

**From:** [Helen Escott](#)  
**To:** [RNCMediaRelations](#)  
**Subject:** RE: Shooting story  
**Date:** Sunday, April 05, 2015 8:54:45 PM  
**Attachments:** [2013 Member-involved shooting guidelines.doc](#)

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Here it is. Delete our name and make it your own. Keep it between me and you.

> From: RNCMediaRelations [REDACTED]  
> To: h.escott@[REDACTED]  
> Subject: Re: Shooting story  
> Date: Sun, 5 Apr 2015 23:16:37 +0000  
>  
> Hi Helen  
>  
> That would great, I would love to have a copy of that.  
>  
> Thanks so much  
>  
> Steve  
>  
> Sent from my BlackBerry 10 smartphone on the Bell network.  
> Original Message  
> From: Helen Escott  
> Sent: Sunday, April 5, 2015 20:34  
> To: RNCMediaRelations  
> Subject: Shooting story  
>  
>  
> Hi Steve,  
> Just following the shooting story. I wrote a communication strategy for our members who were involved in a shooting. It is a "how to" media/ internal communications/ to dealing with the member guide. If you're interested I'll send it to you & you can make it your own. It may be a good checklist for you. Let me know if you're interested. I can send it to you.  
> Helen  
>  
> Sent from my iPad  
>  
>  
> "This email and any attached files are intended for the sole use of the primary and copied addressee(s) and may contain privileged and/or confidential information. Any distribution, use or copying by any means of this information is strictly prohibited. If you received this email in error, please delete it immediately and notify the sender."



## Member-involved shooting communications guidelines

These guidelines have been created to assist communicators across the country in preparing communications materials in the event of a member-involved shooting. The guidelines consist of a checklist and samples of a news release, key messages and a Qs and As document.

\* Reminder: Timely communication alerts shall be delivered to National Communications Services without delay on emerging major events (via HQ\_CommsAlerts), which includes member-involved shootings.

\*\* As most divisions have their own approvals processes and guidelines, this is simply a generic outline.

### CHECKLIST

- As any member-involved shooting is automatically referred to external investigation or review (as per Operations Manual section 54.1), communications will be limited.
- To demonstrate transparency and full accountability, prepare a proactive news release that includes non-contestable points and the name of the investigating agency/police department.
  - The level of information provided in the news release and the hold-back limitations might be determined in consultation with the investigating body (depending on division).
  - Depending on the division, the external agency could be a specific independent authority or a separate police department.
  - Follow your division's approvals process for finalizing the news release.
- Depending on the nature of the incident, an internal message may be required (e.g., for smaller detachments, colleagues will need to be in the loop if members are assigned to administrative duties following a shooting and replacement members are assigned).
- Notifications:
  - NHQ Communication Alerts (HQ\_CommsAlert@[REDACTED])
  - Divisional Communications
  - District Management
  - RCMP Unit/Detachment employees
  - Stakeholders (e.g., mayor, provincial government, band council)
  - Member(s) involved (to ensure they are aware of messaging)
- A spokesperson should be identified (in consultation with Divisional Communications) to communicate the key messages found in the news release in response to any media inquiries. The spokesperson should not provide information beyond the approved key messages.
- Disseminating the news release: Depending on the division, the news release may be distributed directly to specific media outlets, posted online or via social media.
- After the initial RCMP news release, any further public comment should be the responsibility of the external investigative body.
- Communicators should monitor print, broadcast, and/or social media to gauge public reaction.
- In the case of a death, communicators must also keep in mind the potential for a coroner's inquest, a civil suit, and/or a public complaint.

See attached news releases, Qs and As, and key messages for samples.

## SAMPLES

### News release

2013-04-26

5:00 p.m.

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At 11:25 this morning Watrous Detachment received a complaint of a break and enter. Members responded and an additional two more break and enters were reported. During the investigation, members were able to identify one suspect and a suspect vehicle. At 14:50 members from the Saskatoon RCMP Detachment located a vehicle matching the description of the suspect vehicle and conducted a traffic stop on Highway #16 near Clavet, west of the Bradwell turnoff and Clark Road.

During the traffic stop, RCMP members on the scene discharged their firearms and one adult male was injured and taken to hospital.

The three other passengers in the suspect vehicle have been taken into custody and were not injured during this incident. No RCMP members were injured during this incident.

The examination of the circumstances of this incident will be the subject of an investigation which will be conducted by the Regina Police Service. Regina Police Service was contacted immediately and are en-route.

Motorists can expect delays in the area over the next several hours.

-30-

Cpl. Rob King will be available for media interviews at RCMP HQ, 6101 Dewdney Avenue at 6:00 p.m. Cpl. King will not be available for media interviews prior to this.

For media inquiries:

Cpl. Rob King  
"F" Division Media Relations  
306. [REDACTED] 827

## News release

Police shooting under investigation - One man dead

Shortly before 6:00 a.m. on July 13, 2013, Codiac Regional RCMP responded to a complaint of an armed individual attempting to break into a vehicle in an area near the Moncton Coliseum.

The complainant was in the vehicle at the time of the incident and also stated the individual was causing damage to his vehicle.

Police officers were sent to the scene, including police dog services, in an attempt to locate the individual as he had left the area of the Coliseum.

Members of Codiac Regional RCMP were involved in a shooting incident. As police were actively attempting to locate the armed man, shots were fired sometime around 7 a.m. in the Whitney-Jordan Street area of Moncton.

A man, in his 30s, was later pronounced dead.

The incident is being investigated by Fredericton Police Force who will take over all aspects of the investigation.

Note: Cst. Damien Thériault will be available at 2:00 p.m. to meet the media at Codiac RCMP Office at 520 Main Street Moncton.

**Key messages**

Fredericton Police Force investigating Codiac shooting incident

2013-07-13

Codiac RCMP were responding to a complaint from an individual that an armed man was attempting to get into his vehicle, while he was in it.

Whenever there is a loss of life it can be a traumatic experience for those involved. Codiac RCMP Victim Services will reach out to the family of the deceased. Support services will also be offered to employees.

The Fredericton Police Force has been asked to investigate this incident. A team of investigators is now in Moncton and have begun their work.

As per policy, the police officers involved in this incident have been taken off of regular policing duties.

SAMPLE

## Questions and answers

**Q1) What happened that caused the police officer to shoot?**

A1) That's what the Fredericton Police Force will be investigating.

**Q2.) Have the police officers or police officer involved been removed from duty?**

A2.) As per policy any member involved in a shooting is removed from active duty. Codiac RCMP will also be making sure that any Codiac employees involved receive the appropriate support.

**Q2a) What kind of support are you talking about?**

A2a) We have an employee assistance program to aid employees and we anticipate there will be some type of debriefing for employees as well. Whenever there is a loss of life it can be a traumatic experience.

**Q2b.) How long will they remain off the job?**

A2b.) I'm unaware of that.

**Q3.) Will there be support for the family of the deceased?**

A3.) Yes, Codiac Regional RCMP Victim Services will be offering them guidance and support.

**Q4.) Were any police officers injured?**

A4.) No officers were physically injured.

**Q5.) What was the man who was shot doing when police fired at him?**

A5.) That will be part of the investigation by Fredericton Police Force.

**Q6.) Was the man who died known to police?**

A6.) I am not aware of that information.

**Q7.) How many shots were fired?**

A7.) That will be part of the investigation by Fredericton Police Force.

**Q8.) I understand that a bullet may have hit a house in the area. Is that true?**

A8.) That will be part of the investigation by Fredericton Police Force.

**Q9.) Why would a police officer have drawn his gun and fired at the man?**

A9.) That will be part of the investigation by Fredericton Police Force.