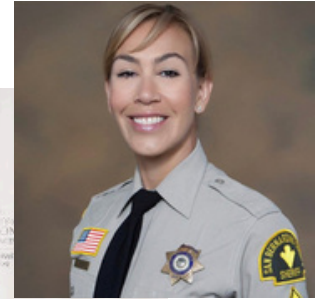


IN UNISON *with* YOUR UNION

LOLITA HARPER
EXECUTIVE DIRECTOR, SEBA
SHERIFF'S EMPLOYEES' BENEFIT ASSOCIATION

ABOUT ME

- BA Print Journalism, USC
- Master of Science Organizational Leadership, University of Redlands
- Los Angeles Times Staff Writer
- SBCSD Academy Graduate Class 161
- 10 years SBCSD, Detective
- SBCSD Public Affairs
- SEBA Executive Director
- 2-time Emmy winner, PSA and Special Event Coverage
- Youth soccer & baseball coach / volunteer
- Public speaker & other community stuff



ABOUT YOU

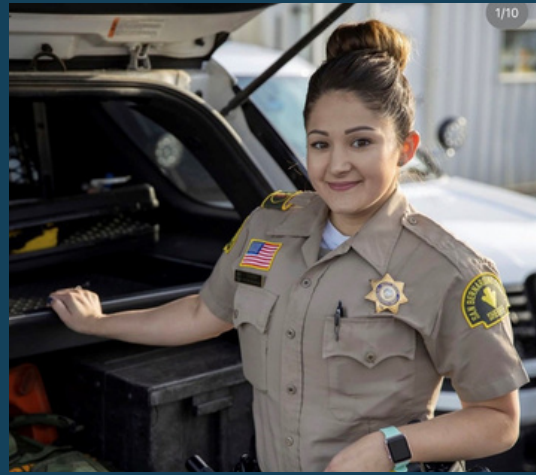


- Cops? Firefighters? Public Service orgs?
- Sworn? Non sworn?
- Formal media training or experience?
- Years of experience?
- Rank? Management position?
- Do you have an active union?
- Liberal or conservative constituents?
- FB / IG / Twitter / LinkedIn
- Do you have an active union?
- Does your union have a voice?
- Has anyone utilized their union for messaging?

LEVERAGING YOUR UNION



POLICIES



COLLABORATION



RESOURCES

POLICIES



Laws don't apply



Unions are private entities



Person vs department

COLLABORATION

Posts, reels, stories

Content management

Films, interviews, handles



RESOURCES



Political messages



Funding source



Fallen Officers



sebasbcounty



QUESTIONS?

THANK YOU





KEEP IN TOUCH



@SEBASBCOUNTY

WEBSITE

www.seba.com

EMAIL ADDRESS

LHarper@seba.com

PHONE NUMBER

(909)501-1240 work cell

LOCATION

1998 Orange Tree Lane
Redlands, CA 92374