

2010 INNOVATIONS AWARDS APPLICATION
Deadline: March 1, 2010

ID# (assigned by CSG): **10-E-03DE**

Please provide the following information, adding space as necessary:

State: Delaware

Assign Program Category (applicant): Public Safety

- 1. Program Name:** Multimedia Resources
- 2. Administering Agency:** Delaware State Police
- 3. Contact Person:** Sr. Corporal Jeff Whitmarsh
- 4. Address:** P.O. Box 430, Dover, DE 19903
- 5. Telephone Number:** 302-834-2620
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- 7. E-Mail Address:** Jeff.Whitmarsh@state.de.us
- 8. Web Site Address:** <http://www.dsp.delaware.gov>
- 9. Please provide a two sentence description of the program:** This initiative is a proactive measure by the Delaware State Police to utilize three distinct multi-media sources to aid in locating wanted fugitives and/or disseminating important public safety messages.
- 10. How long has this program been operational (month and year)? Note: the program must be between 9 months and 5 years old on March 1, 2010 to be considered:** Approximately June of 2007
- 11. Why was the program created? What problems or issues was it designed to address:** Historically, police agencies nationally have reached the people they serve via three main sources: TV news programs, AM news radio and print media (both daily and weekly publications). There have been exciting new developments in the realm of technology through dynamic innovations and other advances. A person can now utilize their remote control to watch their favorite RV program anytime. Billboards along the highway can change their messages instantly via a key stroke on a Blackberry. And, TV morning shows broadcast their program in a crystal clear high definition format. It has been incumbent for law enforcement, both regionally and nationally, not only to keep up with these developments, but to identify and utilize these new resources available to them to aid in more effective policing. The Delaware State Police has worked to proactively seek out and utilize some of the technologies mentioned above. These initiatives are free to our agency and have proven effective in not only capturing fugitives and broadcasting safety messages, but also in fostering public awareness and confidence.
- 12. Describe the specific activities and operations of the program in chronological order:** This initiative is comprised of three parts:

- Established in 2007, the **Comcast Police Blotter** utilizes Comcast's On-Demand feature to showcase several of Delaware's wanted felons. This program involves the formal production of a pre-taped video segment in which a member of the Delaware State Police Public Information Office highlights the person who is wanted, their alleged offense and means by which the public can provide a tips as to the fugitive's whereabouts. To date, this program has aided in capturing several fugitives.
 - Comcast has over 23 million customers and operates in media markets all across the country. The Police Blotter program is available to other police agencies and public entities in the markets which have the On-Demand feature.
- Clear Channel has developed a digital billboard program on a nationwide level. These billboards can display over 4300 separate images a day and are traditionally used by paid advertisers. Clear Channel currently has over 130 billboards nationally and is adding more every month. The Delaware State Police saw an opportunity in this initiative and was aware that the FBI was already using digital billboards in the Philadelphia region to show wanted felons. Through talks that were initiated by DSP in October of 2009, we are currently the only agency in Delaware to use this new technology. **The Digital Billboard Program** not only displays wanted persons, it also showcases safety messages, public service announcements as well as Amber Alerts.
 - With the 130+ billboards in use across the U.S., other police agencies have access to this program and some are currently using it with terrific results.
- Fox News Corporation operates in several of the top media markets all across the US. They have morning show programs in most of these major markets and Philadelphia is no exception. Back in 2008, the Delaware State Police established a partnership with FOX 29 to initiate a **Wednesday's Wanted** segment during which wanted persons are shown to Fox viewers. Also, along with a mug shot of the suspect, citizens are provided with information as to how tips can be provided to law enforcement. This show is broadcast live and a member of the Delaware State Police Public Information Office is on set with the show's hosts. This affords DSP the opportunity to also talk about other important topics and safety messages. This program aids in the State Police capturing about 1 out of every 10 fugitives as a direct result of this show.
 - The producers of this show currently only have the Delaware State Police participating in this program. Fox morning shows in other media markets have caught on and in one program they have the weekly segment named "The Wheel of Justice."

13. Why is the program a new and creative approach or method: Unlike previous or historic methods of the dissemination of information by law enforcement, this program utilizes new and emerging technologies as they

become public. They are free and offer an obvious cost benefit to Delaware's tax payers.

14. **What were the program's start up costs? (Provide details about specific purchases for this program, staffing needs and other financial expenditures, as well as existing materials, technology and staff already in place.):** The program, and its individual facets, is free in terms of dollars.
15. **What are the program's annual operational costs:** There are none.
16. **How is the program funded:** Through the generous support of the individual partners who participate in the program.
17. **Did this program require the passage of legislation, executive order or regulations? If YES, please indicate the citation number:** Specifically, the program involving the Clear Channel Corporations required a change in the county code involving electronic billboards. Previously, a billboard could only change its message once or twice per day. With the changing of legislation, the new messages are cycled every 10 seconds. New Castle County 2008 Bill/Resolution #008056.
18. **What equipment, technology and software are used to operate and administer this program:** All technologies are housed at the sites of the individual partners. These technologies include, but are not limited to, computers, electronic billboards, cable digital devices and television production equipment.
19. **To the best of your knowledge, did this program originate in your state? If YES, please indicate the innovator's name, present address, telephone number and e-mail address:** The program as it stands, is comprised of smaller initiatives which were started in other parts of the country. The Fox 29 Wednesday's Wanted segment was originated by the Delaware State Police.
20. **Are you aware of similar programs in other states? If YES, which ones and how does this program differ:** As stated in number 19, this program is comprised of smaller initiatives which were started in other parts of the country. The Delaware State Police is the first agency, we are aware of, to utilize all of these media sources in one package.
21. **Has the program been fully implemented? If NO, what actions remain to be taken:** It has been fully implemented.
22. **Briefly evaluate (pro and con) the program's effectiveness in addressing the defined problem or issue. Provide tangible examples:** The program is effective on a number of fronts. One, it helps in locating and apprehending fugitives. It aids in allowing the public to get involved. It helps to "prove" to a victim or victim's family that the Delaware State Police is actively working to capture the wanted fugitive. When it comes to Amber Alerts, we are now able to show a photograph to the motoring public instead of just an audio message. With internet access, all of the covered items, on the Comcast On-Demand feature or the Fox 29 program are viewable at any time. In terms of cons, because of the nature of the anonymous tip line, tracking the sources of where a tipster saw the wanted fugitive is difficult. When a message is shown

on the billboard, because of the nature of the ad cycle, many motorists may miss the message.

23. **How has the program grown and/or changed since its inception:** We now cover more fugitives than ever before. The first program was Comcast Police Blotter. We then added Fox 29 Wednesday's Wanted and within the past several months, we added the Clear Channel Billboard.
24. **What limitations or obstacles might other states expect to encounter if they attempt to adopt this program:** Memorandums of understanding are required for each program and may take an extended period of time to agree upon the legal language and obtain finalized signatures. Additionally, some TV programming may not support a segment like Wednesday's Wanted and not all markets are covered by Comcast's service. It is incumbent for each interested department to analyze the market they operate in and determine which part of this program may be available.

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