on the steps of the Ohio Statehouse Monday night. <http://ddrnews.com/1nWb2pZ>



Black Lives Matter activist kills self at Ohio Statehouse
ddrnews.com



Lee Cyr updated his cover photo.

March 11, 2015 · 🌐



Lee Cyr

Love a happy ending.

Yesterday at 9:26 PM · Like · Reply



What a hypocrite

3 hours ago · Like · Reply



One less to worry about

Yesterday at 6:33 PM · Like · Reply



Plan Ahead=Be Prepared



OKLAHOMA BUREAU OF NARCOTICS OPERATIONS ORDER

- Situation:** The Oklahoma Bureau of Narcotics Ardmore District Office has been conducting an investigation involving the **Methamphetamine Trafficking** activities of David Wayne Johnson JR and Robert Eugene Tiller in Marshall County, Oklahoma since March of 2019. **Beginning in November 2020** and concluding in January 2021, Senior Agent Ethan Chandler (case agent) and other investigators executed a wire interception on David Wayne Johnson JR's cellular phones. During the wire interceptions, several individuals were intercepted and identified as co-conspirators in Johnson's Drug Trafficking Organization. Johnson was intercepted and observed utilizing multiple sources of supply for methamphetamine, one being Robert Eugene Tiller. Johnson made several trips to Oklahoma City and pick up **two or more pounds of methamphetamine** from one source and utilized Robert Eugene Tiller to resupply in Madill, Oklahoma when he was needing a faster turn-around.
- Mission:** The Oklahoma Bureau of Narcotics, Ardmore Police Department, Marshall County Sheriff's Office, Madill Police Department, Johnston County Sheriff's Office, Durant Police Department, Bureau of Alcohol, Tobacco and Firearms, Chickasaw Lighthorse Police Department, U.S Marshalls Service, Choctaw Nation Police Department and the Bureau of Indian Affairs will execute **5 search warrants** and several arrest warrants on March 25, 2021 stemming from this investigation. Arrangements have been made to transport all arrestees to Marshall County Jail in Madill, Oklahoma, after being interviewed by Agent Chandler, where charges from this case have been filed.

All defendants have been cross-checked for Native American Citizenship through the "Five Civilized Tribes" and only arrest warrants for non-native American defendants will be served on this day. If defendants claim to be Native American Citizens when law enforcement personnel come into contact with them, their identifications will be checked with the tribe they associate with to ensure all proper procedures are followed.

3. Execution:

- Concept of Operations:** One search warrant in Ardmore (Carter County), two search warrant in Madill (Marshall County) and two search warrants in Johnston County will be served simultaneously in an effort to minimize the risk to law enforcement by not allowing the targets of the operation to communicate with each other or warn each other during the operation. **Fifteen (15) arrest warrants** will also

for their respective search warrants and submit them to their AIC or Chief for approval, as well as Agent Chandler.

NEAREST MEDICAL FACILITY: Listed here are the closest medical facilities for the areas in which the operation will take place.

Mercy Hospital - ARDMORE
1011 14th Ave. NW
Ardmore, OK
Phone# (580) 223-5400

Alliance Health - MADILL
901 South 5th Ave
Madill, Oklahoma
Phone# (580) 795-3384

Mercy Hospital - TISHOMINGO
1000 South Byrd Street
Tishomingo, OK
Phone# (580) 371-2327

CONTACT INFORMATION:

- | | |
|-------------------------------|----------------|
| 1) Ethan Chandler, Case Agent | (580) 490-6835 |
| 2) Kristi Combes, Analyst | (580) 222-9944 |
| 3) Kyle Pepler, OBN Legal | (405) 830-7821 |
| 4) Rosa Reyes, Chief Agent | (405) 613-8740 |
| 4) Bryant Knox, AIC | (580) 504-5850 |

Johnson Arrest Operations Order (LAW ENFORCEMENT SENSITIVE)

- | | |
|--------------------------------------|----------------|
| 5) Misty Chandler, Analyst | (405) 397-8334 |
| 6) Mark Woodward, PIO | (405) 613-4967 |
| 7) Russ Cochran, OBN General Counsel | (405) 227-9957 |



Oklahoma Bureau of Narcotics
and Dangerous Drugs Control

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TOLL FREE: 1 - 8 0 0 - 5 2 2 - 8 0 3 1

“LIKE” and FOLLOW OBN ON FACEBOOK