

News Release



Dallas Police Department

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November 7, 2013

Dallas Police Surveys Residents for feedback on Communications

The Dallas Police Department wants to learn more about how individuals prefer to communicate with the department and is releasing a survey this week in the hopes of finding out.

Dallas Police Chief David O. Brown has made social media utilization a priority for the department. He said the goal of the survey is to learn residents' expectations and preferences in order to improve communications with the police. "It's important that we hear directly from people who live and work in all corners of the city," Chief Brown said. "We plan to go to great lengths to be sure we have the entire city represented," said Chief Brown "because only then can we make solid decisions for going forward."

Chief Brown added that the Dallas PD will use the results of the survey to help design the future communications strategy of the department.

The survey is approximately 20 questions long and asked questions about how residents currently share information with Dallas Police as well as how they would prefer to share information with Dallas Police.

It also asks what social media platforms citizens use. "Our focus on social media is out of recognition that this is how people communicate today," said Shawn Williams, Manager of Media Relations for Dallas Police. "We want to make sure people throughout the city get the information they want, the way they want."

The City has hired LAwS Communications, a Massachusetts-based firm to conduct the survey as part of a larger project to move the police department forward with social media and other

communication strategies. The Dallas Police Department expects to roll out its new communication strategy by the first part of 2014.

The survey may be taken at in English or Spanish at <http://www.research.net/s/DallasPDSurvey>

For more information about the Dallas Police Department, please visit <http://www.dallaspolice.net/> You can also follow us on Facebook (Dallas Police Department), or on Twitter @DallasPD.

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