



## APPLICATION FORM

All applications must include the following information. Separate applications must be submitted for each eligible program. **Deadline: June 3, 2019.** Please include this application form with electronic entry. If you do not receive an email confirming receipt of your entry within 3 days of submission, please contact Gage Harter.

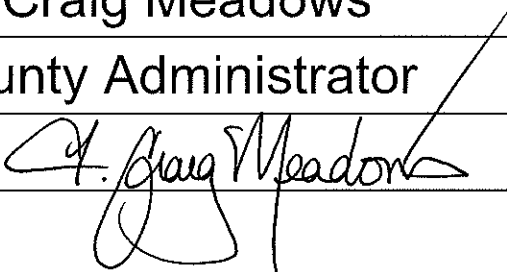
### PROGRAM INFORMATION

County: Montgomery County  
Program Title: Lip Sync Challenge  
Program Category: Communications

### CONTACT INFORMATION

Name: Jennifer T. Harris  
Title: Public Information Director  
Department: Public Information  
Telephone: 540-381-6887 Website: www.montva.com  
Email: harrisjt@montgomerycountyva.gov

### SIGNATURE OF COUNTY ADMINISTRATOR OR DEPUTY/ASSISTANT COUNTY ADMINISTRATOR

Name: F. Craig Meadows  
Title: County Administrator  
Signature: 

## **VACo Communications Submission – Sheriff’s Office Lip Sync Challenge**

### **Executive Summary**

Police Lip Sync Challenge videos have been a popular trend. As a result, the Montgomery County community had been asking the Sheriff’s Office when they would release a video. In July 2018, a Sheriff’s Deputy approached the Public Information Team with a list of songs and requested assistance in creating a lip sync challenge video. Knowing the deputies wanted to include several songs, the Public Information Team decided to have the Sheriff “click” on the various previews of music videos following a search for “epic police lip sync challenge videos.” This added cohesion to for the eight featured songs that included: Barbie Girl; Danger Zone; Lips Are Moving; Work; Thunderstuck; Dirt Road Anthem; This Is My Home; East Bound and Down. One special thing to note is that retired Virginia Tech Police Chief, Wendell Flinchum, was featured in the video along with his car during the East Bound and Down scene that was meant to mirror a scene from the movie Smokey and the Bandit. Once uploaded to the Montgomery County Sheriff’s Facebook Page in July of 2018, the video captured a lot of positive community engagement. To date, it has received 193K views, 3.8K likes, 626 comments, and 5,949 shares. <https://www.facebook.com/vamcso/videos/1981646278552707/>

## Overview

The Montgomery County Sheriff's Office responded to citizens who were requesting a lip sync video by approaching the county's Public Information Team with a list of songs and a tight timeline. Promptly following the initial brainstorm meeting with a deputy, the Public Information Team scheduled three days to shoot the video and identified locations where to shoot the scenes. In addition, the SWAT team was participating in training offsite and agreed to film a scene while at training. In the end, nine locations were chosen to shoot the video to include: the Sheriff's Office; the front of the Public Safety Building; the rooftop of the Public Safety Building; a dirt road in Montgomery County; three key community landmarks throughout the county to include Virginia Tech (where a football player who happened to be near Lane Stadium spotted us and asked to participate); an interrogation room in the Public Safety Building; and another secondary road parallel to Interstate 81.



The song choices included:

- Bad Boys by the Police which was playing in the background at the beginning of the video;
- Barbie Girl by Aqua and Danger Zone by Kenny Loggins which was performed by the female deputies and staff in front of the Public Safety Building;
- Lips Are Moving by Meghan Trainor which was performed by the Investigators in an interrogation room at the Public Safety Building;
- Dirt Road Anthem by Jason Aldean which was performed by deputies on a dirt road in Montgomery County;
- Work by Rhianna where several deputies serenaded the Sheriff on the rooftop of the Public Safety Building;
- Thunderstruck by ACDC which was performed by SWAT;
- This is My Town by Montgomery Gentry which was performed by several deputies at key areas throughout the County (rooftop of Public Safety Building; Lane Stadium at Virginia Tech; and the communities of Riner and Elliston/Shawsville); and
- East Bound and Down by Jerry Reed which featured retired Virginia Tech Police Chief Wendell Flinchum in his vehicle and a few of the Montgomery County Sheriff's Office Deputies – a scene intended to mirror one from the movie Smokey and the Bandit.

At the end of the video, Montgomery County Sheriff, Hank Partin, challenged the Virginia Tech Police Department; Northampton County (where he is originally from) and Page County. All involved in this lip sync challenge video enjoyed the process. In total, about 12

hours were spent filming the video and approximately seven hours were spent editing it. Once posted, the video received the desired outcome – positive engagement between the Montgomery County Sheriff’s Office and the citizens in Montgomery County. Since the video was published to the Montgomery County Sheriff’s Office Facebook page, it has received 193K views, 3.8K likes, 626 comments, and 5,949 shares. To view the video, visit <https://www.facebook.com/vamcso/videos/1981646278552707/>.