



Roxana Kennedy
Chief of Police

CHULA VISTA POLICE DEPARTMENT

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POLICE MEDIA ADVISORY

Date: December 20th, 2024
To: San Diego Media
From: Chula Vista Police Department
Contact: Sergeant Anthony Molina
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Subject: **CHULA VISTA POLICE IN COMPETITION FOR #1 RECRUITING VIDEO**

Message: FOR IMMEDIATE RELEASE

Chula Vista – The competition is tight, and the Chula Vista Police Department is now calling upon the entire San Diego community to rally together for the win! Chula Vista Police need your vote to get to #1 in a national competition for recruiting videos launched in 2024. [VOTE HERE](#).

The Chula Vista Police Department made strides in hiring both sworn and professional staff this last year, in part due to their recently launched “Join CVPD” [recruiting video](#). While this recognition is an honor, it comes as no surprise to Chief Roxana Kennedy, who believes the video highlights the unique qualities that define the department.

“Our recruiting video is unlike most you’ll come across,” said Chief Kennedy. “We used the power of storytelling in a cinematic short movie to show potential candidates what it is that sets us apart at Chula Vista PD – what the heart behind the badge truly means.”

A Cinematic Approach to Recruitment

The four-minute video, presented as a suspenseful mini-movie, captures the department’s innovative approach to public safety. It follows the gripping story of a young woman kidnapped after a breakup with her ex-boyfriend. The plot begins with a 9-1-1 call placed by a bystander, highlighting CVPD’s Live 911 technology – a web-based platform that allows officers to hear calls in real-time.

As the scene intensifies, a drone from the department’s Drone as First Responder (DFR) fleet launches to provide live aerial support, showcasing CVPD’s technological leadership. The video then shifts focus to various positions within the department, illustrating how officers and professional staff collaborate and utilize cutting-edge tools to resolve critical incidents. The story climaxes in a dramatic rescue that exemplifies the dedication and heroism of CVPD personnel.

A Call to Action

The Chula Vista Police Department is now calling on the San Diego community to rally behind the video and help it climb to the #1 spot in Police1's rankings. "This video makes it obvious why I'm so proud of my CVPD family," Chief Kennedy added. "When the community sees it, they're going to understand why it stands out from all the rest." The video not only serves as a recruitment tool, but also as a celebration of the teamwork, innovation, and heart that defines the Chula Vista Police Department. Be sure to watch the video and join CVPD in their mission to make it #1!

You can vote on the Police1 website until December 28th: [VOTING LINK](#)

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