

Media Release

Ontario's Police Leaders Name Constable Sandasha Bough Media Officer of the Year

For Immediate Release: June 11, 2018

(Toronto, ON) – Ontario's police leaders are proud to announce that Constable Sandasha Bough of the London Police Service (LPS) is this year's Media Officer of the Year. Constable Bough will be honoured at the Ontario Association of Chiefs of Police's (OACP) 2018 Annual Meeting taking place June 10-13 in Huntsville, ON.

This award recognizes an a sworn or civilian member (or team) whose response to an incident demonstrates expertise, effective messaging and professionalism; who has supported or implemented a successful media/social media campaign to educate the public on a policing or public safety issue or advanced an investigation, and who has developed or enhanced relationships with members of the media over a period of time in the Province of Ontario.

"Our police Media Relations Officers play a crucial role in helping us engage with members of the media and with the public in a timely manner," said OACP President Chief Bryan Larkin. "Constable Bough has demonstrated the type of strong commitment and unrelenting dedication to engaging with media and the public. She's a mentor to many other police professionals not only in her service, but across Ontario as a result of her commitment to the OACP's Ontario Media Relations Officer Network (OMRON)."

As an officer of the London Police Service since 2000, Constable Bough has worked in the Fraud and Traffic Management units, Court Services Section, and as a School Safety Officer. Since taking on the role as the Media Relations Officer in January 2016, Constable Bough has proven herself to a communications professional. Her dedication to enhancing policing, community, and media relations can be seen through various media/social media endeavors.

Recognizing the need for journalists and media outlets to receive information in a timely manner, Constable Bough implemented a two-day, in-house training course for LPS Relief Media Officers. To date, Constable Bough has trained more than 20 LPS officers to take on this role. She has improved the LPS's social media capabilities, doubling the number of LPS Twitter followers, increasing Facebook followers by more than 30%, and launching the service's first Instagram account.

As co-facilitator of the OACP/OMRON Media Relations course at Ontario Police College and frequent guest speaker on the OPC Major Case Management Course, Constable Bough embraces opportunities to share her enthusiasm and expertise with others. She currently serves as Vice-Chair of OMRON and Regional Vice-Chair (Eastern Canada) section of the International Association of Chiefs of Police's Public Information Officer Section.

The OACP's annual awards will be presented on June 12. For more information on all our award winners, please visit the OACP website at www.oacp.ca.



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