



Oakland Police Department

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For Immediate Release

Oakland Police Media Relations Office

Oakland (Ca) – The Oakland Police Department, committed to providing timely information to the media, has added two people to the Media Relations Office. **With these additions, protocol in contacting the Media Relations Office has changed. For all media inquiries please email requests to opdmedia@oaklandnet.com or call 510.238.7230.** The following are our two new additions:

Officer Holly Joshi was inspired to join the Oakland Police Department in 2001 after majoring in Criminal Justice at California State East Bay. She spent most of her childhood in Oakland and felt very connected to the community and the struggles of the citizens. After graduating from the Basic Academy in 2002, she began patrolling a beat in the same East Oakland area where she grew up.

Officer Joshi quickly formed positive relationships with the citizens and business owners on her beat. She worked together with them on beat projects and became a trusted and respected officer in the district. Officer Joshi became acutely aware of the dangers of the drug trafficking that was affecting the neighborhoods in East Oakland. In 2003, she was selected to attend the Oakland Police Department's Undercover School. She then began working with the Crime Reduction Teams targeting the dangerous street dealers in the area.

In 2005, she was selected as a full-time member of the Crime Reduction Team in West Oakland. She spent the next two years working on long term projects which addressed violent crimes and the street drug trafficking that was devastating Oakland neighborhoods. In 2007, Officer Joshi was selected to participate in a joint effort between the Oakland Police Department and the DEA to target mid and upper level drug traffickers who were smuggling illegal narcotics into the city of Oakland. That effort, titled "Operation Peace Out", was one of the most successful joint efforts between the OPD and federal agents in Oakland history and resulted in the service of more than twenty search warrants and the indictment of over 30 dangerous criminals.

In 2008, Officer Joshi was selected as an investigator in the Vice and Child Exploitation Unit. She quickly became an expert in the area of human trafficking and child exploitation. She worked closely with non-government agencies throughout the county in the effort to save the victims of forced prostitution and to prosecute the predators responsible for their victimization. She has been instrumental in educating the public and other law enforcement agencies about the issues surrounding domestic human trafficking and children.

Officer Joshi is the newest member of the newly formed media relations team. She worked closely with the media while studying journalism in college and is looking forward to joining forces with the community to change the image of Oakland by showing the rest of the country our potential as a safe, positive, and thriving community.

Cynthia Perkins began her career with the Oakland Police Department in 1991, after being honorably discharged from the United States Navy in which she served four years. Ms. Perkins started with the Department as a Police Services Technician responsible for managing the *Drug Abuse Resistance Education (D.A.R.E.)* program and its annual budget of \$500,000. At that time D.A.R.E. was the only drug awareness program for students in the City of Oakland.

In 1994, Ms. Perkins transferred to the Community Services Division where she developed, implemented and managed the Department's *Volunteers In Policing Program (VIP)*, *Citizen Police Academy Alumni Association (CPAAA)*, and served as a member of the *African American Advisory Committee on Crime (AAACC)*. She also co-created, directed, produced, and hosted *CityWatch*, a television production focused on topics related to community policing and crime prevention which aired on the City of Oakland government network KTOP.

In 1998, Ms. Perkins was selected by the Chief of Police to help create a Public Affairs Unit in support of the Department's community policing and community relations efforts. As the Public Affairs Coordinator, she managed all requests for public appearances by police personnel; managed a \$200,000 anti-violence government grant award for Project Exile; coordinated a multi-jurisdictional anti-violence gun control media campaign and a \$100,000 anti-auto theft media campaign. She was also the creator and editor of the Department's first newsletter *The Oakland Police Insider*.

Ms. Perkins is currently the Department's Legislative Analyst and the first non-sworn member of the Department's newly formed press team. She is a member of the Salvation Army Advisory Board and is a volunteer for the American Red Cross. Ms. Perkins holds a Bachelor of Science in Public Administration and has formal training in video production, script writing and journalism.

The Media Relations Office hours will remain Monday-Friday 8am to 4 pm until the proper training time taken place. In the near future, the Media Relations Office hours will be extended to cover the night side news cycle.

For more information, please contact the Media Relations Office at opdmedia@oaklandnet.com or call 510.238.7230.

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