

## **USING PUBLIC COMMUNICATION TOOLS BY THE COPS OFFICE IN THE USA**

The Office of Community Oriented Policing Services (the COPS Office) is the component of the U.S. Department of Justice responsible for advancing the practice of community policing by the nation's state, local, and tribal law enforcement agencies through information and grant resources.

The police have an enormous number of communication tools available to them. They range from the one-on-one conversations employees have with people every day to the sophisticated high-tech methods of reaching a large number of people in a matter of minutes.

Traditional tools:

The news media have been the primary method that police have used for many years in their efforts to inform the community about incidents and overall departmental activities.

The news conference is a good way to release information on high profile incidents so that all interested journalists are receiving the information at the same time.

Radio and television talk shows which provide an excellent opportunity to reach the audience that these shows target.

Most police departments produce a series of reports that address a variety of issues—some are annual and others are more frequent.

Newsletters are an old standby for informing both internal and external audiences. They are used primarily to provide regular updates on the organization—new programs, project progress, an employee's or citizen's contributions, and news about employees.

Brochures are a tool that can be effectively used to focus a single well-crafted message to the targeted audience. The police have used them for many years to provide information on everything from employment opportunities to crime prevention.

The "FAQ" is a tool that has been around for many years because it can be a very effective method of communicating with the public. The most useful FAQ covers subjects that draw the greatest inquiry and presents information in a highly readable, succinct format. Every department should prepare a list of FAQs and regularly update them.[1] Examples of questions are :

- How do I contact the department in a non-emergency?
- How do I find out what is happening with my case?
- How do I get a copy of a police report?
- Who do I call if a relative or friend has been arrested?

The "new" communications tools:

They are about technology and the increasingly social nature of news and information sharing.

The agency's web page is now an important part of that 24/7 presence and can also leave visitors with either a positive or negative impression. These sites continue to increase the amount and type of information for visitors.

Blogs are very much a part of the news and communications tools in today's world, the police have not been as quick to adopt them.

The new tools include social media, and in many ways these present the most interesting and productive communications opportunities. The Major Cities Chiefs Survey had similar results :

- 74% are using Facebook
- 77% are using Twitter
- 65% are using YouTube
- 15% are using Flickr
- 3% are using MySpace

E-mail has become one of the most frequently used methods of communicating with both internal and external audiences. It can reach large numbers of people in short order and provides the opportunity to connect with people before or immediately following a news story that may not include your perspective.

Police agencies have invested in a variety of programs that are designed to notify members of community emergencies and current events, and in some cases individuals will sign up to receive information disseminated by the department. Programs like Reverse 911, tip411, Citizen Observer, and Nixle have created a range of new or improved opportunities to reach the public and should be given some consideration as a part of the overall communications plan.

The avenues for communication have grown exponentially in recent years. The news media have traditionally been the primary method police have used to communicate important messages to the public. But now “new media” like social networks or blogs are really important to communication with public, because police must be able to communicate in different languages through methods that are most likely to connect with the audience they need to reach—all in a timely way.

Список використаних джерел

1. Traitional tools [ Електронний ресурс] – Режим доступу: <https://ric-zai-inc.com/Publications/cops-p222-pub.pdf>