

CITY OF MILWAUKEE POLICE DEPARTMENT NEWS RELEASE

Edward A. Flynn, Chief of Police

FOR IMMEDIATE RELEASE
DATE: AUGUST 3, 2009

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MILWAUKEE POLICE UNVEIL BRANDING/RECRUITING CAMPAIGN

In some jobs, success is measured by what doesn't happen...Be a Force

The Milwaukee Police Department is “branded.”

MPD, in partnership with advertising agency Cramer-Krasselt/Milwaukee, today unveiled a wide-reaching campaign designed to “brand” the MPD and Milwaukee with a positive perception of the department and the city, and to assist MPD in its recruiting efforts. The theme, “Be a Force,” will appear on billboards, television, radio and print starting in August.

The campaign, more than a year in development, was provided on a **pro bono** basis by Cramer-Krasselt – **no taxpayer funds were used in the creation of this campaign,** which most certainly would cost more than \$1 million for a private sector business. **The media outlets where these pieces will run also have donated the advertising space to this public service effort.**

A positive brand image reflects the extraordinary work being done by the men and women of the Milwaukee Police Department that makes living in the city of Milwaukee an outstanding experience. The MPD is breaking ground nationally among law enforcement agencies with the kind of branding campaign typically created for private sector companies – with private sector monies. Its theme, “Be a Force” applies to everyone in the community – police and residents alike.

“‘Be a Force’ refers not just to the police force but to the force and power of residents to effect positive change in their neighborhoods,” Milwaukee Police Chief Edward A. Flynn said. “We are sharing the message that in some jobs, success is measured by what doesn’t happen. At the MPD, we had nearly 3,000 fewer victims of crime last year than the year before. That’s success that we want to share on a grand scale.”

Those interested in seeing a compilation video of the television spots for the campaign may go to the Milwaukee Police Department’s Website at www.milwaukee.gov/police or on MPD’s site on YouTube at <http://www.youtube.com/watch?v=aftjxsXLrNw>

The pieces also will be available, along with video of the entire news conference, on the downloadable program, “CrimeLine,” on Time Warner Cable Wisconsin on Demand, Channel 1111. Go to the “Your Community” tab then click on “CrimeLine” for a selection of short programs on crime prevention efforts by area law enforcement.

Partners Donating Media:

TV: WDJT, WISN, WITI, WTMJ, WVTW/WCGV

Radio: Clear Channel Radio (WISN-AM, WOKY-AM, WKKV-FM, WMIL-FM, WRIT-FM, WQBW-FM), WLWK-FM, WJMR-FM, WTMJ-AM

Outdoor: Clear Channel Outdoor, Lamar Outdoor

Online: Clear Channel Radio Websites (stations above), WJMR.com

Print: Milwaukee Journal-Sentinel, M Magazine, Milwaukee Magazine, Business Journal, Kubin-Nicholson Corporation, Mandel Company

“Be a Force” Campaign Creative/Production Credits:

Agency: Cramer-Krasselt/Milwaukee

Client: Milwaukee Police Department

Executive Creative Director: Chris Jacobs

Creative Director: Brian Ganther; Todd Stone; Chris Buhrman; Mike Fazende

Art Director: Mike Fazende; Shawn Holpfer; Jim Root; Brian Steinseifer

Copywriter: Todd Stone; Brian Ganther; Jason Ziehm

Photographer: Jeff Salzer (“Church”, “Missing Poster”, “Memorial”, “Be a Force”)

Photographer: Maria Ellen Huebner (“Ride Along” Documentary stills, “Skinned Knees”)

Art Buyer: Karen Kirsch

Radio Edit: Fifth Floor Recording Co.

Audio Engineer: Matthew Misslich

Video Production Partner: Square Joint

Director: John Biesack

Director of Photography: Robb Fischer

Gaffer: Dan Andera

Video Edit: Independent Edit

Editor: Rob Due

Sound Engineer: Randy Bobo

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