



Press Release

International Association of Women Police Taps madison/miles media to Produce **WomenPolice** Magazine

The International Association of Women Police (IAWP) has selected content marketing agency madison/miles media to produce **WomenPolice**, the quarterly publication that covers news, resources and topics of interest for the IAWP community.

WomenPolice reaches IAWP members in more than 60 countries around the globe. The magazine offers articles focused on women in policing and law enforcement, highlights the accomplishments and lives of individual female officers internationally, and serves as a link to the IAWP organization, its mission, goals and members.

The IAWP represents the interests of policewomen throughout the world. It was established in 1915 by the first American policewomen in order to increase opportunities for professional development, mentoring, networking and recognition for female law enforcement officers. Over 100 years later, the IAWP continues the mission to strengthen, unite and raise the profile of women working in law enforcement.

madison/miles media is a content marketing agency based in Dallas, Texas that provides strategy and creative services to clients both large and small. The agency has a proven track record of successful magazine operations, working with their clients to grow readership and build communities through print and digital communication. The agency produces publications in industries including healthcare, retail and facility maintenance, and has won numerous awards including honors from the Custom Content Council, Pearl and Folio.

The IAWP and Editor Myra James will be working most closely with Senior Marketing Strategist Melanie Medina and Marketing Strategist Jessica Jay "JJ" Lonsdale. Melanie Medina has a deep background in both publishing and healthcare, and writes everything from feature articles and blog posts to speeches and video scripts, always with an eye on what's best for the client's strategy. JJ Lonsdale is particularly excited to collaborate with the IAWP, as before her career in marketing, she got a

law degree from the University of Texas at Austin and worked in criminal prosecution and child abuse law with the Travis County District Attorney's Office for 3 years.

"We're excited to team up with an organization that shares our values of professionalism, openness, fairness and continual improvement," says Myra James, Editor of **WomenPolice** magazine.

"Our approach to covering our clients' industries is both broad and deep," says madison/miles media Co-founder Mario Medina. The madison/miles creative team does not only write and edit stories for their clients' publications, but also builds rapport with the leaders and workers in every industry they cover. "Our goal is to create compelling, in-depth articles that readers will want to share to draw attention to people and events that matter in their industry," says madison/miles media Co-founder Adam Weiss.

"We're looking forward to an ongoing partnership with the members of IAWP, who so admirably answer the call to protect and serve their communities," Medina added.

For further information, please contact:

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