

# Jennifer Hill - Going Above & Beyond

**Mindy:** [00:00:00] Welcome to analysts Talk with Jason Elder. It's like coffee with an analyst, or it could be whiskey with an analyst reading a spreadsheet, linking crime events, identifying a series, and getting the latest scoop on association news and training. So please don't beat that analyst and join us as we define the law enforcement analysis profession one episode ahead time.

Thank you for

**Jason:** joining me. I hope many aspects of your life are progress. My name is Jason Elder, and today our guest has 14 years of law enforcement analysis experience. She started as a criminal intelligence analyst with the Phoenix Police Department and then moved on to the Phoenix Fire Department.

She holds a master's degree of art forensics psychology. She is the 2022 Analytic Product Award winner from Arizona Association of Crime Analysts from the Great Copper State of Arizona. Please welcome Jennifer Hill. Jennifer, how we doing?

**Jennifer:** I'm great. How are you?

**Jason:** Excellent. It's was nice meeting you and talking to you yesterday during the prep call and [00:01:00] fresh off that Super Bowl that they had in Arizona where you had a chance to do your thing with the Super Bowl.

And so that's gotta be pretty

**Jennifer:** exciting. It was, it was, it was very exciting. It was a great experience and collaboration with oth other analysts. All right, we'll

**Jason:** get into that a little bit. Certainly wanna talk about your transition from the police department to the fire department. Little bit of housekeeping before I get started here.

We. Are gonna have a call in segment today. We are gonna play favorite first job. So if you have a favorite first job, call in and tell us about your favorite first job. So, all right. With that being said, Jennifer, how did you discover the law enforcement analysis profession?

**Jennifer:** So, it's actually interesting.

When I first started my criminal justice degree, I wanted to be a crime scene investigator and. just the way the path went for me. The intelligence analyst field just kind of called out to [00:02:00] me. I was a volunteer with Avondale Police Department and obviously as you can imagine, the volunteer pool is, is a little bit older and just kind of people who are trying to get out of the house.

So when I started volunteering with them, their crime analyst quit, and I was pretty much the only person that was available who knew how to use a computer. So , that was, that was how it all started for me with as a volunteer with Avondale pd. And then they hired the amazing Jesse Phillips as the crime analyst over there.

And then I just kind of moved on to. Different aspects, but always from that point on staying in the criminal intelligence analyst field.

**Jason:** Yeah. Now, why did you choose to volunteer for the department in the first place?

**Jennifer:** So I was going to school for criminal justice and I thought it would be a good idea to kind of get some exposure to, to the different parts of the criminal justice field.

And they had a volunteer opportunity and the [00:03:00] school I was going to didn't have an internship program, but mm-hmm. , the department was awesome in that it. , it would let me go wherever I wanted to go to get that experience to see, you know, narrow down what part of criminal justice I wanted to get involved in.

So I started in the, the as covering for the crime analyst that had left and that was just doing crime stats and comp stat reports and different UCR stuff. And, and then after they hired Jesse I, I actually went into the sex offender unit and helped the detective over there. And it was crazy because she was like, you are so good at compiling large amounts of information, you know, you should really think about.

doing something like that. And so I started looking into it a little bit more and just kind of refining my skills as I moved through my criminal justice program and, and crime analysis was, was exactly what I wanted to do and I knew it at that

**Jason:** point.[00:04:00] So you never became an analyst there at Avondale, you just stayed as, as the volunteer.

I

**Jennifer:** was never a paid employee, but I did volunteer there through my entire undergraduate degree program.

**Jason:** Wow. That's still an impressive, cuz what are you like 19, 20 ?

**Jennifer:** Like No, no .

**Jason:** Yeah. So. I, I do find it fascinating just looking at your resume here, that you started out in ITT t Tech, did you have aspirations to just get a two year degree and then see where, where the criminal justice field took you?

Cuz obviously, I think a lot of people, if they're going to, if they're going to college right away, if they're looking at a four year degree and going that way. So I'm interested to see what your, what your experience was with getting the associate's degree first. ,

**Jennifer:** right. So , I wanted to see where the criminal justice program would take me.

And as you can tell from my resume, I [00:05:00] switched over to psychology because after working in the sex offender unit with that detective, I really was interested , in criminology and the criminal mind and what made them tick. Obviously the sex offender is a very complex type of offender that you're looking at, but I was interested in the so what she did was she assessed the risk level of the offenders based on the information that I compiled for her.

And I really loved that analysis of, of the data. And I, I thought, man, I would really love to do like a. Type of, , mental health assessment and, things like that. But , the criminal behavior part of, of psychology just, just really called to me. So I, I switched from criminal justice to psychology and forensic psychology is the study of criminal behavior.

So that's kind of how my, my college degree program morphed. Hmm.

**Jason:** And that's [00:06:00] interesting you concentration on treatment and, and that aspect of it. How do you feel that the, the master's degree, the study in psychology, helped you later become an analyst? So,

**Jennifer:** I, I can't say that that I use it like in my daily job, but there are a lot of times when I'm looking at.

This, this, the information that comes from an incident, and I'm thinking to myself, what kind of person would wanna do this? Is it, is it personal? Is it, is it a stranger danger kind of thing. Like, what, what made that person tick to commit this crime? So I have used a lot of that psychology education.

But I mean, realistically, you can take whatever path you want and, and those, that educational experience will always be useful to you.

**Jason:** Yeah. All right. That is fascinating that that's your perspective [00:07:00] too, because I've talked about this a couple times on the show now, is this, is this idea that analysts sometimes don't get beyond the data, right?

We get assigned a task that we create a report, we create products. They're all just different forms of data, and sometimes we don't have to stop and think about that. Each one of those dots on a map is a victim, or each one of those dots on the map, is a burglarized home, .

For you to, to be thinking about this idea of, of like, okay, what's going on? What's the thought process between both the suspect and victim as you're analyzing these, this, these

**Jennifer:** crimes? Yeah, that's, and that's exactly what I do. Well, especially right now in my current position, I definitely use it more than I ever have.

before. But I think it's, it's important to think about more than just the data, just exactly like you said. Mm-hmm. .

**Jason:** All right. So then you finished [00:08:00] volunteering at Avondale and then become the administrative assistant at arizona Department of Public Safety.

So at this point in time, had you decided that you wanted to be an analyst and took this administrative assistant role as a stepping stone to get to that goal? Or were you still exploring other

**Jennifer:** avenues? No, absolutely. I was planning my five year goal when I, when I applied for d p s it was a, to get my foot in the door.

And they just so happened to have a position open in their sex offender unit. And it was a primarily for compliance. So you basically verify the address. Of the sex offender annually which is a state statute. And through that I actually

wound up helping the US Marshall Task force in locating absconded offenders just because I had that natural.

Desire to find people. E even though my supervisor kept telling me we're only there to verify their [00:09:00] address, it, it just didn't work like that for me. That's not how my brain was working. So after, after I started helping the US Marshall Task Force and locating absconded sex offenders, a position came.

As an irs, an intelligence research specialist, which is, is the next stepping stone after the administrative assistant position. And, and it was for the missing and exploited children, clearing house manager, which is still looking for people. You're just not looking for sex offenders anymore. I looked for trafficked juveniles, runaways.

I actually built the state database to house the historical information for missing and exploited children. So that was a great opportunity for me to kind of get my foot. Under me as far as what I can do with finding people and analysis and taking data and, and it, and it really helped me to [00:10:00] get into the criminal intelligence analyst

**Jason:** position.

Yeah, , that is excellent. As I look at your resume, it just seems like that was the pathway for you. If, if that makes any sense. , you're a volunteer and then huge opening opportunity comes up and then you become admin assistant, huge opportunity comes up there and then you move your way on to the i r s,

**Jennifer:** Like you, you mention mentioned, and I've been very, I've been very fortunate in, in my career that these opportunities have presented themselves and I feel like it's just kind of moved me along that career path that I've, I've had in my head that I wanted to work towards.

So, and it was great because the, that position was housed at the act, which is the Arizona Counter-Terrorism Center, so I was able to, Get my feet wet with some terrorism related intelligence stuff. I got to work with a lot of agencies that that have a seat at the act and mm-hmm. and that was just a great, great opportunity for me to kind of get, get [00:11:00] some exposure to actual intelligence analysts as I knew I was working my way to that position.

Yeah.

**Jason:** And just to de when you get a opportunity to work at some of these centers or task force and it's multi-jurisdictional, I mean, you get exposed to a variety of people working from a variety of agencies and you, , the opportunities can really open up from there. Absolutely. So then you leave there and then you become a criminal intelligence analyst with the police department.

As you're going through this and you were got a couple of years under your belt with the. The state there, why did you transfer from the state there , to Phoenix pd? So

**Jennifer:** I was actually on the analyst list for both D p s and Phoenix pd, and I just thought the analyst position that Phoenix PD had advertised for was, was [00:12:00] intriguing to me because I've always been interested in the drug trafficking side of intelligence, a analysis.

So the particular position that came open to Phoenix PD was a, it was a contract position, but it was assigned to the Haida, which is the Arizona High Inten intensity drug trafficking area. Mm-hmm. . So I was, I was assigned to D E b, which is the Drug Enforcement Bureau at Phoenix pd. And , they embedded me with the commercial Narcotics unit at Sky Harbor Airport.

And when I read that job description and that I would be, Assisting with money laundering and drug trafficking cases. I, I just thought that would be a great next step for my career and to get some different experience because you know, d p s doesn't really, their type of, of caseload is different than a local agency.

So I thought it would be a better career move for me to go to Phoenix pd. Yeah. Now, did

**Jason:** [00:13:00] you know anybody the hiring manager or anybody from the police department or Haida before you applied for the

**Jennifer:** position? So the good part about working at the ACT was that they have a analytical unit in the watch center where I was, so, I.

Get to expose myself to some of the, the intelligence analysts and the supervisors over there so that when I applied for it, they kind of knew who I was and the type of work that I did before. And I think that that. . That was a really great opportunity for me to set myself apart from the other applicants.

**Jason:** Yeah, I, it wouldn't surprise me. It's, it's almost like you're being spoken for, even though maybe they don't use that term anymore. That's why folks that

ask me about how can they get in the field? I just said get it, get your foot in the door somewhere doing something similar to what you did with your volunteer work and, and the assistant position, [00:14:00] and then people that see what you do, how you do, how you conduct yourself, and that you can be an asset to the team like that.

They all talk. You know, people will check references and do all that and that, I'm sure that's is. Do you believe that's what happened in your case? I

**Jennifer:** absolutely 100%. Like I've never shied away from starting at the bottom of anything and working hard to show people, you know, what I have to offer. And I'm always going above and beyond.

Like even in any position I've had, I've never just stopped at the job that I was hired for. I've always tried to help other people, whether it be trying to educate them on something or just helping because I knew how to do it and they didn't. . You know, I just don't really see any lines. And, and that's never gotten me into trouble.

I feel like it's only helped me progress through my, through my career and meet a lot of [00:15:00] people and get involved in a lot of different projects. And, and I think that's just exactly how , I see , my career progressing. Hmm.

**Jason:** So you're here with the police department for two years. Looking back, , what comes to mind when you think of those?

Two years in the police department.

**Jennifer:** Oh, they were so fun. . It was, it was a great unit that I worked with at the airport. They were really fun. I, I learned that there is value into embedding yourself with the people that you're supporting. I, I sat in the office with them when they interdicted commercial passengers.

I was there to say, they're lying. That story doesn't make any sense. , here's why. As they were interviewing them, I could pull up everything that they were saying and discredit it, which just gave so much to the, to the investigation and what they were able to do while they had those people in [00:16:00] front of them.

So I know that you've had some callers say it before, but get out of your office. Embed yourself with the people you work with so that you can really help them

and know how to help them because you're with them and you, you can see what they need.

**Jason:** So is it like a sample of some data that you would come up?

Like if they're, they're relying about where they were headed or where they were going, or where they

**Jennifer:** were from? I think the, the primary thing for me when they would try to explain why they had large amounts of currency on them. Mm-hmm. , it was always that they were a business owner. They were always buying a car.

They were always like the, their explanation for why they had that money. was, was always so easy for me to just look on the Corporation Commission and say, you, you do not own a business. Or it is not, you know, it's not adding up. So I think that, that, that was the primary, quick way for me to look at something where you're not requesting, phone [00:17:00] information or dumping a phone or, , doing anything that takes time to get the, the approval.

You're just open source searching. I think there's social media accounts total lot for them. You know, if you're dealing drugs on your Facebook page, we're probably gonna bring it up in the interview, so, you know.

**Jason:** Yeah. So as you're talking there, I am envisioning I don't know if you saw the movie Wolf of Wall.

Were, they're like, I did, they're like taping the bags of cocaine. , yeah. To the, to the people. Has to try to get them. That's probably like, what's the like. Largest amount of drugs that you saw someone trying to get through an airport?

**Jennifer:** You know, for me, I think it was, it was the extremely creative ways that they tried to hide the drugs.

Yeah. So they would peel apart the inside of the luggage and, and remold the, the inside of the suitcase to [00:18:00] make it look like, like they had never opened it. Mm-hmm. and, and, and it was just like an art for them. And, and it was always entertaining for me to watch my detectives rip apart someone's suitcase to get to the drugs.

It was, it was quite entertaining.

**Jason:** Yeah. Like, do you know how long it took me to do that? ?

**Jennifer:** Yeah. Obviously they didn't know it was there. Right. Because that's, that's always the, the plausible deniability. I had no idea that that was there. I did somebody, I don't know how that got in there.

Yeah. And you had all that time to pre-mold your suitcase. You had no idea it was in there.

**Jason:** Yeah, we had, when I was at the Washington Baltimore Haida another analyst that I worked closely with, she had a case where she was working. The airport employees were buying tickets because they got a discount or got 'em free or whatever it is for different drug dealers.

Oh. And, but [00:19:00] the way it was in the system, if you just looked it in the system, it was just the employees. Mm-hmm. . But then you, there was like a different way that you actually had to see that it was actually the actual passenger was, you know, the, the person that the employees were buying the tickets for.

Yeah, absolutely. And it turned to be a whole, whole different thing there that just you know, Access and trying to move product from one end of the country to the other. Yep.

**Jennifer:** Yeah. So there, there was a lot of, of different tricks of the trade to get people on flights and try to keep 'em, you know, below the radar.

But if, if you know your job and you know what you're looking for, then you'll find

**Jason:** him. That's interesting. And I gotta believe the airport has to be so interesting because you are dealing with so many people at so many different stress levels, . And it's like a, I, I worked at a amusement park, so I I, I know what that chaos can be [00:20:00] like.

Oh yeah. And I can only imagine

**Jennifer:** it was like a, It was a, it was like an amusement park over there sometimes. And, you know, everybody is, seems to be a, their normal behavior seems to be a little off when they're at the airport, just cuz so many people have anxiety from traveling. Mm-hmm. . But I think some of my best stories were from the airport.

Like, they would chase people, like just walk up to him like, Hey, can I talk to you? And they would just take off and it's like, why is he running? And, and there was an extremely large, tall man on my, on my squad and he watching him after on the cameras. Run through the airport and the guy just basically ran into him like he was a wall and just bam.

Right on the ground. , it was quite the site. Oh

**Jason:** man. Now see that's another thing too that I didn't, I would, that would be fun, is that you have so many cameras inside the airport that you almost can I [00:21:00] link them all together to see the play by play and the whole

**Jennifer:** Absolutely. Chase, that's exactly what we did.

It was very eventful.

**Jason:** Oh man. Well that's, that is interesting. And that's just, hmm. It's fascinating cuz they, you know, obviously they, the criminals still tried it, do it and so it makes me wonder how often they get away with it.

**Jennifer:** Oh, I'm sure. I'm sure they can get away with it. It's just there's too many people to, to mm-hmm.

contact them all. You have to just pick and choose. Yeah. . I mean, think about how many passengers there are in an airport in a day, and how many of them are probably carrying something illegal. Yeah,

**Jason:** yeah. And I, I think I've even didn't realize it until I got home that I had something in my bag.

I think I had, I had scissors the one time, and I was like, huh. Oh my gosh. I went through two different, you know, I went there and back and didn't realize it until I got home that I had scissors in the bottom of my computer bag. Yeah. I

**Jennifer:** was like,

**Jason:** oh, it, it happens. Yeah.

as I mentioned [00:22:00] in your intro, you transition from Phoenix Police Department to the fire department. So I'm curious to see . The, the story behind this transition?

**Jennifer:** Yeah. Well, so with the pd, like I mentioned before, it was a contract position, so I didn't mm-hmm. , I didn't get all the benefits that a pa that a city employee would get.

So again, I used that position to get my foot in the door. With the city of Phoenix you have a lot more job opportunities available to you if you're already a City of Phoenix employee. And I got an email for a physician that they created at the fire department. It's, it was for a task force an arson task force, criminal intelligence analyst.

And I thought, well, what fun would that be, to work with fire N P d? Because everyone's always told me they don't get along very well. , that's gotta be an entertaining work experience. So I interviewed for it , and well and behold they gave me the job.

**Jason:** Excellent. Now, [00:23:00] what was the interview like? W was it a mixture of firefighter and police officers in the

**Jennifer:** interview?

It was the, the supervisor for the fire side of the task force and then mm-hmm. , the Phoenix PD sergeant who, who was in charge of the detectives for the police side of the task force. Mm-hmm. and someone else, I don't remember who it was, but it was the, basically the number ones for the fire and police side on the task force.

And then I, I think they threw somebody else in there. I don't even remember who it was.

**Jason:** Hmm. Now, was this a brand new

**Jennifer:** position? So the task force isn't new, but they had reclassified an old position and kind of upgraded it to give it. A little more responsibility and, and to attract someone with that criminal intelligence background.

**Jason:** . So then let's get into some of your tasks . Cuz I think it is unique in the country. There's not a lot of analysts at fire departments. I was, when we were talking yesterday, I was [00:24:00] trying to, I I was thinking of somebody, I was like, I know I interviewed one person, Jessica Leblanc from Virginia is also kind of made a similar transition that you did, but I'm curious your experience, like what kind of tasks are you asked to do?

What was it like in the beginning as you transitioned from PD to this arson task force?

**Jennifer:** So primarily I help the detectives with case support. So if there's any kind of suspect they have or a photo of a car, I'll exhaust my resources to try to help them find out who the suspect is to ID the person.

Typically I'll do like a workup on a suspect. Bulletins. I got into a lot of mapping when I came over here. I wasn't a big GIS person before, but I've always loved maps, so. Mm-hmm. , the great thing about the fire department is they're just so, oh, you wanna do that? Go ahead, take the class. We'll get you the software.

What do you need? Tell us what you need to do your job and we'll get it for you. [00:25:00] They're so supportive over here and, and it just makes it so much more fun to, to learn and do my job because they really, I, they're like, oh, you want R G I S? All right, let's get it for you. And next day I had it and I was working on hotspot maps and, and map and flyer activity and, and working on reports and monthly reports for the chain of command on both fire and p d to kind of get the word out there more about the task force and what they were doing.

Cuz that wasn't really being done before. And I think mm-hmm. , they've, they've had a lot more resources available to them, knowing, having people know that, that they're here and this is the work they're doing. So you know, I've, I've done some maps for operations to kind of show them like, Hey, if you have fires in this area, we're looking for a suspect.

We know it's a hotspot. , if we had any leads, you know, I would give that information out to the detectives so that they could go try to find, you know, that that [00:26:00] arsonist in that area. So it was really good because I was able to kind of create my own area of this is what I'm gonna provide. And then from there I kind of did a needs assessment for the task force and for the fire department on, you know, how can they better benefit from having me here because my personality isn't to stay inside the box.

So , as soon as I got in here and I was like, all right, I got the task force thing down, now what else can I do? And I started doing stats for different areas of the fire department that could benefit from, from analysis and, and looking. , you know, the cause and effect of how they changed things. And and then from there it was crazy because nobody realized how valuable fire data was until I came along and started sharing the fire data.

And they're like, this is amazing. Mm-hmm. , like, we could, we could get funding for this now that we have this [00:27:00] data to support why we need more positions or, you know, why we need to do things a certain way. So I think it was, it was good that they, they brought someone on who had a variety of things in my background as far as analysis goes.

So this way I, I could kind of create a better package for what

**Jason:** we offer. , you mention mentioned the certain data in order to get a grant. What's, a good example of that? Some data that you came up with that allowed them to either hire more or get a grant or get more funding?

**Jennifer:** So I have a great example of the city of Phoenix has a program, it was a pilot program for gating alleys.

It was, it's called Gap, G A P P, gated Alley Program Pilot. And the city was looking at different data sets and determining what Allie segments should be gated to create a safer environment in the neighborhoods. And they had things like graffiti [00:28:00] and dumping complaints and general crime in the area, but they couldn't narrow it down to the alley because of how they collect their information on the PD side.

So when I came in here and. Heard about that program. I'm like, well, we have a ton of fires in alleys. I feel like that should be a data set that they include. So I reached out to that program and I said, Hey, I really think you guys would benefit from having fire data included. In your weighted structure of how you determine what alley segments are going to have a gate installed.

And, and they were like, wow, that, that's really great. Can you present us with some of your information so that we can see if it's useful or not? And the program that was a pilot before is now a permanent program. Nice. And, and I think that the expanding the data set really helped to justify and, and show how effective gating the alleys was.

And, and that fire data [00:29:00] is really important because you have utilities that run through the, the alley segments and you know, the transients who are starting fires that are spreading to private property, you know, you're just victimizing a lot of people. So I think that that was a great way that we used fire data where no one was really thinking about it like that before.

Oh, that's great.

**Jason:** With the arson task force, is there a threshold or how do cases get assigned to the

**Jennifer:** task force? So the way the task force works is that if a fire captain on scene can determine what caused the fire, we don't get called because case closed, you know, it was an electrical fire, someone accidentally, you know, left the pot on the stove and it, you know, stuff like that we don't get called for.

But if the fire captain on scene can't determine what caused the fire, they'll call us to come out and do an origin and cause report, which is gonna look into what, what [00:30:00] are those ignition sources in the area? Can we narrow it? That's one side of it. The other side is if you have an obvious arson, there's surveillance, video witnesses, things that are telling them that someone set the fire intentionally.

We're always called and, and if we aren't, for whatever reason, the police department has a program called auto. that that patrol officer who responded to that fire can send that file over to us and say, Hey, I think you guys need to look at this, cuz I think it was arson. And then we'll give it to a detective to look at and, and make that determination and see if, if further follow up is warranted.

**Jason:** Hmm. All right. And so I'm just curious, and there's just probably something I should have looked up before, , with Phoenix, how many arsons do they have in an average year?

**Jennifer:** So the thing about origin and cause analysis is in order to classify it as something you have to rule [00:31:00] out all the other ignition sources.

So the number of arsons that we have that they would actually classify as arson are probably lower than what they actually are because you'd have to rule out so many other things. Mm-hmm. and they're just, they're not. That's not what they do. So I would say we have a 15% arson rate for, for the calls that were dispatched on, dispatched as in the task force is dispatched on.

So we look at probably five to 600 fire investigations a year. So I would say 10, 10 to 15% of those would be incen. .

**Jason:** Okay. And, and cuz so I think I, if I'm understanding you correctly, certainly there's going to be suspicious fires, for lack of a better word, and, but they haven't been certified as an, as an arson to this point.

Yeah.

**Jennifer:** And, and it could be that like, so vehicle fires is a great example because everybody thinks if their car is [00:32:00] on fire, someone had to have done it intentionally. But Yeah. You know, there's electrical systems, there's, you know, gasoline, there's so many other things to the car. So you'd have to rule out.

that it didn't start under in the engine compartment or some other component of electrical throughout the car. Sometimes if they don't have a witness or some kind of video to show where the fire started and the car is just completely destroyed, it's, it's possible that they would, would probably say it's just undetermined.

You can't, you just can't determine, , how that fire started.

**Jason:** Yeah, it wasn't until I was in my twenties that I realized how many car fires that are on the highway. Yeah. I had no idea then. Like, yeah, I mean, it seemed like it was once a week in the Baltimore or DC area that there was a car fire at

**Jennifer:** least once a week.

And I, I, so I map, you know, a lot of fires that, that we don't go on just because [00:33:00] they're suspicious in nature. But I can tell you that from looking at the car, the car fires we have on the highway trailers, Hearing landscaping debris have got to be the most common fi because I think people just flick their cigarette butts out the window and then they fly into the debris in the landscaping trailer and poof.

There you go. It's gone. Oh, interesting. So don't flick your cigarette butts people. It's bad. Bad

**Jason:** for everybody. Yeah. Another reason not to smoke. Right.

**Jennifer:** Exactly.

**Josie:** Hey y'all. It's Josie Blong from Salisbury Police Department. My public service announcement is that you are not as busy as you think you are. You just need better time management skills.

**Rachel:** My name is Rachel Sun Galeski, and here is my public service announcement. Being a law enforcement analyst by trade, who's definitely

worked in the open source [00:34:00] intelligence world, one of the things that has always driven me crazy is the amount of oversharing our world does.

**Jennifer:** So my public service announcement would be to keep your business to yourself. Stop telling the world everything about you on social media, because it near about always comes back to bite. You. Maintain a professional image at all times. That is my recommendation.

This is Jennifer Loper. It's okay to fall apart.

Sometimes tacos fall apart too, and we still love them.

**Jason:** You talked about mapping, you talked about just studying all the data for the fire department. I, is there either a metric that you've created or certain data that you've honed in and polished over the years , that has really been helpful?

**Jennifer:** Well, I think, you know, people [00:35:00] don't realize , how much they have on their social media accounts. Mm-hmm. . And I feel like that would be like having your family members and all the places you go posted publicly on your social media. I feel like the suspects that I have found it was because their family members just put all of their business out there and and it's like, oh look, there you are in front of your car that I'm looking for.

Hey, how you doing? So, you know, social media has, I don't particularly care for social media, but it is very beneficial when you are looking for someone. . Mm-hmm. And, and their associates that, that you just poke around in their social media. Yeah.

**Jason:** All right, well let's talk about a case then.

This brings us to your analyst badge story. And for those that may be new to the show, the analyst badge story is the career defining case or project that an analyst works. And so for you, , it started in 2021 and finished in just this past year in 2022, but it deals with false

**Jennifer:** [00:36:00] reporting.

Right. And, and it actually wasn't even Phoenix PD wasn't even the primary agency on this investigation. It was Tempe pd, but I, I stumbled across it because I was mapping fires and we just had a ton of fires. fire dispatches to a

apartment complex in Phoenix where every time they went out there, they'd say there was nothing found.

And I'm like, well, that's not normal. Like, why are they getting all of these calls to this apartment complex and never finding anything? So I started digging into I started putting a timeline together of the calls and the type of calls that they. were ones that would elicit a large scale response, so like a large number of fire trucks, pd.

So I was like, man, this is a, this is a waste of resources. What's going on here? So I started looking at the phone numbers and I started looking at the addresses, and then I started pulling [00:37:00] data from fire and from pd. And I, I definitely, you know, found that it was a false caller that we were dealing with, but the number of calls, the volume was just incredible.

And I said, how the heck is our alarm room able to. Keep up with actual emergencies in our city, a city as big as Phoenix, and not say something about this. So I reached out to the alarm room and they're like, oh yeah, you know, so they were really helpful with giving me their recordings to show it's the same person, even though they're calling from different numbers.

And it was a nine one one only phone number that he used, various ones. So it made it harder to track down who, who the person actually was. But during the course of this research of mine, I found out Tempe PD was already, already had a case open on the guy. So I was like, well, this is great. So the sergeant on the task force kept reminding me through this whole process that this is an arson task [00:38:00] force and why are we looking into a false caller?

And I'm like, , listen, I would say 95% of the calls were happening in Phoenix. They only had a couple on the highway or in Tempe. I was like, this is a big chunk of their case. We need to give them this information cuz it's, it's gonna help 'em. So, so he reached out to the detective Brett Sourer at Tempe, and, and we had a meeting with them and, and I gave 'em my timeline and my workup and the waste of resources that we had going and, and all my stuff and they were just like, this, this is great.

So they're their crime analyst. Vanessa Brewer is the one who actually nominated me for that award. Of, of just the different aspects of it that I looked at, besides for the volume of calls, like the duration that our resources were out of of service cuz they were responding to all of these fake [00:39:00] calls.

You know, they couldn't obviously respond to real emergencies cuz we had so many. units tied up for, for something that it wasn't even happening. So it was a really good case. It was fun to work and, and I think I've had a couple of other timeline cases now, , where I realize, geez, I guess I'm like the timeline person.

**Jason:** They do get fun. So what do you, what do you use for timelines? I,

**Jennifer:** I just use like PowerPoint. Oh, okay. All right. Yeah. Like just the regular word stuff. Nothing fancy. . But I've, I've kind of tied in, , surveillance video clips and, , 9 1 1 calls and some other media that kind of paints the picture for things that I think kind of sets it apart from just your standard, you know, list.

Cuz the false call case for Tempe went on from like around May of 2021 through the end of December. So, I mean, you're talking about, you know, six, seven [00:40:00] months of, of records to go through and, and it, and it, there was a large volume of stuff to go through. So it's not something you could just like line item on a

excel spreadsheet, although I did do that too. But pictorially, I'm, I'm a person who likes pictures, so timelines for me are really

**Jason:** helpful. All right. So how often was these false calls coming in?

**Jennifer:** So some of them would be, , five, five or six a day and Wow. And then it, and then, and, and then it would be, you know, sometimes.

, one or two. But there was a point where there a day didn't go by where he, he wasn't calling at least once a day, if not four or five times.

**Jason:** Hmm. Yeah. And so he's, he's using these cell phones that don't have a plan, that they're just you're, the only thing you can do with them when they're charged is make the 9 1 1 call.

Right.

**Jennifer:** And, and the dispatcher can't call back. So he would call and make these statements and then hang up, and there was no way for anybody to ask any [00:41:00] other questions to get clarification on what was happening, which, which is what led to the large scale response. Hmm.

**Jason:** So were you able to either forecast or get any kind of profile together based on his pattern of behavior or any information that you got from the data?

**Jennifer:** Yeah, we definitely did some predictive analysis there time of day and day of week. There was a, Particular time of day where he would call. And then there were certain days that were definitely busier than others. But there was quite a bit of randomness to his calls as well because he used several addresses.

So while you could assume he was gonna call in a particular apartment complex, you couldn't always guarantee it. So, but it wasn't an apartment complex that one of his family members lived in. And, and not being an official psychiatrist or anything like that, but having that [00:42:00] profiling interest, I could say he was just really interested in watching all of the fire and PD show up when he called.

Mm-hmm. Okay.

**Jason:** So he would actually be on site when he made the calls.

**Jennifer:** We suspect so, yeah. Okay.

**Jason:** Hmm. Yeah, that, that is interesting. And I have seen stories of arsonists and how they like to sit back and watch what they've created, yeah. So,

**Jennifer:** yeah.

And, and, and we've definitely had quite a few arsonists that that have done, that, have done that very same thing and just set it on fire. And then they, they somehow to try to figure out how to insert themselves into the investigation, thinking that we won't suspect that it was them. If, if they're trying to help or offering information or, you know, it's like you almost wanna look at that person more because it's like, why are you trying to be so helpful?

Like,

**Jason:** actually they got, they got too close and got burnt. How about that?

**Jennifer:** Yeah. That, and, you know, that, that [00:43:00] definitely happens. We, we don't have a whole lot of burn injuries that we respond to from our fire investigation scenes, but, , I can't say it's never happened.

**Jason:** Hmm. Right. So then how did you catch this guy?

**Jennifer:** Well I think it was, it was a lot of, of stuff that I don't wanna talk about, cuz the case isn't officially closed.

**Jason:** Oh, okay. . That's fair. But he has been arrested and the trial is upcoming. Correct? Yes. I gotcha. I gotcha. Hmm. All right. So I guess any additional takeaways that you have regarding

**Jennifer:** this case?

For this case? I think it's, you never know how big the case is going to become. You might think it's small, but always organize all of your data and all of your information as you're going through researching. Because what I thought was gonna be a very small checkbox, okay, we're done, turned out to be a seven month long.

Just large amounts of data, so never underestimate the [00:44:00] size of what your case could be.

**Jason:** Okay. , this case is got you the Analytical Product award from the A A C A and did. So did you know you were winning that award?

**Jennifer:** So they, the president called me to tell me that I should come to the award ceremony because I, I might be getting something, but he wouldn't tell me what the award was for or who nominated me for the award or anything like that.

So, and when you,

**Jason:** when you say president, you're not talking about Joe

**Jennifer:** Biden, right? No, I'm talking about the, the president of the Aaca. Yeah. Yeah.

**Jason:** I'm kidding. All right. So, yeah, so he, he just said, Hey, you, it's in your best interest to show up

**Jennifer:** to this. Yeah, pretty much. And, and if you could please bring someone with you to take a picture of you, that would be great as well,

**Jason:** So you didn't even realize you were nominated or anything like that said

**Jennifer:** No, I had, I had no idea anybody had nominated me. I, and, and I'm not super active in the analyst community where like people know me or [00:45:00] anything, so I was actually quite taken. that someone would nominate me for something.

**Jason:** Yeah. No, it's a, it's a good case. And as you've mentioned that you had a lot of interesting data to present and worked out in the end, and I think it's something that you, the tenacity of being able to put all that together and you certainly. Helped solve this case? Yeah, definitely.

Let's move on to the Super Bowl then. Cuz as I mentioned in the beginning, you just got done with that and that's always a big crazy event for cities to handle is super Bowl and it's, it's not e most people think it's just one night, but it's not Super Bowl week. You have different festivities going on all week long.

And so it's a, it's a big strain on the law enforcement and fire to be absolutely, you know, all eyes are on you for a whole entire week.

**Jennifer:** Oh, and it's, it's [00:46:00] crazy because the Super Bowl actually took place in Glendale, but Phoenix had a week of events leading up to the Super Bowl, and at the same time you had the waste management open in Scottsdale.

So you had two major events in Yeah, in the Valley within the same week. So, It was very taxing on, on all the law enforcement and, and fire because of, of just the increased volume of people and, you know, gatherings and, and just stuff going on in general. All

**Jason:** right. Hmm, good. And then what were you tasked to do?

**Jennifer:** So I was assigned to the Intelligence Operations Center, also known as the IOC at the f FBI I building in Phoenix. And I worked with a group of analysts from the F B I and then some other state and local analysts. So it's, they're, everybody's just basically in a room and you're kind of assessing [00:47:00] information as it comes in and, you know, determining is it credible?

Do we need to have follow up? Do they have a nexus to Phoenix? You know and just it's lots of research and, and obviously because Phoenix had so many events going on , the, the threats to the city, , were, whether or not they were warranted, they were still coming in. So you still have to look at everything and

just make sure everybody's gonna be safe and do your due diligence to make sure you're, you're looking at everything that comes in.

Yeah.

**Jason:** And, and I think that's lost on the public in general, just how many threats a city gets, especially when they're hosting this, an event like

**Jennifer:** this. Yeah. Yep. And, you know, it's, it's good that the, I mean, I guess to a sense it's good that the public isn't worried about it and they're getting out there and living their lives and enjoying the festivities, but, you know, a lot of hard work goes on behind closed doors to make sure that everybody's safe, you know?

[00:48:00] with, with law enforcement out there and fire responding to medical calls cuz people are dehydrated or whatever the case may be. You know, a lot of work goes in into the, the events that, that are planned for. Especially something as big as Phoenix. And then you have your, your other incidents that aren't related to the festivities but happened in that footprint.

And so you have to worry about those unintentional criminal acts that you're also responding to. Hmm. It was a busy week. I'm glad it's over. Yeah,

**Jason:** so you mentioned there was a couple of different locations cuz I guess I'm didn't think about that as well that the actual Super Bowl was in Glendale, but Phoenix.

Different activities

**Jennifer:** They did, yeah. They, so they had the super, they had the N F L experience at Han Park and then The day of the Super Bowl, they had the N F L viewing experience in Hans Park. And then there was just all kinds of other events throughout Phoenix during the week. Then we [00:49:00] had some guy who decided he was gonna climb free, climb the Chase building

That was, that was an entertaining and large scale response in itself. And, and I was just sitting there minding my own business at the ioc and, and I had a few different federal agencies saying, Hey, why, why is there so many fire? Responding to the Chase building. I'm like, I don't know, let me look into it.

And then like, we turn on the TV and the sky is just climbing up the outside of the building, no harness, no nothing live streaming it on his social media

accounts. And I said, well, there, there you go. That's, that's why there's so many fire personnel at Chase those things.

**Jason:** Oh, geez. So he's just a thrill seeker.

**Jennifer:** He, he was actually, he had I don't remember the name of the the cause that he was, he was climbing for, but he's, he's a well known free climber, mm-hmm. that supports this. Cause I think it was something, I don't know if it was an anti-abortion or something. , [00:50:00] I'm pretty sure it was anti-abortion that he was just trying to bring awareness to.

So I think he's done this in other states as well. Hmm.

**Jason:** Well I hope he has somebody that pays his fine . Yeah,

**Jennifer:** I know, right? between that and the Streaker who jumped in the lake at the Waste Management open. Oh geez. Yeah, I guess the underwear company paid for his bail. Cause that's all he was wearing when he jumped into the lake, was a pair of underwear.

And that company decided to help him out of his legal problems.

**Jason:** Oh, geez. See, , that's setting a bad precedent, I

**Jennifer:** wonder, I wonder if their sales went up at all

**Jason:** though. Oh, yeah, possibly. I mean, if they did, they, I mean, good for hi him then if that's what really happened.

But you're, you know, to me you're just asking people to do crazy stuff to get, , stuff paid for,

**Jennifer:** but Yep. Yeah, exactly. Bad idea.

**Jason:** Oh, geez. . All right, well, let's move on. Let's do the call in segment now. And this [00:51:00] is favorite first jobs. , the idea for this came to me from when I interviewed Steve Gottlieb and he was 17, 16, 17 years old.

And his favorite first job was being a radio DJ for a Sunday morning show at his local hometown. And so I like to ask people what their favorite first job and

so I was, I was thinking about my, one of my favorite first jobs when I was in college. I, I delivered meals in a refrigerated.

To, it was like a Meals on Wheels program. Okay. It was meals delivered to children in need. . The radio didn't work in the truck. So, and of course this is before cell phones I had no anything on me. It's just me and my thoughts as I'm delivering all this, this Food

They basically told me like, Hey, you, grab some chocolate milk for yourself so it was just me as a little kid just driving this box truck around town drinking chocolate milk. . [00:52:00] Do you have a favorite

**Jennifer:** first job? Oh my gosh. The, I think the most memorable job I had was when I was 17, I worked at a bagel shop, so I'm from New Jersey.

Mm-hmm. and, you know, bagels and deli's and bakeries in New Jersey are like the heartbeat of people. Like they just need good food. When I moved to Arizona, I was really disappointed in, in what my options were for food out here. I almost actually moved back to New Jersey, but geez, the bagel shop I worked at when I was 17 was such a fun group of teenagers and we were.

We would just blast the music in the morning, bake the bagels, and then, you know, all day it was just, you know, cream cheese or butter man. See, but

**Jason:** Arizona is a big retirement community, so you probably could bring the, the New Jersey bagel down there to Arizona and be a pretty good business.

**Jennifer:** It could be, yeah.

I, there, there's the bagel shops here are few and far be between, [00:53:00] between, but I do have one by my house that, that gives you that inch thick layer of cream cheese on your bagel. Just that authentic New Jersey, you know, carve it up. Cream, cheese it up. Enjoy your breakfast kind of deal, man.

**Jason:** No, that does sound good,

All right. All right, so first on the line is Beverly. Beverly. What's one of your favorite first jobs?

**Beverly:** I was a job coach for people with.

**Jason:** Anything memorable from that, just at

**Beverly:** the fact that I deeply admire people with disabilities. They work harder and really try and dedicate themselves to their jobs.

**Jennifer:** Maybe sometimes when other people take their jobs for granted.

**Jason:** Yeah. So then I, you know, we just talked about jobs that were just really fun and in the service industry, and then Beverly comes along and has this really deep, very important first job where she's working with folks that are

**Jennifer:** in need that was super serious compared to where we just came from.

**Jason:** [00:54:00] Yeah. But I, I think I, she has a good point though, mean when you, she does, you know, just like teaching or any kind of volunteer group or when you're working with a large group of, of people, you know, if you get certain people that are just working hard and are dedicated to whatever they're trying to do, it is inspiring.

**Jennifer:** Yeah, it is definitely.

**Jason:** All right. All right, let's move on to Shauna. Shauna, what's one of your favorite first jobs? One of my

**Shawna:** favorite first jobs was working as a cashier at a large grocery store. I loved the fact that I could come in, interact with a whole bunch of people and go home and not take any of it with me.

**Jennifer:** And when I'm having a bad day in the office, I always think, ah, I'm gonna go be a cashier. , that's how I get through my bed, is dreaming about being the cashier .

**Jason:** So I guess the grass is always greater on the other

**Jennifer:** side. Right? I don't know. I don't like people bagging my groceries. I prefer the self-checkout line.

But, you know, [00:55:00] it's, it's good to see that, that that was a, a favorable job for her.

**Jason:** Yeah. No, it is, it is fascinating cause just she seems very people persony . Yeah. Mom.

**Jennifer:** I'm like, yeah, she does. She has that perky tone in her voice. .

**Jason:** Yeah. And I'm like you know, I I enjoy working from home and not talking

**Jennifer:** to that many people.

that's exactly how I am. I, I prefer to not go into the office if I can help it, because I like the comfort of my own living room. .

**Jason:** Yeah. But it does, I mean, hey, you, you think back and it's the, the nostalgia factor, right? Is mm-hmm. , you know, when you have those bad days in your career or life and you think back of a time than it was much simpler

**Jennifer:** pre covid.

Yeah, that's true too. .

**Jason:** All right, let's move on to Barry. Barry. What's one of your favorite first jobs? Oh, without a doubt.

**Barry:** My favorite job was as a navigator on a Navy destroyer. First off, to get this outta the way. I had very good people on that team. Any job you have when you've got good people backing you up, it's that much [00:56:00] better.

**Jennifer:** But the other thing was, this was in the late seventies and we were just getting. Global positioning systems, what we now call g i s. So on any given workday, I was doing, navigating the same way Columbus was doing it, and the same way that folks are now doing it with their cell phones. And I just found that really

**Jason:** fun.

Yeah, that's a, that's another awe-inspiring first job. I mean,

**Jennifer:** absolutely. , I, I, I love gis. I don't know that I would wanna do it like Christopher Columbus did, though.

**Jason:** I don't, I mean, I belly ache on this show all the time about having to geocode in the cur in the system failing and crashing and me wanting to throw the whole computer on the Oh yeah.

Out the window. So let alone what he's talking about. And he's talking about late seventies, which is before I was born, and so it's, yeah. Oh my gosh. Yeah. But it's still, you know, 18, 19, 20 years old on that, naval ship. And [00:57:00] again, working with a bunch of great people with like a common cost.

**Jennifer:** Yeah, I think it's good when you have a good group of people that you work with. It just makes going to work so much more fun.

**Jason:** Yeah, definitely. All right, then let's move on to Dawn. Dawn, what's one of your favorite first jobs? Definitely

**Jennifer:** Tripoli Bakery. . I loved the Cannolis there and would definitely get a few in between my, my during my breaks.

So Trip e Bakery? A hundred percent. Yeah,

**Jason:** that's one thing, man. If my retirement job is at like a bakery or at something like that, I am gaining like 20 pounds.

**Jennifer:** Yeah. Oh no. At way more than 20. I have no control when it comes to cannolis especially.

**Jason:** So good. And to me, if you're working there and then you get either discount or free food, like oh man, all those pastries, it would, it would not be good for me.

So, yeah,

**Jennifer:** I guess I, when I was at the [00:58:00] Bengal shop, There, it was just like, free for all. He just bagels every day. Yeah. That's

**Jason:** another, you know, that's another thing. Like I the, so like Panera Bread, you know, they Oh yeah. Give out at the end of every night they give out their bread to homeless associations .

So, but there's always, stuff left over, you know, at the end of the day. But I'm sure they their employees get, get some stuff too. But yeah, that's all, that's all

carved . Mm-hmm. . Yep. That's all, all goody carbs. So . All right. Last but certainly La least is Jessica. Jessica, what's one of your favorite first jobs?

So,

**Jessica:** I worked at a dry cleaner in high school, and when the clothes had been left there for more than 30 days, we were allowed to take them if we paid the cleaning bill. So I supplemented quite a bit of my wardrobe with really cute fines from the dry cleaners. only for a dollar because that's how much it costs to clean them.

**Jason:** Man, that is a really good fringe benefit. ,

**Jennifer:** I'm thinking of [00:59:00] picking up a part-time job at the dry cleaner right

**Jason:** now. . Yeah. I What

**Jennifer:** else? That's a standard practice. Can I, can I find out if that's a standard practice?

**Jason:** Yeah. Just go, I call up a dry cleaner. Right. That they might not hire you if that's your first question, but , but it's, but I'm actually kind of surprised that it was only 30 days.

Yeah, that's pretty, seems really short. They have

**Jennifer:** that, they have that on the slip,

**Jason:** don't they? Mm-hmm. . Yeah. Yeah. They, it's something like that. Maybe it's not. Maybe it is 30. I'm ju it's been a while.

**Jennifer:** The clock, they start the clock as soon as you drop that  
stuff

**Jason:** off. Yeah. So that is . Interesting. And to pay a dollar for that, just to, just to say you got it,

, Hey again, if you like fashion but can't afford the, Retail price. That is a good way to find yourself into a bunch of new clothes. Yeah, absolutely. All right,

good. All right, so that's favorite first jobs. If you have a favorite first job that you [01:00:00] wanna share with us, email the show at LEApodcasts@gmail.com.

All right, finishing up Jennifer, then with personal interests and this makes me smile you. Mini donkeys.

**Jennifer:** I do, I have three mini donkeys, and I got them four, four or five years ago. My husband and I live on a county island, so we, we have an acre property and, and I said, I'm getting farm animals if we get this house.

And he is like, I, I just want the shop. I'm like, all right, . So sure enough, I, I started, you know, mingling with the neighbors and meeting people, and there was a family on the street next to us who had some mini donkeys, and she's like, oh, they're rescues. And I was like, we can rescue mini donkeys. And my husband's like, no.

And I'm like, no, you said I can have it, you can have, I can have farm animals. So yeah, we, we rescued two female adults from [01:01:00] New Mexico and one of them was pregnant. We have a mini baby donkey and two adult donkeys. Okay.

**Jason:** So when you say mini, I'm trying to envision what, how big are mini donkeys?

**Jennifer:** So the textbook definition of a mini donkey is 36 inches high or less.

So if they're back is 36 inches or less, there are mini donkeys. So mine would probably be right on the border of, of, of being a mini donkey. Cuz they're, they're pretty big. So it's not the

**Jason:** height from the ground?

**Jennifer:** Yeah, from the ground to the Oh, it is to their back. Yeah.

**Jason:** Oh, okay. So it is the height from the ground.

Yeah. Okay. Mm-hmm. . So they're, yeah. So I have three feet. Yeah, that is, that's like a, you know, it's like a dog, a bigger dog. Yeah. Yeah.

**Jennifer:** They're very, yeah. They, yeah. Way. Well, they're definitely bigger, so they mingle. Great with my dogs. Mm-hmm. , I have three dogs. Mm-hmm. . Mm-hmm. . And they, they all get along great.

They're just very sassy girls. , you know, when they say dog Donkeys are stubborn. Yes, they [01:02:00] they are very stubborn and, and they, mine are very sassy. They, they'll just yell right at you if you, you try to tell 'em where to go.

**Jason:** All right, so what's the advantages of having many donkeys?

**Jennifer:** They make me happy.

So there's really no, it's kind of like your dog. I mean, what do they really do? They, they make you happy? They're, yeah, they're fun to watch when they're playing and they have personality differences between the three of them, you know, watching them run around the yard and, and jump on each other and, you know, chase the dogs.

It's, it's just entertaining. And they, you know, donkeys are actually right up there with horses for therapy. So they, they have that very gentle nature as well, so they can see, you know, they can sense when you're having a bad day and kind of snuggle up with you. So I don't really have a functional purpose other than that.

They make me happy.

**Jason:** Nice. All right, so our last segment to the show is Words to the World. And this is where I give the guests the last word. [01:03:00] Jennifer, you can promote any idea that you wish. What are your words to the world?

**Jennifer:** I think don't be afraid to start at the bottom.

Don't be afraid to go for something you might not. Quite know where it's gonna lead. Some of the best adventures are ones that were unplanned.

**Jason:** Very good. Well, I leave every guest with, you've given me just enough to talk bad about you later, . But I do appreciate you being on the show, Jennifer. Thank you so much and you'll be safe.

**Jennifer:** Thanks, you too.

**Mindy:** Thank you for making it to the end of another episode of Analysts Talk with Jason Elder. You can show your support by sharing this in other episodes found on our website [www.leapodcasts.com](http://www.leapodcasts.com). If you have a topic you would like us to cover or have a suggestion for our next guest, please send us an email at [leapodcasts@gmail.com](mailto:leapodcasts@gmail.com).

**Jennifer:** Till next time, analysts, keep talking.