

Albuquerque Police Use 'Runaway Bride' Billboard for Recruitment Campaign

Friday, March 30, 2007
By Kevin McCarthy

FOX NEWS



The Albuquerque Police Department is using a new recruitment technique that features APD spokeswoman Trish Hoffman unveiling a woman wearing running shoes and a wedding gown. "Running away from your current job? Call APD Recruiting at 343-5020," the slogan reads.

The image is a spoof of Jennifer Wilbanks, the Georgia bride who on April 26, 2005, ran away from home right before her 600-guest wedding. The search for Wilbanks spanned several states and police jurisdictions and ended after she took a bus to Albuquerque. It was there that she called her jilted fiancée, John Mason, from a pay phone and told him of the abduction allegations. She also called 911.

She eventually admitting she'd fled on her own because of cold feet and other psychological problems. Once authorities realized Wilbanks' story was made up, it was Hoffman who led her through a media frenzy at the Albuquerque International Sunport while she covered her head with a blanket.

Although Mason initially stood by her, the couple has since ended their relationship and in September 2006, Wilbanks sued

him for \$500,000 and household belongings she said were hers. She accused Mason of selling their story to a media company and then using the money to buy a house.

The ad will appear on 10 different billboards and will be featured for 8 seconds per minute. According to Castro, 290,000 people will drive past the billboards during any 24-hour span. The Albuquerque Police Department considers itself to be very progressive, Castro said, noting that 15 percent of the force is made up of women — one of the highest percentages among police ranks in the country. The ads will be up for one month and will cost \$16,000. The department has been desperate to get its force up to 1,100 members who respond to 42,000 calls annually.

1. In paragraph form, thoroughly define the role of the following cast of characters: Mason, Wilbanks, & Hoffman.
2. In Georgia, area codes are frequently associated with all numbers (i.e. 404, 770, 678, etc.). In your opinion, why was this essential information not included in the APD contact number? Explain.
3. What is the probability of selecting a vowel in the word "Albuquerque?" Consonant? Number? Duplicate consecutive vowels? A vowel and without replacing the letter a consonant?
4. Considering all locations the ad is being broadcasted, how long is it displayed over the duration of 31 days?
5. Approximately how many drivers pass the ad in a week? Day? Hour? Minute? Second?
6. How many APD officers are *not* women? What is the mean of calls that women respond to?
7. How much does it cost to run the ad for a week? Day? Hour? Minute? Second?
8. Briefly explain the application process of APD. **DO NOT SAY DIAL 343-5020!** I suggest perhaps taking a look at http://www.apdonline.com/index_flash.shtml in answering questions 8 - 11. *If you do not have access to the internet...relax, as we will be in the computer lab all day on Thursday, April 12th for the entire period.*
9. What is the percent of change between a physical fitness expectations in 22-year-old males/females in the following categories: Push ups, 1.5 mile run, flexibility, 300 m run, and sit ups?
10. List at least 60% of the disqualifying factors of employment with APD.
11. How much does a bilingual Field Training Officer working on graveyard shift make annually with 23 years of service, a Ph.d., serving in a specialty unit?
12. In the passage above, in paragraph form, explain at least five ways using the "Four-Step Reading" poster simplifies understanding of the material. Be specific.
13. In complete sentences, using contextual clues only, explain the meaning of the italicized words: *colorectal*, *unveiling*, *jurisdiction*, *jilted*, *allegations*, and *progressive*. Additionally, use each in a sentence to demonstrate further comprehension.
14. In paragraph form, explain at least five legitimate and educational purposes behind The Daughtry Times.