

Public involvement: community policing in Chicago



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(Mr. Deangelo Considine)*

PUBLIC INVOLVEMENT: COMMUNITY POLICING IN CHICAGO



No binding. Book Condition: New. This item is printed on demand. Original publisher: Washington, DC : U. S. Dept. of Justice, Office of Justice Programs, National Institute of Justice, 2000. OCLC Number: (OCoLC)45642837 Subject: Community policing -- Illinois -- Chicago. Excerpt: . . . Community Policing in Chicago Program marketing This growth in awareness is the result of an aggressive, city-coordinated marketing effort featuring paid promotional spots on radio and television, ads in local newspapers, posters at rapid transit stops and high-traffic areas, and brightly colored CAPS advertise-ments displayed on buses and billboards. A city-sponsored half-hour Crime Watch series appears on two cable channels and one broad-cast channel. The city also posts schedules for beat community meet-ings on the Internet and its cable channel. Information materials are distributed to community organizations, libraries, businesses, churches, and schools. In selected areas, targeted mailings have been conducted with local sponsors ranging from a bank to a residential property management company. City workers receive information describing CAPS and how to participate, and they are reminded of area schedules for beat community meetings. Finally, the city has sponsored a number of very large citywide rallies and workshops promoting the program and holds appreciation events for CAPS volunteers. Civilian CAPS organizers annually attend more than 100 of the festi-vals that flourish during the summer months in Chicago and set up displays that explain CAPS and encourage participation in CAPS activities. Staff members are also involved in local marches, rallies, prayer vigils, and smoke outs (group barbecues held at gang or drug-infested sites), and a National Night Out every August features events in all 25 police districts. A catalog of free promotional materials, including pens, pencils, rulers, sticky notes, T-shirts, and refrigerator magnets, is also available. Why such a large investment in program marketing All...



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