



Media Kit



NEWS RELEASE

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FOR IMMEDIATE RELEASE – 07/26/22

'YOU & FIVE-O' TO HOST FREE 'REALITY CHECK 5.0' COMMUNITY POLICING TOWN HALL ON AUG. 11 TO INCREASE SAFETY & SURVIVAL DURING ENCOUNTERS WITH LAW ENFORCEMENT

Invitations Sent to HBCUs Across the Country as Part of Orientation for Students Heading Back to School

DURHAM, N.C. – On Thursday, Aug. 11 at 6 p.m. (Eastern), presenters from You & Five-O (YFO), Kinston Police Department, and Shaw University's Center for Racial and Social Justice (CRSJ) will host a virtual town hall webinar titled "Reality Check 5.0" to discuss community policing and to provide tips for safely surviving encounters with law enforcement. Everyone is welcome, and there is no cost to attend; however, registration is required at www.YouAndFive-O.com.

Founded in 2015 by retired Deputy Police Chief Beverly "BJ" Council, You & Five-O provides customized training for police officers, community organizations, schools and individuals to assist with improving relationships between police and the public they are sworn to protect and serve. YFO was created in response to numerous high-profile cases highlighting deadly encounters between law enforcement and mostly Black and Brown – and often unarmed – individuals. Training sessions address the current lack of trust, communication gaps, problem-solving, Constitutional rights, and potentially devastating consequences of inadequate relationships between the public and the police.

Council said: "Our goal is to save lives. This Reality Check 5.0 webinar is an opportunity for us to provide solutions to keep people safe. Cooperation and communication between the police and the public will take center stage in our efforts to increase safe encounters with law enforcement." Webinar topics will address the history of policing in the U.S., individual rights, police perceptions and misperceptions, police misconduct and accountability, and current cases in the media.

Dr. Erin Moore, executive director for the Center for Racial and Social Justice, said: "The Center for Racial and Social Justice is excited to be a part of this important and timely conversation about creating a better relationship between police and the communities they serve. It is vital that our young people learn how to interact with law enforcement so that they can make it home safely."

You & Five-O training programs pay homage to the merits of cooperation, compliance and communication with officers of the law. Leaders at community organizations and local police departments interested in presenting the signature You & Five-O Community Policing training model can email: training@youandfive-o.com for more information.

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Eds. Note: (ret) Deputy Police Chief BJ Council is available for media interviews in advance of the "Reality Check 5.0" webinar by emailing: media@youandfive-o.com



REALITY CHECK 5.0

Back-2-School edition

[Click Here to Register](#)

Thursday, August 11, 6:00 - 7:30 PM (Eastern)

You and Five-O (YFO) invites you to join parents, students, administrators, law enforcement, and concerned citizens for a powerful presentation and candid conversation about community policing and equipping individuals to safely survive encounters.

REALITY CHECK 5.0 was developed to **INFORM, REFORM & TRANSFORM** Community Policing in America.

Moderator



RIC SWINER

Principal, Spyder Marketing

Presenters



BJ COUNCIL

Former Deputy Police Chief (ret),
You & Five-O (YFO)
Founder and Lead Trainer



DR. ERIN MOORE

Executive Director, Center for
Racial and Social Justice
Shaw University



**CAPTAIN
KEVIN JENKINS**

Kinston Police Department
Kinston, North Carolina

Who should attend this Reality Check' session?

- Anyone who has been stopped by the police or is concerned about being stopped by the police.
- Students heading back to school or young adults moving away from home.
- Parents who are concerned about the safety of their children and preparing to have "The Talk."
- Residents who can offer solutions to improve relations between police and the communities they are sworn to protect and serve.
- Community leaders who want to host training programs for their residents and empower safety ambassadors to protect Black and Brown lives.

What will you learn?

- Basic problem-solving & conflict resolution skills to avoid unnecessary interactions with the police.
- How to put the odds in your favor to safely navigate encounters with law enforcement.
- Understand your rights during a traffic stop.
- History of policing in America and how law enforcement training has evolved over time.
- How to report police misconduct and create accountability.
- Where to find career and employment opportunities in law enforcement to increase representation.



Thursday, August 11, 2022
6:00 - 7:30 PM (Eastern)



FREE Virtual Event
(hosted on Zoom Webinar)



YOUANDFIVE-O.COM



Beverly “BJ” Council is the founder and lead trainer for You & Five-O, LLC (YFO). As the first African-American female to achieve the rank of Deputy Chief within the Durham City Police Department, she addresses community challenges slowly and methodically to create lasting change. As a Black female and retired police officer, she offers a unique view from both sides: she understands the police perspective while also being aware of the systemic issues and generational trauma that affect the Black and Brown communities.

Originally from Eastern North Carolina, BJ grew up on her family’s farmland with her parents and brother. After a short stint at North Carolina Central University and a little time spent back at home, BJ returned to Durham, NC, where she slept on a friend’s floor until she found a place of her own. Never deterred from making the most of her circumstances, BJ worked several jobs to make ends meet, before joining law enforcement after a suggestion from a friend. She graduated from the Durham Public Safety Academy in 1982, trained as both a firefighter and police officer.

As an officer, she was active in a variety of community outreach and policing enforcement programs. BJ was promoted to Corporal in 1987, and remained in Patrol as she later moved up to Sergeant. Eventually she was assigned as the Sergeant for the Violent Crimes Unit in Investigations, and by the mid-90s was promoted to Captain as a Watch Commander, then as a District Commander.

BJ was promoted to Major of Operations on September 10, 2001 - the day before the world changed. She retired as Deputy Police Chief of the Durham Police Department at the end of 2009. Her law enforcement career allowed her to serve and protect her community, as well as gave her many speaking opportunities, including talking to women about personal safety, homeowners concerned about safety in their communities, and youth about careers and the choice to join law enforcement.

BJ created You & Five-O in 2015 as a response to the rise of deaths that were occurring during interactions between law enforcement and the communities they serve. As the issues between these groups grew, their relationships were being damaged. After retiring from the Durham Police Department, BJ wanted to find a way to ensure that law enforcement maintained its honor of serving and protecting those in need, while also understanding the importance of asking and, most importantly, hearing the community about how they need to be served. You & Five-O enables communities and citizens to become empowered by understanding their rights and knowing how to safely interact with law enforcement.

BJ believes that when local police departments embrace the community policing philosophy and communities understand their role in it, both parties can work toward trust and mutual respect. When this initial step is taken, and when it’s accompanied by diversity and cultural training within law enforcement, YFO believes relationships between law enforcement and the citizens they serve can be improved. In this current moment, BJ aims to be an ally to those who are working toward reimagining policing. She started her YFO podcast in 2020 in response to the death of George Floyd, and as a way to express her thoughts and ideas about policing, protests, and the Black community – while also providing her unique perspective as a Black police officer.

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TOP FIVE TIPS FOR STUDENTS

How to Safely Interact with Law Enforcement

Tip #1

F

FIRST COOPERATE

Your first response should always be to cooperate with the officer's instructions to avoid escalating the encounter.

Tip #2

I

INCREASE YOUR KNOWLEDGE

You have rights. Educate yourself on what they are so you can utilize your rights as a citizen.

Tip #3

V

VISIBLE HANDS AT ALL TIMES

Always communicate your movements *before* moving. Make sure your hands can be seen by officers at all times.

Tip #4

E

ENSURE YOU GET HOME

The main goal is for *EVERYONE* to get home safely. Following these tips helps you get there!

Tip #5

O

OWN YOUR EMOTIONS

Maintain your composure. Only *YOU* can control your emotions. Calm actions lead to calm reactions.



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FOR IMMEDIATE RELEASE

'YOU & FIVE-O' LAUNCHES NEW PILOT PROGRAM FOR COMMUNITY POLICING

DURHAM, N.C. – In June 2022, You & Five-O, LLC (YFO) presenters implemented a new law enforcement training program for 46 officers sworn to duty at the Kinston Police Department in Kinston, North Carolina. The community policing curriculum was created by YFO founder and trainer Beverly “BJ” Council, a retired police officer and the first African-American female to achieve the rank of Deputy Chief within the Durham City Police Department in Durham, North Carolina.

The pilot program is designed to facilitate mutual trust and communication between police officers and the communities they protect and serve. The purpose of the training is to reinforce life-saving interactions for law enforcement and to underscore its role in protecting residents. YFO is part of the North Carolina Governor’s Crime Commission Grant for Disproportionate Minority Contact (DMC), awarded to the City of Kinston.

Council said: “According to data from The Bureau of Justice Statistics’ (BJS) Census of State and Local Law Enforcement Agencies, 2008 – developed during the Obama administration – there were 17,985 state and local law enforcement agencies across this country. Eighty-six percent (15,500) of these state and local agencies have fewer than 50 personnel. If we are going to transform the lens through which we view interactions between law enforcement and communities – Black and Brown communities in particular – it will begin at small and rural police departments across the country, and it will require all of us to reform our thinking in how we collectively approach and solve the current breakdown in these interactions. That is what the YFO training for police departments and presentations for community organizations will address.”

Kinston Police Department Interim Chief of Police Jenee Spencer said: “YFO has been working with the Kinston Police Department and its community members for three years. Of my 75 sworn personnel, 50 sworn persons attended training over the course of five days in June. We offered a survey to the participants and the results are 90% approval of the impact and delivery of the information. My leadership team and I reviewed the training objectives and believe it can enhance our officers’ understanding of how the community perceives law enforcement. I believe that hearing those concerns can only enhance our work in building better relationships with our entire community of Kinston.”

[more]

YFO Pilot Training release – Page 2 of 2

Tarrah Callahan, Executive Director for Conservatives for Criminal Justice Reform: Conservatives for Criminal Justice Initiative, said: “Today’s presentation by You & Five-O offered a very candid, relevant and balanced perspective that every officer would benefit from. BJ’s reminder that, at the end of the day, in any interaction with citizens and law enforcement, both parties just want to get home safely, was a poignant reminder of the very real fears and perceptions felt by both sides.”

You & Five-O training programs offered for residents and community organizations pay homage to the merits of compliance and communication with officers of the law. The primary objective is to promote mutual respect between law enforcement and citizens, with the ultimate goal of survival. Topics range from knowing individual rights, to traffic stops and searches, overviews about local police departments, reporting police misconduct, and current events.

Council said, “When local police departments embrace the community policing philosophy, and communities understand their role in it, both parties can work toward trust and mutual respect. When this initial step is taken, and when it’s accompanied by diversity and cultural training within law enforcement, YFO believes relationships between law enforcement and the citizens they serve can be improved.”

Leaders at non-profits, colleges, school systems, and local police departments interested in learning more about how to incorporate the signature You & Five-O Community Policing training model can visit www.YouAndFive-O.com or email: training@youandfive-o.com for more information.

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You & Five-O Contact Information

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