TACTICAL PRODUCTS AND DISSEMINATION

AGENDA

- COMMUNICATION

- ANALYTICAL WRITING

- TYPES OF ANALYTICAL PUBLICATIONS

- ABOUT THE BULLETIN

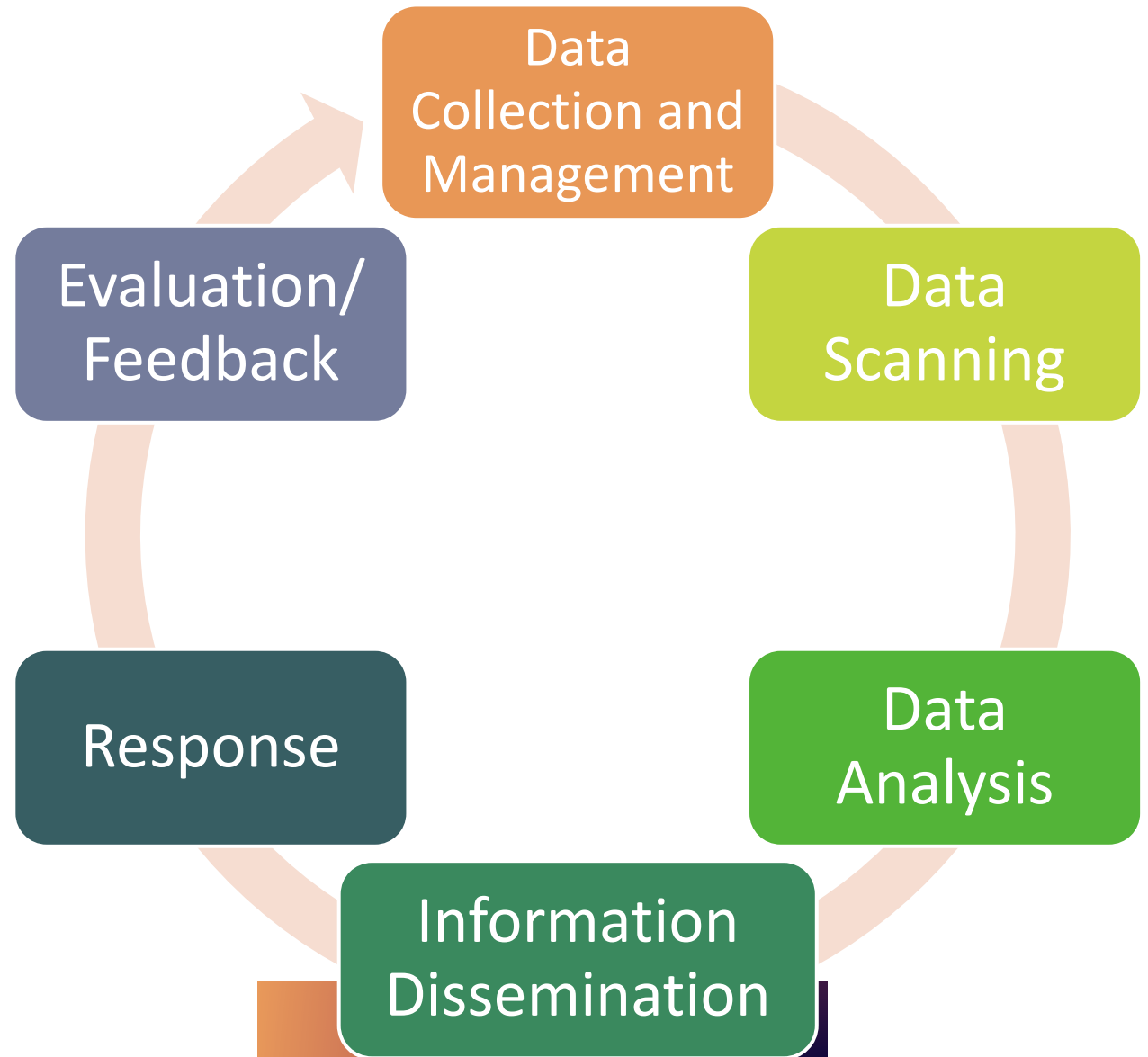- ONLINE CONSIDERATIONS

- TYPES OF PRODUCTS

JENNY ZAWITZ

- IACA INSTRUCTOR FOR ESSENTIAL SKILLS 1 AND ADVANCED MICROSOFT OFFICE

- FORMER ACPD CRIME ANALYST

- FORMER NCMEC SOTT ANALYST

- MA FORENSIC PSYCHOLOGY

THE POWER OF
COMMUNICATION

CRIME ANALYSIS CYCLE

WHY DO WE COMMUNICATE?

- AFTER THE ANALYSIS PROCESS, WE HAVE TO DO SOMETHING WITH THE DATA.

- TRANSFORM THE DATA INTO INFORMATION BY COMMUNICATING IT

- NEED TO DETERMINE THE BEST METHOD TO PASS THE INFORMATION ALONG TO THE APPROPRIATE STAKEHOLDERS

- STAKEHOLDERS DETERMINE HOW WE COMMUNICATE THE INFORMATION

HOW DO WE COMMUNICATE?

- BRIEFINGS (IN PERSON)

- RADIO COMMUNICATIONS

- E-MAILS

- BULLETINS/PUBLICATIONS

- PERIODIC REPORTS

- NOTE SHOULD USE A VARIETY OF METHODS TO EFFECTIVELY RELAY THE MESSAGE

EFFECTIVE ANALYTICAL WRITING

- EXPOSITORY WRITING (CONCISE AND INFORMATIVE)

- ANALYTICAL WRITING TAKES FACTS AND DRAWS CONCLUSIONS FOR THE STAKEHOLDERS

- NEED CLEAR PURPOSE, RELEVANT DETAILS, STRONG CONCLUSION

- USE CONCRETE TERMS (MEANING DOES NOT CHANGE OVER TIME)

- WRITING ALSO NEEDS TO BE SPECIFIC AND ACCURATE

ABOUT THE BULLETIN

Keep it brief

Illustrate and Entertain

- Graphs, charts, and diagrams may grab the readers attention over simple text
- Pictures of suspects/sample vehicles
- May not be necessary but will make the product more appealing

Interpret and Explain

- Textual analysis, context, and interpretation must accompany stats/raw data/etc.
- Explain characteristics or causes

TACTICAL ANALYSIS PUBLICATIONS

- MOST COMMON TYPE OF PUBLICATION FOR TACTICAL ANALYSTS

- NOTIFY POLICE AGENCIES ABOUT THE EXISTENCE OF A PATTERN/SERIES AND THE RELEVANT INFORMATION ABOUT IT

- TARGETING TO LINE LEVEL PERSONNEL AND SUPERVISORS

- SHOULD PROVIDE ENOUGH INFORMATION FOR OFFICERS TO TAKE INITIATIVE AND SUPERVISORS TO CREATE A BROADER TACTICAL PLAN

TACTICAL ANALYSIS PUBLICATIONS

- CAN BE SPECIFIC
  - SERIES PROFILE OR ALERT
  - PATTERN REVIEW
  - TACTICAL BULLETIN
- CAN BE GENERAL
  - CRIME BULLETIN
  - CRIME ANALYSIS REPORT
- U.K. AND AUSTRALIA = TACTICAL ASSESSMENTS BUT NO REAL STANDARDIZATION IN U.S.

TACTICAL ANALYSIS PUBLICATIONS

TACTICAL ANALYSIS PRODUCTS CAN INCLUDE

- PATTERN/SERIES INFORMATION

- POTENTIAL SUSPECTS

- FORECAST FUTURE EVENTS

- INVESTIGATIVE LEADS

- PHOTOS OF SUSPECTS/VEHICLES

- TIMELINE OR MAP

- SUGGEST POSSIBLE STRATEGIES

TACTICAL ANALYSIS PRODUCTS

- Sample bulletin

- Credit: Katrina Hickman (IACA Website)

- Elements: Map, Incident List, Suspect Photos, Analytical Information, Agency Information, Contact Information for the Analyst

- White space

- Color choices

- Ease of reading

- Specific series

- https://www.iaca.net/sample-data?servId=11337

STRATEGIC ANALYSIS PUBLICATIONS

- Two types with goal of long-term planning

- Track and describe trends: weekly/monthly stat reports that show change and analyze the most significant ones

- Analyze problems: explore long term or chronic problems (partner with POP/CPTED stakeholders)

- Can be created for the public

- Write for higher level supervisors, command staff, etc.

- Generally longer than Tactical

40 YEARS OF SERVING ALBEMARLE COUNTY
1983 - 2023

2023 ANNUAL REPORT
Albemarle County Police Department
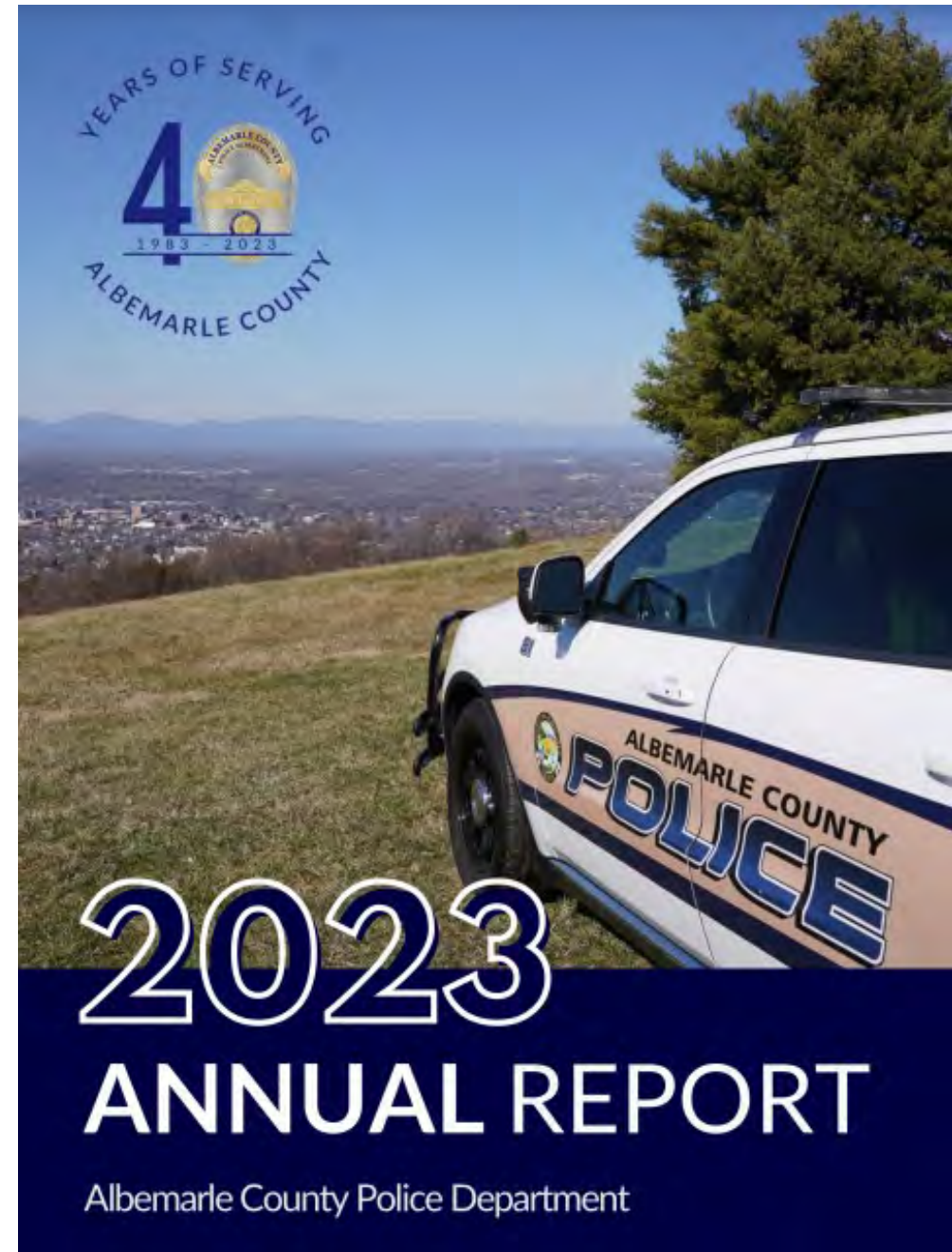
OTHER PUBLICATIONS

Administrative Analysis Publications

- Data printouts, statistics on tops, maps, charts, and tables.

- Varies widely and may be for just about anyone

- Requests that seek data with no analysis

- Still require explanations so requestor knows what they're looking at

Operations Analysis Publications

- Study of police allocation of resources

- Workload distribution by beat and shift

- Staffing and officer productivity

- Stakeholders are police administrators and executives

- Both of these require balance of quantitative data and qualitative interpretation

OTHER PUBLICATIONS

- MULTI-PURPOSE BULLETINS ISSUED DAILY OR WEEKLY – COMBINE DIFFERENT TYPES OF PRODUCTS

- ARREST SUMMARIES

- UPDATES TO SERIES BULLETINS

- PERIODIC MAPS OF TARGET CRIMES

- WANTED PERSONS NOTICES

- WARRANT LISTS

- HOT SHEETS FOR STOLEN CARS

KNOW YOUR AUDIENCE

Potential Stakeholders

- Patrol Officers
- Supervisors
- Detectives
- Command Staff
- Media/Press
- General public
- Outside agencies
- Prosecutors

What do they want to do with this publication

What do they need to know in order to do it

What will motivate them to do it

What do they already know/need defined (Don't Assume!)

What will motivate them to read it in the first place?

Note: may have more than one stakeholder, but write for your primary stakeholder for any product

WRITING EFFECTIVELY

Use jokes, slang, novelties sparingly	Know your audience
Understand the rules of grammar, spelling, and punctuation	Can detract from product integrity
Use the active voice	"The suspect stole the car" vs. "The car was stolen by" Passive may sound weak, wordy, or hedgy
Be specific rather than vague	"The suspect punched the wall when confronted" vs. "The suspect acted in an aggressive manner"
Use descriptive verbs/nouns over adverbs/adjectives	"The burglar usually steals expensive purses" vs. "The burglar steals Louis Vuitton and Chanel purses"

Note: Know your audience. Don't make assumptions from reports or change the wording to make it untrue.

DESIGN AND LAYOUT

Know what you have available and how to use it	Text formatting, lists, tables, borders, images
Use color with care	Consider black and white printing appearance
Limit your use of fonts	No more than two per document – one for titles and one for text
Use lists to break up paragraphs and present information in chunks	Bullets make scanning easy
Bold key words and phrases	Veh/sus descriptions, time of day, recommendations
Arrange tabular data in tables	Don't use tabs or spaces
Use boarders and shading to attract attention and draw the eye	Be subtle but can make document look professional
Edit your images	Resize, crop, lighten/darken (with caution), contrast
Use text boxes to position text and objects	Add captions to photographs, commentary on map
White space makes your document less intimidating	Use liberally to break up bulletin

LAYOUT FOR ONLINE CONTENT

Never require horizontal scrolling	Eliminate as much scrolling as you can, but if they have to scroll, make it vertical
Design with user's resolution in mind	Most monitors set to 1024 X 768 or 800 X 600. Consider your user!
Use hyperlinks	Use hyperlinks to connect to news articles, websites, and other documents*
Smaller paragraphs, more emphasis	Use white space liberally. Readers tend to scan rather than read online, so use bold more liberally for key points
Design with printing in mind	Users may print bulletins, especially if internet service is spotty. Stick to simple designs.
Use tables	Tables let you specify exact number of pixels so that all users will see the same thing regardless of resolution

Note: Know your audience. This would not be as effective for tactical bulletins. Spare your patrol officers!

SPECIAL CONSIDERATIONS FOR POSTING ONLINE

- Some agencies going all intranet

- Advantages: can be accessed from wider variety of locations, make frequent small updates, dynamic

- Challenges: formatting considerations, establish mobile/PDA access to the intranet, create a searchable archive (ex: naming consistency)

EMAIL CONTENT

- Assume everyone has very simple email
- While you can use HTML format, different email programs show layouts differently
- Can't assume formatting will come through (bolding, size, tables, fonts, etc.) or that pictures will be in the email (may be attachments)
- Brevity is key
- Use descriptive subject header for ease of understanding and searching

DISSEMINATION HINTS

- REGULARITY BUILDS READERSHIP
- CONSISTENCY IN UPDATE NAMES
- MULTIPLE MEANS OF DISSEMINATION
- STAKEHOLDERS OUTSIDE OF YOUR AGENCY
- ASK FOR FEEDBACK
- CONSIDER HOW YOU WILL TURN YOUR BULLETIN/COMMUNICATION INTO A PRESENTATION IF REQUESTED

AVAILABLE TOOLS

Microsoft Word

Microsoft Publisher

Microsoft PowerPoint

Power BI

Software platforms (Palantir, Tableau)

Online tools (Prezi, Mapline)

QUESTIONS?

UP NEXT

NOV: EFFECTIVE RESPONSE

DEC: AFTER THE ARREST

JENNY ZAWITZ

JENNIFER.ZAWITZ@GMAIL.COM

THANK YOU

Jenny Zawitz

Jennifer.Zawitz@gmail.com