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Author(s): Mitchell B. Chamlin Ph.D. ; Christopher R. Stormann M.S.

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TO NCJRS

**Educating the Public About the Police:
The Lima PSA Project**

A report submitted to the
National Institute of Justice

by:

Mitchell B. Chamlin, Ph.D.
Christopher R. Stormann, M.S.

University of Cincinnati
Division of Criminal Justice
P.O. Box 210389
Cincinnati, OH 45221-0389

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ABSTRACT

This project analyzes the impact of four televised public service announcements (PSAs) aired for three months in Lima, Ohio. The PSAs were created with the goal of educating the public about the police and informing citizens about how to behave during encounters with the police. The instructive PSAs, developed from focus groups with police officers, address frequently occurring issues, problems, and behaviors that may trigger a more aggressive police response.

Specifically, the study focuses on three specific research questions: 1) Are the PSAs effective in transferring knowledge to citizens about the police? 2) Did the PSAs have an impact on resident satisfaction with the police? and 3) Did the PSAs have an impact on the behavior of citizens interacting with the police?

In general, the analyses of the three waves of survey data reveal that while the PSAs effectively imparted information about how to handle disagreements with the police, they had little impact on citizen knowledge concerning traffic stops and emergency situations or on resident satisfaction with the police. Moreover, the impact assessments of the PSAs on two measures of citizen-police interaction, resisting arrest and police use of force incidents, were equally disappointing. Regardless of the model specification, the ARIMA time-series analyses indicated that the PSAs had no appreciable effect on the measures of police-citizen interactions. Possible explanations for these weak findings, as well as their implications for future research, are discussed.

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INTRODUCTION

At the heart of community oriented policing lies the expectation of a partnership between the police and the public. Ideally, this partnership should be an informed relationship wherein both parties, the police and the public, understand the needs and expectations of the other. To date, both academics and law enforcement personnel have emphasized training police officers to be empathic toward diverse elements of the populations they serve (Goldstein, 1990; Manning, 1988; Reiss, 1992; Trojanowicz and Bucqueroux, 1994). What has been sorely overlooked is the need to educate and make empathic the other half of the partnership--the public.

Typically, police officers are required to respond to a wide range of situations (see Meagher, 1985 for a list of routine tasks) and are under considerable departmental pressure to handle problems quickly and efficiently. To satisfy these demands the police receive a wide array of training about how to properly deal with people and respond to the myriad of problems they encounter. Increasingly, police training emphasizes the development and use of interpersonal skills.¹ Interpersonal skills are valuable insofar as they prevent police-citizen encounters from deteriorating into conflictive interactions.

Although the police are becoming more effectively trained in how to properly interact with the public, the converse is another matter. That is, citizens are not trained about how to respond to the police and therefore make inappropriate choices, often unknowingly, when interacting with the police. Inappropriate choices made by the

¹ See P. Strawbridge and D. Strawbridge (1990) A Networking Guide to Recruitment, Selection and Probationary Training of Police Officers in Major Police Departments of the United States of America for a description of the widespread nature of interpersonal skills training (content and duration) in large U.S. police departments.

citizen during the interaction are problematic because they can lead to hostile exchanges. For example, being disrespectful, making quick movements, crowding the officer, and arguing over a citation, are often perceived as threatening behaviors by the police. Some behavioral choices are honest mistakes (e.g., hurrying as a favor for the officer, exiting the vehicle unannounced) while others are less benign (e.g., displaying poor demeanor). At a minimum, citizens need to be informed about police expectations and the potential repercussions accrued from ignoring them. In sum, this project focuses on educating the public so that they may become better partners with the police.

EDUCATING THE PUBLIC

Police organizations are increasingly adopting a community oriented policing (COP) approach to combat crime. A notable feature of COP is its focus on educating the public. In a representative national survey of police chiefs in cities over 25,000 (N = 281), education of the public was found to be the most commonly adopted COP program (Zhao, Thurman and Lovrich 1995). According to Zhao et al. (1995), public education is performed by 98.1% of departments, followed by other well known programs such as foot patrol (88.4%) and storefront stations (41.4%). Similar programs that attempt to educate and form a partnership with the public would include community meetings and citizen police academies. What these programs have in common is that they are more than a simple retooling of personnel or a change in administrative directives. They are innovative in that they are primarily designed for externally focused change, a form of citizen and community empowerment.

The above mentioned programs, though useful, are limited because they fail to influence those most in need of information (Skogan 1988, Grinc 1994, Buerger 1994). Foot patrol is only beneficial for those that receive it. Community meetings and citizen police academies help only those that attend. In short, efforts by the police to educate the public typically reach those individuals least likely to find themselves in conflict with law enforcement personnel.

Little is known about the aggregate benefits of these practices. More importantly, it is uncertain as to whether or not attempts to improve police-citizen communication are effective. Little attention has been given to the type of information presented and the most effective way to present it (Goldstein 1990). A method of information transfer is needed to reach large and diverse populations in the community. Indeed, Alpert and Dunham (1986: 447) state the following in their conclusion of community-based policing (emphasis added):

“Traditional police-community relations programs have stressed the need for town meetings and information transfer, but in practice, this has been done in a haphazard fashion without either the police or the community members benefiting substantially. On both sides, good intentions have been present, but sufficient *information exchange* has been lacking. The areas that need strengthening have not been identified correctly and the *methods* used to secure mutual understanding have not been effective.”

It is clear from this recommendation that new methods of transferring knowledge, capable of reaching a greater number of citizens in the community, must be identified and evaluated (see also Grinc 1994, Goldstein 1990). Accomplishing this is important not only for establishing better police-community ties, but also for securing the mutual trust

and understanding COP needs to emerge and prosper (Sparrow, Moore, and Kennedy 1993).

HOW PUBLIC EDUCATION HELPS COP IMPLEMENTATION

Numerous case studies have demonstrated the benefits associated with community oriented policing (Sparrow, et al., 1993). However, there has been a lack of research dealing with its implementation (Mastrofski, 1993). Implementation must have the community's support and involvement (Sadd and Grinc 1994). Any wholesale change in policing will fail if there is no change at the level of the police-citizen interaction (Guyot 1991). In sum, COP must move beyond what the police think and do, it must incorporate the civilian community (Buerger 1994).

An obstacle that must be overcome when implementing community oriented policing is poor police-public relations. Poor public relations can result from many factors, but most notably it is an outcome of negative interactions with citizens (Dean, 1980; Parks, 1976; Flanagan, 1979). Some discordant interactions are unavoidable as actual law violators will naturally see a situation negatively when questioned or apprehended. Our concern, however, is the problem of antagonistic interactions that can occur as a result of some misunderstanding. An act seen as inappropriate by an officer, but unintentional by a citizen, can escalate to an unnecessarily hostile situation. If citizens are educated about appropriate choices when interacting with the police, situations would be less likely to escalate to a point where both parties leave dissatisfied. Dissatisfaction with the police is particularly germane given the contemporary emphasis on positive police-citizen interaction and the dependence on community support for police to meet their goals (Webb and Marshall 1995). Moreover, numerous authors have

recognized that positive images of the police are necessary for the police to function effectively and efficiently (Decker 1981; Radelet 1986; Murty, Roebuck, and Smith 1990; Skonick and Bayley 1986)

THE POLICE VIEW OF THE CITIZEN INTERACTION

William Westley (1970), a pioneer in police research, notes that police officers see themselves not as agents of the government, but rather, as people in interaction with others. Behaviors such as staring at your feet, avoiding direct eye contact, fidgeting, stance of the body, and poor attitude, matter in any interaction, including those with the police. Skolnick (1966) contends that these and other cues are used by the police in their perception of the "symbolic assailant." This is troublesome because little is known about the subtle exchange of cues that take place during face to face interactions between civilians and the police (Black 1970). Misunderstandings proliferate in this void of knowledge and police have taken it upon themselves to make linkages. Most damaging are cues falsely interpreted by the police as indicating that they are in danger. To be sure, a good police officer must carefully interpret situations and be wary of oncoming violence. Nonetheless, the more that citizens are aware of the indicators that the police use in their interactions with individuals, the greater the likelihood that misunderstandings can be avoided.

When cues are tied to race, or groups populating an area, the police face additional problems. Over two decades ago, The Report of the National Advisory Commission on Civil Disorder (1973) criticized the police with respect to their understandings of, and interactions with, racial minorities and the poor. They recommended more diversity in the hiring of police officers and cultural sensitivity training. In effect, the Kerner Report

recommended educating the police about the public in hopes of improving police behavior toward citizens. Current research also suggests that greater familiarity with citizens in an area decreases the likelihood of incorrect stereotyping, misinterpretation of citizen actions, and instances of force and arrest (Mastrofski 1981). Ironically, few have tried to reach citizens, en masse, to discourage the use of certain behavioral cues (e.g. quick movements, encroaching the personal space of officers) or educate citizens on the potential misunderstandings that could result. In the next section, we consider how educating the citizen can facilitate more positive police-civilian interactions and a reduction in police use of force.

CONTINGENT EXPECTATIONS

Several researchers offer insight into the exchange relationship in the police-citizen transaction. Manning and Van Maanen (1978) suggest that expectations and demeanor are key elements in determining the outcome of any police-citizen interaction. A primary expectation of police in nearly all cases is that they will gain control over the interaction (Sykes and Brent, 1980). Any departure from this goal, as a result of intentional or unintentional citizen behavior, increases the likelihood of a forceful and negative intervention.

Specifically, Sykes and Brent (1980) contend that the officer goes through a series of stages to gain the control over an interaction with a citizen. In each stage the expectations and demeanor of the police and civilians are salient. The officer begins an encounter by asking questions. If these questions are answered and the officer's authority is established, then he or she has achieved *definitional regulation*. If these questions are ignored or not answered, the officer will resort to issuing orders. This stage is referred to

as *imperative regulation*. At this point there is often a noticeable change in the officer's and citizen's demeanor. The officer may interpret the citizen as being disrespectful. If both definitional and imperative regulations fail, the officer must rely on the threat or actual use of force. This final stage is called *coercive regulation* (Sykes and Brent 1980).

This continuum illustrates the point that expectations and demeanor are intertwined. The officer expects (and is expected by others to expect) to gain control and assert authority. The citizen may purposely or unwittingly send out signals through their demeanor or behavior that challenges police authority when their definition of the situation or expectations of the police is at odds with the officer. This perceived or actual challenge to police authority is problematic because it will likely evoke a more forceful response by the police and increase the probability of a less satisfactory interaction.

THE CITIZEN VIEW OF THE POLICE INTERACTION

Citizens generally have favorable attitudes towards the police (Decker 1981). Significant problems only seem to arise when a controversial instance of police use of force or a racially tied occurrence polarizes a community. This is usually the spark that ignites an already tense or angered community (Report of the National Advisory Commission on Civil Disorder 1973). Often overlooked are the situations that happen everyday to unnecessarily damage public relations or put citizens at odds with the police. Indeed, these are the situations that may bring about tension because a citizen's or community's expectations are falsely rooted, differ from the police, or are a result of some misunderstanding.

A very common situation that illustrates the cycle where each party's expectations and behaviors have implications on the other's behavior can be seen in the police function

of pulling a motorist over for a traffic violation. Not more than a generation ago it was a common courtesy to get out of your car and greet the officer after being pulled over. Today such an action may be seen by the officer as threatening or hostile and, in some situations, grounds for verbal or physical retaliation. This action, which several years ago would have been appreciated by the police officer, now gets the citizen a sharp command to remain in the car with hands visible. The rebuked citizen is likely to feel put upon when he or she was just trying to be nice and, therefore, less deferential (Lima police focus group, 1996).

As a result of interactions such as the ones presented above, misunderstandings can occur leaving both the officer and citizen dissatisfied. The citizen may think he or she is doing a good thing but now may be facing the hood of a police car and being checked for weapons. Certainly this was not the expectation of the citizen after doing what they thought was a favor for the officer.

There is a growing body of research supporting the importance of the interplay between the police and citizen during the interaction. Situational factors appear to be the most important correlates in the police-citizen interaction (Sherman 1980; Ricksheim and Chermak 1993; Freidrich 1980). In a three year study of the New York City Police Department, McNamara (1967:168) was "...struck by the extent to which the handling of relatively minor incidents such as traffic violations...seemed to create a more serious situation than existed prior to the police attempt to control the situation." In further analysis of these incidents McNamara (1967) found that one of the most frequent difficulties encountered by the police in these face-to-face encounters was a lack of clarification of police expectations. Indeed, not only is there little congruence with

expectations but also a lack of systematic and reliable knowledge concerning the appropriate interpersonal skills and situational behaviors that can be used by citizens in face to face encounters with the police. Further, police expectations that are vague, or overly general, are not likely to be met by a citizen under stress and in a poor condition for original problem solving (McNamara 1967). A feeling of hopelessness may ensue as the urge to flee or lash out seems necessary to escape the situation. Consequently, there is a greater likelihood of resistance and an increase in the use of force.

There are many consequences of negative interactions between the police and citizen. The police department might suffer because of complaints filed against officers, and the citizen may even suffer from being charged with resisting arrest. Compounding the situation is the use of any physical or coercive force by the police. The officer may not take the time to explain that it was only a misunderstanding and why he or she acted a certain way. The citizen is then left thinking that this is a police department with very rude and aggressive officers. This has the effect of tainting any future interactions the citizen has with the police. Even more damaging is that the experience is relayed to family and friends which influences their outlook on the police. As enmity toward the police increases, the likelihood that the police and community will be able to form the kind of partnership envisioned by community oriented policing is diminished (Green and Decker 1989).

The implications of both the police and citizen views of the interactions with one another are clear. In order to reduce misunderstandings, frustration, and perhaps most importantly, the escalation of relatively minor situations into more serious ones, the public needs to acquire more information concerning the expectations of the police.

TELEVISED PUBLIC SERVICE ADVERTISING

Historically, public education has been accomplished by public schools. We learn about government (e.g., forms of government, constitution) and civic responsibilities (e.g., voting, jury duty) in middle and high school government and civics classes. This is an efficient means of passing information along to the public because all children are expected to attend school. When people leave the public schools, however, it becomes considerably more difficult to inform or educate. One means of reaching a substantial proportion of adults is through the media, particularly television.

Televised public service advertising is an effective and cost efficient vehicle for the dissemination of information. Public service advertisements or announcements (PSAs) are given free time or space by media organizations. Many of the organizations also assist in the production and distribution at no cost as the ads are assumed to have genuine social value and their sponsors are assumed to have limited resources. PSAs are well recognized for their social value but are often given second billing to paid commercial advertisements for prime viewing hours (O'Keefe, Rosenbaum, Lavrakas, Reid, and Botta 1996). A fair degree of competition exists for the time slots PSAs receive and placement depends on the importance a station manager gives to them. Even off-peak or late hour time slots are in demand because they can reach a target or select audience (e.g., drug and alcohol users). Competition for time is also aggravated by a current trend blurring social and commercial issues in public service advertising. Sponsors are buying PSA placement (sport utility vehicles and national parks, drunk driving and beer brewers) to increase visibility and promote social causes (O'Keefe et al. 1996).

Recent research reveals that 98.3% of all U.S. households have a television set and the average daily viewing per TV household is 7 hours and 16 minutes (A.C. Nielsen Co. 1997). This makes the use of television, including public service advertising, an important means of reaching a diverse and large audience. Additionally, there is ample evidence that the public is fairly attentive to televised PSAs and have generally favorable reactions to them (O'Keefe and Reid 1990). Evaluation of PSAs are difficult, however, because the PSAs are often only one component of a larger media or community campaign (Bureau of Justice Assistance 1993).

Campaigns involving PSAs have been found to be successful in a number of different areas. These areas include mental health (Douglas, Westley and Chaffee, 1970; Schanie and Sundel 1978), pesticide use (Salcedo, Read, Evans, and Kong 1974), smoking cessation (Warner 1977), heart disease risk prevention (Flora, Maccoby, and Farquhar 1988), educating children (Roberts, Bachen, Christenson, and Gibson 1979) and crime prevention (O'Keefe 1985, 1986; Bureau of Justice Assistance 1993; as cited in O'Keefe, Rosenbaum, Lavrakas, Reid, and Botta 1996).

The largest and most recognized public service advertising campaign in the area of crime is the McGruff "The Crime Dog" campaign. It is the first national PSA-based campaign to undergo formal evaluation of its influence (O'Keefe 1985, 1986; O'Keefe and Reid 1989). It has since received evaluations in the mid-1980s (National Crime Prevention Council as cited in O'Keefe and Reid 1990) and again in the early 1990s (O'Keefe et al 1996). These evaluations produce encouraging results. Specifically, the 1980 evaluation of the McGruff PSAs reveals that 74% of the respondents said they paid a lot or some attention to PSAs (O'Keefe and Reid 1990). Eighty-one percent of the

respondents find the PSAs at least “fairly helpful” in making people like themselves “aware of problems that may affect their well-being.” The most recent analysis of the McGruff PSAs finds that of those aware of the PSAs, 77% called them valuable in providing more public exposure and awareness. Even more striking is that one-fifth of those that saw the PSAs took specific action as a direct result of what they saw (e.g., buying new locks, trimming hedges, and installing lights) (Bureau of Justice Assistance 1993).

PSAs have been criticized, however, because it is assumed that they operate under a “rational” model of persuasion. The rational model of persuasion assumes that cognitive change leads to attitudinal change, which then leads to behavioral change. It has been suggested that this model is appropriate only in cases where issue involvement is relatively high (Chaffee and Roser 1986). In the case of low involvement, it is suggested that individuals are only motivated to carry out actions they see as beneficial in lowering the risk of events that they see as having potentially severe consequences (Janz and Becker 1984).

Alternatively, it has also been argued that viewers are not as rational as one might suspect. Rather, it appears that many viewers simply need to be reminded of their roles (Skogan and Maxfield 1980) or of proper behavior (O’Keefe and Reid 1990) and do not necessarily “calculate” the costs and benefits the information presented in PSAs. Regardless of the underlying mechanisms at work, it is clear that PSAs can have a substantial impact on the public. Consequently, the evaluation of PSAs, independent of the confounding effects of complementary change strategies, is of no small interest.

PRESENT INVESTIGATION

This project analyzes the impact of four televised public service announcements (PSAs) aired for three months in Lima, Ohio. The PSAs are created with the goal of educating the public about the police and informing citizens about how to behave during encounters with the police. The instructive PSAs, developed from focus groups with police officers, address frequently occurring issues, problems, and behaviors that may trigger a more aggressive police response.

The specific addition to existing research addressed in this study is whether PSAs can be used to effectively provide information to citizens about interacting with the police at a level sufficient to change attitudes and/or behavior. It is hypothesized that an increase in knowledge, measured at an aggregate level, will result in fewer negative feelings and a corresponding decrease in the frequency of situations requiring police use of force. The study addresses the following research questions: 1) Are PSAs effective in transferring knowledge to citizens about the police? 2) Did the PSAs have an impact on resident satisfaction with the police? and 3) Did the PSAs have an impact on the behavior of citizens interacting with the police?

Three telephone surveys of samples of Lima residents (N=1,541) are conducted. The purpose of this activity is to determine whether the substance of the PSAs is communicated to the residents of Lima. Each of the surveys are designed to assess knowledge of the material covered in the PSAs and resident satisfaction with the Lima police. The first survey is a pretest used as a baseline to which comparison can be made. A second survey is conducted immediately after the television campaign is concluded. This survey serves two purposes. First, residents are tested concerning knowledge about

PSA topics and comparisons are made of the levels of knowledge before and after airing. Second, this survey is used to determine whether there is a relationship between the PSAs and resident satisfaction with the police. A final survey is conducted three months after the PSAs cease airing. This survey focuses on the retention of knowledge and positive feeling toward the police. Information from the final survey isolates the attenuation of knowledge and aids in determining if “booster shots” are needed to reach previous levels of awareness.

The final stage of the analysis focuses on determining the impact of the PSA campaign on the frequency of force situations in Lima police-citizen interactions (i.e., citizen behavior). Lima Police Department data are examined to determine if the nature of police-citizen interactions changed coincidentally with the airing of the PSAs. Two interrupted time series analyses are used to examine the impact of PSAs on the frequency of force situations.

The impact assessments utilize weekly counts of resisting arrest and supplemental police use of force reports. Weekly counts of the two indicators of force determine whether there are changes in the frequencies associated with the PSA intervention.

METHODS SECTION

CREATING THE PSAs

First, it is necessary to specify which issues will be the focus of the PSAs and what needs to be communicated about those issues. Focus groups with patrol officers are used to gather information about common misunderstandings that result in negative police-citizen interactions. Our concern is with behaviors citizens engage in that trigger more aggressive responses by the police. Therefore, participants are comprised of police

officers as it is their perceptions of citizen behavior that are most salient. These focus groups provide the educational material and alternative choices that make up the subject content of the PSAs.

Focus groups are a useful vehicle because of their power in generating new ideas and content particularly helpful for exploratory research. This does not mean that when little is known about a phenomenon a focus group can substitute for problem formulation (Stewart and Shamdasani 1990). Focus groups are designed to be structured and just talking about whatever comes to mind may result with little useful information coming from the group. Stewart and Shamdasani (1990: 52) stated this very clearly, "There is a considerable difference between not knowing very much about a particular phenomenon and not knowing what you want to learn." Hence, a thorough examination of the literature surrounding the topic of inquiry is encouraged before conducting the focus group.

The focus group interview commonly has six characteristics or features: 1) people, 2) assembled in a group or series of groups, 3) possessing certain characteristics, to 4) provide data 5) of a qualitative nature 6) in a focused discussion (Krueger 1994:16). One of the central features of the focus group is that it contains more than one person which distinguishes it from most other interviews. Typically a focus group ranges anywhere from 4 to 12 members (Krueger 1994; Stewart and Shamdasani 1990).

Two focus groups are used in this study. The first focus group was conducted with the Cincinnati Police Department as a pilot study to develop our skills in conducting this type of group discussion. The second focus group was conducted with the Lima Police Department to generate the content of the PSAs (See appendix B for the focus

group interview guide used in this study, and appendix C for the focus group report containing complete transcripts of proceedings).

The Lima focus group generated approximately twelve areas of police concern that they characterized as problematic. Sections of these twelve areas were reviewed and synthesized to create four PSAs that provide detailed knowledge of problem situations. At some points a “don’t do this” message is provided, but the overriding theme is “what to do” with helpful tips, suggestions, and examples.

After selection of the four areas making up the PSAs, the information was put into storyboards, similar to scripts, that detail the content of the PSAs. Storyboards contain the lines for the actors and the camera angles for the production crew. Also included are voice-over narratives, bulleted lists as they appear on screen, and the general sequence of events in the final product. Project staff were present to see that the four storyboards were followed. Final editing also took place under staff supervision and the Lima Police Department gave final approval before the PSAs were aired.

Lima police officers were used as actors to make the messages more authentic. Police officers in the PSAs explain some of the reasoning behind the message to add understanding, realism, and authority. Careful attention to the officer’s on-screen delivery is made to avoid charges of propagandizing or of sounding overly paternalistic. Because of time restrictions, editing required that the time length fall in certain increments (e.g., 30, 45, 90, 120 second spots). Final production resulted in three 90 second PSAs and one 120 second PSA. Below is a *summarized* description of the four PSAs produced from the focus group results (see appendix A for complete storyboards):

PSA 1 Helpful Tips If You Are Pulled Over

Scene opens with a police funeral. A middle aged male officer explains that officers are killed in routine traffic stops and take certain precautions for safety and look for cues forecasting danger.

Here are some tips to put the officer at ease and make the interaction go more smoothly.

1. Pull over as soon as possible. Don't continue driving to find a driveway or parking lot. The officer has already found a suitable place for you to stop before turning on the light bar.
2. Use your turn signals. This lets the officer know of your intention to stop and prevents accidents as other drivers know where you are going.
3. Stay in your car. Turn on your dome light at night. Keeping your hands on the wheel and remaining in your car protects you from oncoming traffic and helps the officer control the situation.
4. Have your license, registration, and insurance card ready. These will be the first things the officer asks for. Avoid making quick or sudden movements to find them in an attempt to hurry for the officer.

PSA 2 Helpful Tips for Police Emergencies and Action Scenes

Scene opens with an officer standing in front of a police car, rescue vehicle, and a tow truck. A young male police officer explains that emergencies, and the resulting crowd scenes and traffic, create problems for police trying to respond quickly and gain control of the situation. If you see approaching emergency vehicles:

1. Pull to the side as soon as possible allowing the vehicle to pass you.
2. Avoid blocking the intersection when stopping.
3. Look for other emergency vehicles that may be following.

Citizens in Lima, especially women, were fearful of being pulled over by someone imitating a police officer with a store-bought light bar. The PSA described with verbal and visual illustration the lighting system for vehicles and what they mean.

1. By state law, only sworn police officers can have BLUE and RED lights.
2. Fire, rescue, and emergency volunteers have all red lights.
3. Yellow lights indicate caution, not emergency.

The final section of this PSA discussed methods of blocking off emergency areas (crime tape, flares, police cars, road blocks) and that driving through can endanger people or equipment such as fire hoses that will explode under the weight of a car.

PSA 3 Helpful Tips for Disturbances and Disagreements with the Police.

This PSA described some of the difficulties of police work and what you can do to help. Police make tough decisions in a short period of time with little information to go on. Finding peaceful alternatives, not arrests, is our goal.

Focus on cooperation.

1. The officer begins by asking questions to assess the situation.
2. Resist jumping into the conversation, shouting, or crowding in on the officer as this escalates confusion.

If you disagree with a police officer realize that:

1. The officer can not tear up a ticket after it is written.
2. Arguing with the officer only brings tension with no valuable outlet.
3. No one is right all the time and for that reason a court date is assigned on every ticket and citation. Wait for the judge and court date to present your position.

Message from the Chief of Police:

1. The integrity of our officers is of the utmost concern.
2. If you feel an officer treated you improperly we want to know about it, call us, don't jump into the situation.
3. The Lima Police Department has a special group of personnel whose job it is to take your complaints and investigate them.

PSA 4 The Police Role and Community Oriented Policing.

Begins with the police mission statement:

“Our mission is to work in partnership with the community to improve the quality of life by creatively solving problems related to crime, neighborhood decay, and to safeguard the constitutional rights of all.”

1. Our philosophy calls for not just policing a community but for policing with a community.
2. Citizens speak about community policing and what it has done for their community.
3. We're working with neighborhood leaders, school officials, parents, universities and other organizations to find solutions.
4. We need your help, the police can't do it alone.

MEASURING KNOWLEDGE ABOUT POLICE

Knowledge about the police is measured by fifteen Likert items, each answered on a five-point scale (which includes a neutral category) ranging from strongly agree to strongly disagree or very likely to very unlikely. These questions are designed to tap knowledge provided in the PSAs. It is required that the questions contain an element of difficulty because questions with a readily apparent answer will provide little variance for

establishing a change in the level of knowledge. The questions must be understandably clear, however, to allow respondents to similarly identify with the situations that are described in the questions. Simply put, the questions making up this measure must be “not too simple and not too hard” while accurately drawing from the PSA content.

The answers to these fifteen questions are coded (1 to 5) and summed in total and in groups (pertaining to each PSA) for each individual interviewed. Three of the four PSAs are examined directly. One of the PSAs (PSA 4) dealt solely with community policing and upon review it was decided this PSA was not amenable to knowledge measurement. Scales are inverted where necessary giving the best answer for a single question (congruent with information provided in the PSAs) a value of 5 and the worst answer a value of 1. The best total score (overall knowledge) for an individual would be a 75 (high knowledge) and the worst total score would be a 15 (low knowledge).

The first measure taps the information in PSA 1 concerning police traffic stops. It is a summation of scores among questions one through six found in table 1 ($\alpha = .17$). PSA 2 deals with emergency situations. It is a summation of scores among questions seven through ten in table 1 ($\alpha = .21$). PSA 3 focuses on citizen disagreements with the way police would handle a situation. It is a summation of scores among questions eleven through fifteen ($\alpha = .21$). A total summation of the fifteen questions creates an overall knowledge about the police variable ($\alpha = .40$).

It is recognized that the alpha reliability scores are substantially lower than what is typically deemed as acceptable in the research literature. That notwithstanding, we decided not to modify the scales. A primary goal of this investigation is to evaluate the extent to which *each* of the PSAs influenced citizen knowledge about police practices

and behavior. The use of data reduction techniques, such as factor analysis, to arbitrarily combine questions in scales may increase the internal reliability of the scales. However, they would simultaneously diminish our ability to draw inferences about the effectiveness of specific PSAs. Therefore, we concluded that it is more appropriate to analyze theoretically, rather than empirically, derived scales.

(Table 1 about here)

MEASURING ATTITUDES

Attitudes toward the police are measured with seven questions tapping different dimensions of citizen appraisal of the police. These questions are combined to create an attitude scale for each respondent ($\alpha = .85$). The majority of the questions gauge the respondent's perceptions of the performance of the police within his or her own neighborhood. Questions utilize a five item Likert scale that includes a neutral category. Question two (2) contains a yes-no response and question seven (7) includes responses of outstanding, good, adequate, uncertain, inadequate, and very poor. The neutral category (uncertain) was not provided to the subject during the interview and used only when a listed response could not be elicited. Below are the questions used:

(Table 2 about here)

SAMPLING

Lima, Ohio is an ideal location to study the efficacy of PSAs. It is a small (population 45,549), somewhat isolated urban community in western Ohio equidistant between major urban centers of Dayton and Toledo. The remoteness of the site provides a degree of insulation from confounding effects that may be far more likely in a megalopolis.

The sample is taken from a residential directory listing of households within the city limits of Lima. This directory is obtained from Phone Select which is made by Pro CD. Pro CD updates their listings four times a year and is the leader in CD-ROM based directories with an 89% accuracy found in independent testing (PC World 1996). The sampling frame is drawn by first isolating parameters in the directory that contain an exhaustive list of all possible Lima city residents. Correspondence with the local telephone company identified eight telephone prefixes common to all residents within the city limits. While these prefixes capture a smaller portion of residents living outside the city than any other parameter (a better parameter than using zip code for instance), the sampling frame at this point contains approximately 50% non-city residents (n = 14,050 including county residents).

Each of the 14,050 entries contain a longitude and latitude (X,Y coordinates) for each household address. To remove the non-city residents from the sample, the extant entries were downloaded into a DBF file and exported into ATLAS, a geographic information software, and loaded against a 1994 Tiger census boundary file. Those X,Y coordinates falling outside the census city boundary file were excluded from the sampling frame. The final usable sampling frame consists of 8,830 entries. Each entry equates to one household within the city of Lima.

The 1990 census lists 14,830 occupied housing units with a telephone within the city limits of Lima. Our unit of analysis is the household making the maximum target 14,830. Our sampling frame is 60% of this desired level due to non-directory listed households with telephones. Based on this estimate, 30% of all Lima residential housing units are non-listed and not included in our sample.

From this list of 8,830 entries, the final sampling frame, three simple random samples without replacement are drawn in each wave for telephone interviewing. Figure 1 illustrates the design.

(Figure 1 about here)

The three waves of interviews yielded a total of 1,541 completed surveys. At the pretest we administer a survey to approximately 500 residents. The survey instrument is synonymous with a “quiz” constructed of questions that tap knowledge contained within the PSAs. The first wave (n = 508) is a pretest because these data are collected prior to the airing of the PSAs and can be used as a baseline for comparison. The PSAs, our treatment, were then aired on television for three months.

After airing, the PSAs are removed from general circulation and a posttest (n = 518) consisting of the same “quiz” is administered to another random selection of approximately 500 residents. Additional questions are added at the end of the survey asking whether they saw the PSAs and the value attributed to them. Those that claimed to have not seen the PSAs in subsequent waves act similar to a control group as they should be no different from those measured in the pretest.

A third survey (n = 515) identical to the one used in the posttest is used to measure the retention of knowledge. The focus in this follow-up survey is on citizen retention of the information communicated in the PSAs over time. Information from the final survey will isolate attenuation of knowledge and aid in determining if “booster shots” are needed to reach previous level of awareness. In sum, the survey data provide information concerning knowledge about the police, the transfer of knowledge about the police, and changes in attitudes towards the police.

Eleven trained graduate students conducted interviews lasting approximately 10-15 minutes each. Eligible survey participants are 18 years of age or older, reside in the city of Lima, and were the initial contact at the listed address. Numbers that are a business, no longer in service, unanswered after three repeated attempts at different time periods (i.e., afternoons, evenings, week days, and weekends), or refused to participate, are removed from the sample. A total of 1,541 (approximately 500 per wave) completed surveys are conducted, with an overall response rate of 64%.

MEASURING CITIZEN BEHAVIOR

Official data from police records were collected to monitor changes in citizen behavior. This stage of the analysis focuses on determining the impact of the PSA campaign on the frequency of force situations in Lima police-citizen interactions. Autoregressive integrated moving average (ARIMA) procedures are used to assess the impact of PSAs on the frequency of force situations.

The impact studies use weekly counts of resisting arrest and supplemental reports of police use of force. The data span 127 weeks, from January 1, 1995 to June 7, 1997. The first PSA was aired June 5, 1996. Thus, there are 74 weeks of data for the period prior to the onset of the intervention and 53 weeks of data for the period of the initial airing of the first PSA and thereafter.

Counts of resisting arrest are taken directly from computerized records maintained by the police department. Resisting arrest is used as a measure of force because it implies, at least to some degree, that the use of force was necessary to gain control. The police use of force supplemental reports, also known as "Resistance Forms" are filed by officers when they use force to control an unwilling citizen. The use of muscling

techniques, pressure points, open or closed hand strikes, leg or foot strikes, chemical agents, impact weapons (e.g., baton, flashlight) or firearms by a police officer during an interaction requires the filing of a supplemental report. The filing of a use of force report on a citizen is not equivalent to the charge of a criminal offense, the report is generally supplemental to another criminal charge (e.g., domestic violence) and is used for police records only. Resisting arrest, however, is a chargeable offense.

The two measures (i.e., resisting arrest and the supplemental police use of force report) are significantly correlated ($r = .49$) but differ to the extent that they can be analyzed separately. Both indicators are valuable for measuring police response to citizen behaviors that occur *during* the police-citizen interaction. Prior citizen behavior, such as that involving the original offense or call for service, is irrelevant to the charge of resisting arrest and/or filing of a police use of force report. Only if the behavior transpires during the police-citizen transaction (i.e., after the police arrive), can it appear in these measures. The police, in many respects, are the complainants in these situations. Possible confounding effects of prior citizen behavior and/or testimony from victims, witnesses, and other bystanders, are avoided in the police decision to charge resisting arrest and/or file a use of force report.

RESULTS

PSA EXPOSURE

To increase exposure, the PSAs were aired in various time slots over the three month period. However, the television station that produced and aired the PSAs, providing a substantial amount of free air time (a value of \$97,160), presented a plurality

of the PSAs during the local news broadcasts. This is worth noting because the station typically garners its largest audience during these telecasts.

In brief, our findings indicate that 38% of the sample in waves two and three had seen at least one of the PSAs. Specifically, 47% stated they had seen at least one PSA in wave two and 29% stated they had seen at least one PSA in wave three. Given the three month separation between the last airing of the PSAs and wave three, the import of the 18% drop in reported viewing is readily apparent. Specifically, it appears that an appreciable number of respondents “forgot” that they had viewed the PSA(s) three months after the cessation of their airing.

Citizens generally had very positive comments about the PSAs. Of those that saw the PSAs, 49% said they had learned something they didn’t know or might have forgotten and 89% said they would like to see more PSAs about the police in the future.

Additionally, the television station reported they had received positive comments from viewers calling in about the PSAs. A representative from the station claimed this was surprising for two reasons (Smith 1997). First, people rarely call. Second, when they do call in it is usually to complain about something they saw, not to praise something they liked.

Another positive finding is that information transfer did not occur only as a result of individual observation of the PSAs. Indeed, 29% of those that saw the PSAs stated the PSAs had also come up in conversations they had with family or friends. This potential secondary exposure increases the chance of reaching a greater number of citizens. It may also indicate that requests in the PSA, such as the case in the traffic PSA where parents

were asked to speak to their children about what to do if stopped by the police, were carried out.

KNOWLEDGE TRANSFER

We assess the efficacy of the PSAs as vehicle for knowledge transfer in two ways. First, we perform a series of mean comparisons. Specifically, we estimate changes in the level of citizen knowledge about how to interact with the police during traffic stops (PSA 1), emergency situations (PSA 2), disturbances and disagreements (PSA 3), and total knowledge (all three PSAs): a) across waves for the entire sample; b) across waves, controlling for exposure to the PSAs; and c) within waves, controlling for exposure to the PSAs. Second, because differences in citizen knowledge about the police across waves and/or exposure might be spurious, we regress each of the four PSA knowledge scales on dummy variables for wave and viewing the PSAs, respectively, controlling for a host of demographic variables.

(Tables 3, 4, & 5 about here)

Tables 3 through 5 report the changes, across waves, in respondent knowledge about how to interact with the police. Inspection of these tables reveals some interesting patterns. First, there was no change in citizen knowledge about how to deal with the police during traffic stops or emergency situations across any of the waves. Second, there were small, but appreciable, increases in both citizen comprehension about how to handle disagreements with the police (diff.=.72, $t=4.17$), as well as in their total knowledge score (diff.= .67, $t=1.95$) from wave one to wave two. The latter finding, however, probably reflects the compositional effect of the disagreement PSA and should be viewed with caution. Third, there appears to be no evidence of a further dissemination of

knowledge about what the police expect of civilians during interactions via informal networks or a decline in knowledge retention during the first three months after the airing of the PSAs (see Tables 4 and 5).

Taken together, the across wave comparisons in knowledge transfer and retention seem to suggest that the PSAs were not particularly effective. One plausible explanation for these somewhat disappointing results may rest whether or not the respondents actually viewed the PSAs. To explore this matter further, we recalculated the mean differences across waves, controlling for viewing patterns. The results of these analyses are presented in Tables 6 through 8.

(Tables 6, 7, & 8 about here)

With few exceptions, controlling for viewing behavior does not appreciably alter the findings. The wave one and wave two comparisons yield virtually identical results to those reported above (compare Tables 3 and 6). Regardless of whether or not the respondents recalled seeing the PSAs, there is no substantial knowledge transfer about traffic stops or emergency situations. Also consistent with the previous analyses, there are significant increases in knowledge about dealing with disagreements, as well as in the total knowledge score. Interestingly, the latter effects somewhat larger in magnitude than those reported for the full sample.

Similarly, controlling for viewing behavior does not affect the findings for changes in knowledge transfer and retention between waves two and three. As we reported for the full sample, no there are no significant changes in mean knowledge levels with respect to any of the PSAs or total score from wave two to wave three (compare Tables 5 and 8).

Taking into account viewing behavior does affect one mean comparison. Specifically, the reanalysis does reveal a significant increase in knowledge about traffic stops from wave one to wave three that was not present for the full sample (compare Tables 4 and 7). However, given the number of mean comparisons performed, it is possible that this finding merely reflects chance variation and therefore should be interpreted with caution.

Although exposure to the PSAs has little, if any, impact on knowledge transfer and/or retention *across* waves of the survey, it is still possible that it may affect knowledge transfer *within* waves of the survey. The final set of mean comparison address this issue.

(Tables 9 & 10 about here)

Table 9 reports the impact of exposure to the PSAs on knowledge transfer within wave two. The results are clear. For each of the content categories, those individuals who saw the PSA knew more about how to interact with the police than those who did not. Thus, it appears that watching the announcements on television can impart information to the community. As Table 10 reveals, however, knowledge retention is another matter. Table 10 reports the impact of exposure to the PSAs on knowledge retention within the third wave of the survey. In brief, the results are mixed. Viewing the PSAs increased the level of information retention for traffic stops and total knowledge, but had no impact the level of retention for emergency situations or disagreements.

Taken together, the within wave comparisons would seem to indicate that while the actual viewing of PSAs may be important for information transfer, its impact on knowledge retention may be mitigated by other factors. Recall that Table 4 revealed that

there is a significant level of information retention with regard to the disagreements PSA (mean diff=.70, $t=3.76$). As we have just seen, this cannot be attributed to exposure to this PSA (see Table 10). Thus, it would appear that other factors, possibility the discussion of the PSAs with others in the community, can influence how much information individuals recall over time.

In sum, the mean comparisons seem to indicate that some information transfer and retention did occur as a result of the public service announcements about how to interact with the police, particularly with regard to the PSA concerning disagreements. That notwithstanding, one must be cautious about drawing any strong inferences about the efficacy of any of the PSAs prior to an examination of the multivariate analyses.

Tables 11 through 14 contain the parameter estimates for the effects the predictor variables on the knowledge scales for the traffic stops, emergency situations, disagreements, and total knowledge, respectively. Column one reports the unstandardized coefficients, standardized coefficients, and t-values for the dummy variable for wave and the full set of control variables, whereas column two reports those for the dummy variable for viewing the PSAs and the same set of control variables. In general, the partial effects for one of the PSA-related variables (Wave, Saw PSAs) tend to confirm our inferences drawn the mean difference comparisons.

(Tables 11 through 14 about here)

Consider the effects of the dummy variable for wave on each of the knowledge scales. Consistent with the mean comparison analyses, respondents in the second and third wave are no more likely than those in the first wave to have knowledge about how to interact with the police during traffic stops ($b=-.02$, $p>.05$) or emergency situations

($b=.11$, $p>.05$), but more likely to score higher on the disagreement ($b=.76$, $p<.001$) and total knowledge ($b=.86$, $p<.01$) scales.

The impact of the dummy variable for exposure to the PSAs, Saw PSAs, also parallels the preliminary findings. Recall, that once we controlled for the viewing patterns of the respondents, there was one noticeable change in the findings. Precisely, along with the continued difference in mean knowledge scores for the disagreement and total knowledge scales, there was a significant increase in knowledge about traffic stops from wave one to wave three (see Table 7). The multivariate analyses reveal a similar pattern. Saw PSAs is positively related to disagreements ($b=.72$, $p<.001$), traffic stops ($b=.50$, $p<.01$), and total knowledge ($b=1.45$, $p<.001$).

In light of the fact that *both* PSA-related variables significantly affect citizen knowledge about how to handle disagreements with, as well as total knowledge about the police, we decided to reestimate these models simultaneously controlling for Wave and Saw PSA. The results of these analyses are present in Table 15.

(Table 15 about here)

The results from the supplementary analyses are quite interesting. First, both Saw PSA ($b=.45$, $p<.05$) and Wave ($b=.58$, $p<.001$) continue to affect citizen knowledge about coping with disagreements. Note, however, that the magnitude of the unstandardized coefficient for Wave decreases approximately 41% (from .76 to .45), while the decrease Saw PSA is only 20% (from .72 to .58). Second, once we simultaneously control for both PSA-related variables, Wave no longer affects the total knowledge scale ($b=.34$, $p>.05$), but Saw PSA continues to be positively associated with the dependent measure

($b=1.28$, $p<.001$). Taken together, these findings suggests that direct exposure to the PSAs is critical to the knowledge transfer process.

ATTITUDES TOWARD THE POLICE

In this section we consider what effect, if any, the PSAs had on civilian attitudes toward the police. These analyses parallel those for knowledge transfer and retention. First, we perform a series of mean comparisons. Specifically, we estimate changes in the citizen attitudes to the police with respect to each of the seven questions presented in Table 2: a) across waves for the entire sample; b) across waves, controlling for exposure to the PSAs; and c) within waves, controlling for exposure to the PSAs. Second, we regress the total attitude scale (a simple summated scale of the seven items) on the dummy variables for wave and viewing the PSAs, respectively, controlling for a number of demographic variables.

Much to our dismay, the overall pattern of findings indicate that that PSAs had virtually no impact on citizen attitudes toward the police. Of the 63 mean comparisons, only *two* of the t-tests reach statistical significance. To be precise, the analyses reveal that there was a slight increase in the mean level of belief that the police are doing as much as they can to make one's neighborhood safe from wave one to wave two (mean diff. $=-.10$, $t=-2.21$ [see Table 16]). However, contrary to expectations, there was a small decrease in the mean level of the belief that the police are responsive to non-emergency matters in one's neighborhood (mean diff. $=.16$, $t=2.39$ [see Table 18]). In short, the reasonable inference one can safely draw from the mean comparisons is that the PSAs failed to enhance civilian opinions about the police and their activities.

(Tables 16 through 23 about here)

Unfortunately, the results of the multivariate analyses also support the conclusion that the PSAs had no impact on citizen attitudes about the Lima police force.

Respondents who were surveyed *after* the introduction of the PSAs on local television are no more likely to hold favorable opinions about local law enforcement personnel than those surveyed prior to the airing of the PSAs ($Wave_b = -.24, p > .05$). Similarly, the dummy variable for exposure to the PSAs exhibits null effects on the total attitude scale ($Wave_b = .36, p > .05$).

(Tables 24 and 25 about here)

This is not to suggest, of course, that there are no correlates of attitudes about the Lima police. Both models yield similar results. Specifically, females, whites, married persons, older persons, and the better educated are more likely than their counterparts to hold positive opinions about the local constabulary (see Tables 24 and 25). Nonetheless, there is little doubt that the PSAs did not have the desired effect of improving civilian attitudes toward the police.

BEHAVIORAL CHANGE

We performed two impact assessments to determine whether or not the PSAs had any effect on the behavior of community members or Lima police officers. To be precise, we created a “dummy” series; coded 0 for the weeks preceding the airing of the first PSA (74 observations) and 1 for the week of the airing of the first PSA on June 5, 1996 and thereafter (53 observations). Using ARIMA time-series methods, we specified and estimated competing transfer functions to assess the impact of the dummy series on weekly counts of resisting arrest and police use of force (for a comprehensive discussion

of steps involved in performing an intervention analysis with ARIMA techniques see McCleary and Hay 1980).

Ideally, the selection of the appropriate transfer should be rooted in theory. More often than not, however, one cannot anticipate the appropriate functional form of the impact of the intervention. Fortunately, an appropriate transfer function can be derived empirically. One may choose from a variety of functional forms to estimate the effect of an intervention on the series of interest; in practice, however, the selection may be restricted to one of three common patterns of impact, each of which is determined by an alternative transfer function (McCleary and Hay 1980: 168-171). These are (1) an abrupt, permanent change in the level of the series estimated by a zero-order transfer function, "permanent" is defined here as the length of the series under investigation; (2) a gradual, permanent shift in the level of the series estimated by a first-order transfer function; and (3) an abrupt but temporary shift in the level of the series estimated by applying a first-order transfer function to a differenced intervention series. By successively estimating each of these transfer functions and subjecting the results to a number of diagnostic tests, one can determine the most accurate model. This is the strategy that we employ here.

(Tables 26, 27, & 28 about here)

Simply put, the results are disappointing. Regardless of the functional form, we find no evidence that the PSAs had any impact on either the level of resisting arrest or police use of force). Each of the zero-order, first-order, and pulse function models yield insignificant parameter estimates (see Tables 26, 27, & 28).

It is possible that the null findings reflect model misspecification error. Recall that the models assume that the effects of the intervention are instantaneous (i.e., there is no

lag time between the initial airing of the PSAs and changes in the level of the two dependent series). This may not be so. One could plausibly argue that there is some time lapse (for the knowledge transfer to be realized) before citizen-police interactions become less conflictive. To assess this contingency, we performed a number of sensitivity analyses; altering the point in time for the intervention. Unfortunately, the findings from these supplementary analyses produce are comparable to those reported in Tables 26 through 28. Consequently, we are forced to conclude that the PSAs had no appreciable impact on our measures of citizen-police behavior.

DISCUSSION

The present investigation examined the extent to which public service announcements can be used to educate the local citizenry about the police. Specifically, our analyses attempted to answer three research questions: 1) Are PSAs effective in transferring knowledge to citizens about how to interact with the police? 2) Did PSAs improve resident satisfaction with the police? and 3) Did the PSAs reduce the level of conflictive interactions between citizens and the police? While it is clear that the PSAs are not without utility, the overall impression one gets from the data analyses is that they are not particularly effective in increasing the aggregate level of citizen knowledge about, or satisfaction with, the police. Similarly, we find no evidence to support the hypothesis that PSAs can reduce the level of conflictive interactions between civilians and the police.

First, reconsider the matter of knowledge transfer. While approximately half of those that reported viewing the PSAs claimed to have learned something from the experience, the knowledge transfer comparisons across waves indicate that the PSAs

were not a particularly effective heuristic device. That is, of the three areas evaluated, only knowledge about disagreements with the police significantly increased after exposure to the PSAs.

The failure of the PSAs to produce a marked improvement in knowledge about how to interact with the police may be indicative of at least two processes. First, it may be that citizens were quite cognizant of what is expected of them when they encounter the police prior to the airing of the PSAs. Thus, there may have been little room for an increase in citizen knowledge (i.e., a ceiling effect). A comparison of the mean information scores, as a percentage of a “perfect” knowledge score, across PSA topics suggests that this may be so. The mean scores from wave one for traffic stops (23.53) and emergency situations (15.10) represent a “test” score of approximately 75%, whereas the mean score for disagreements (16.48) represents a “test” score of approximately 64% (see Table 4). Hence, there was greater room for improvement on the post-PSA surveys for the disagreement items than for the other two scales.

Second, each of the PSAs, as well as the questions that composed the scales, reflect the concerns raised by the Lima police during the focus group discussions. This is not to suggest that the knowledge topics identified by the police are not important, but rather that may not accurately reflect areas of public ignorance. Put alternatively, the PSA content may reflect more of what the police *think* the public needs to know more about than what the public actually *needs* to learn about. Perhaps future research should also employ citizen focus groups when designing PSAs about citizen-police interaction.

Regardless of the reasons underlying the null results for traffic stops and emergency situations, it is no small matter that the disagreement PSA produced significant increases

in citizen knowledge. Additionally, this gain in understanding about how to handle disputes did not diminish over time. Openly confronting the police officer's authority can be most problematic for a citizen wishing to stay on good terms with the officer during an encounter (Sykes and Brent 1980). Thus, it may be that citizens paid more attention to the disagreement PSA than to the others, perceiving it to be more important with respect to avoiding conflict in any potential interaction with the police.

The PSAs had no appreciable impact on resident satisfaction with the police. It would seem that attitudes toward the police are not significantly altered by either the appearance of police officers in the PSAs or the information provided by the PSAs. Again, the most likely explanation for this pattern of findings lies with initial high levels of satisfaction with the Lima police (i.e., a ceiling effect). The mean levels of virtually all the satisfaction items ranged from good to outstanding (see Table 16). Hence, not unlike what we reported for the traffic stop and emergency situation knowledge questions, there was little room for improvement.

Lastly, the findings reveal no evidence that the PSAs directly affected citizen-police encounters. Specifically, the PSA campaign had no immediate (or delayed) impact on the aggregate levels of resisting arrest or police use of force. There are a number of reasons, however, why these findings must be interpreted with some caution. First, and foremost, it should be noted that the behaviors under investigation are rare events. The median monthly count of resisting arrest incidents is one, while the median monthly count of police use of force incidents is four. Hence, even if the PSAs did affect the behavioral intentions of citizens, they probably had little opportunity to act on them. Second, the PSAs were designed to inform the general public about the police and probably do a poor

job of reaching those individuals that are most likely to engage in combative interactions with the police. Previous research indicates that situational exigencies (e.g., drug/alcohol consumption, the desire to avoid arrest, perceptions of the police as symbols of oppression) often are the immediate precursors of violent citizen-police encounters (Chamlin and Cochran 1994). Thus, the few individuals who actually engage in physical conflict with the police are probably influenced more by the passions of the moment than anything that they may have learned from a PSA.

Clearly, it would have been preferable to examine behaviors that are more susceptible to change in response to viewing PSAs. For instance, telephone and walk-in complaints may be more appropriate dependent measures. These indicators of citizen behavior are less emotionally charged (i.e., involve situations with less at stake for both civilians and the police) and thereby may be more amenable to influence by PSAs than is the case with resisting arrest or police use of force. Unfortunately, we were unable to obtain these (or like) data from the Lima police. Future research should focus on less extreme (and more frequent) types of interaction, such as calls for service, walk-ins, and the use of crime-tip hotlines, before reaching any strong conclusions about the impact PSAs and the behavior of the general public or the police.

The above notwithstanding, it would be wrong to infer that the creation and dissemination of the PSAs were a waste of time or resources. Minimally, the PSAs accomplished two objectives. First, it is apparent that the PSAs reached a substantial portion of the local population. Indeed, close to half of the sample in the second wave reported having seen at least one public service announcement. Unfortunately, the percentage of respondents in the third wave that remembered viewing at least one PSA

dropped off to approximately 30%. Recall, however, that the mean comparison analyses revealed that there were no statistically significant declines in *any* of the mean knowledge scores from the second to the third waves of the survey (see Table 5). Thus, while respondents in third wave may have forgotten viewing the PSAs, this had no observable effect on the retention of information about how to interact with the police. In short, it seems fair to conclude that the public service announcements captured the attention of an appreciable segment of the populace.

Second, citizens responded favorably to the PSAs. Of those who saw the PSAs, 49% reported that they learned something they didn't know or might have forgotten, while 89% said that they would like to see more PSAs about the police in the future. Additionally, the television station noted that it received a number of positive comments from viewers about the PSAs. A representative from the station informed us that this is unusual for two reasons. First, people rarely call the station about anything. Second, when they do call, they typically complain about something they found offensive, not to praise something they liked (Smith 1997).

Taken together, these findings suggest that the PSAs were well received by those individuals that recalled viewing them. Consequently, independent of any information transfer or behavioral change, it is likely that the PSAs promote positive attitudes about the police. As such, they may serve as to facilitate the acceptance of community oriented policing (and/or related initiatives) within and across localities.

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Figure 1. Research Design

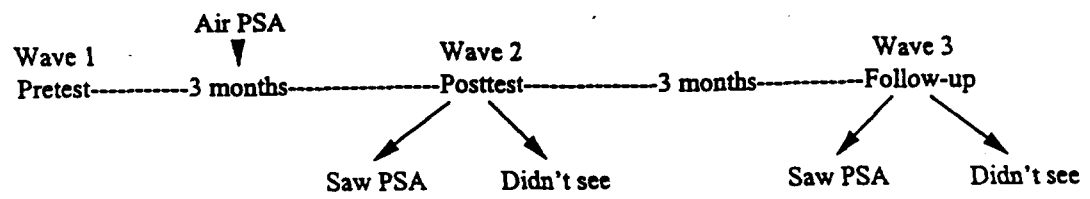


Table 1. Knowledge About the Police

Traffic Stops

1. After seeing the police car and knowing it is me they want, I would look for a driveway or parking lot to pull in to rather than stopping immediately along the side of the road.
2. After stopping, I would get out of my car and walk up to the police car to see what the officer wants.
3. When pulled over at night, I would turn on my dome or interior light before the officer comes up to my car.
4. I would wait until the police officer arrives before looking in the glove compartment or under the seat for my vehicle registration.
5. When a police officer first comes up to my car, I would keep my hands on the steering wheel.
6. I keep my license, registration, and insurance card with me or in my car at all times.

Emergency Situations

7. Driving over a fire hose is OK if you do so very slowly.
8. If an unmanned police car is blocking the lanes and parked with flashing lights on, that means the road is closed.
9. When I see police cars and flashing lights, I will get close to the scene to see what is going on.
10. When I see flashing blue and red lights behind me late at night, I worry that it may not be a real police officer who wants me to pull over.

Disagreements and Disturbances

11. If an officer hands someone a ticket and the driver has a very good reason for what he did, it's a good idea for him to tell the officer about it.
 12. If a citizen provides a very good reason, a police officer can cancel a parking or traffic ticket after it is written.
 13. Calling the police station is the best way to handle a situation when I feel an officer treated someone unfairly.
 14. If I witness another person that I think is being treated unfairly by a police officer, I would get involved to defend that person. (This means at the scene)
 15. The police are looking to arrest someone whenever they respond to a complaint.
-

Table 2. Attitudes Towards the Police

1. In general, how respectful are the police when dealing with people in your neighborhood?
 2. In general, how helpful are the police when dealing with people in your neighborhood?
 3. In general, how fair are the police when dealing with people in your neighborhood?
 4. How responsive are the police in your neighborhood to non-emergency matters?
 5. Do you believe the police are doing as much as they can to make you neighborhood safe?
 6. Overall, how satisfied are you with the Lima Police Department?
 7. How would you rate the quality of police services in the two or three blocks right around you home?
-

Table 3. Pretest vs. Posttest Changes in Level of Knowledge About How to Interact with the Police.

	Wave 1	Wave 2	Difference in means t-value
Traffic stops			
Mean	23.53	23.35	-.18 ^a
S.D.	3.14	3.02	-.93 ^b
N	508	518	
Emergency situations			
Mean	15.10	15.20	.10
S.D.	2.42	2.35	.66
N	508	518	
Disagreements			
Mean	16.48	17.20	.72
S.D.	2.83	2.72	4.17***
N	507	516	
Total knowledge			
Mean	55.10	55.77	.67
S.D.	5.47	5.39	1.95*
N	507	516	

^a difference in means

^b t-value

* p < .05

** p < .01

*** p < .001

Table 4. Pretest vs. Follow-up Changes in Level of Knowledge About How to Interact with the Police.

	Wave 1	Wave 3	Difference in means t-value
<u>Traffic stops</u>			
Mean	23.53	23.59	.06 ^a
S.D.	3.14	3.17	.31 ^b
N	508	514	
<u>Emergency situations</u>			
Mean	15.10	15.07	-.03
S.D.	2.42	2.35	-.21
N	508	518	
<u>Disagreements</u>			
Mean	16.48	17.18	.70
S.D.	2.83	3.10	3.76***
N	507	513	
<u>Total knowledge</u>			
Mean	55.10	55.86	.76
S.D.	5.47	5.39	2.07*
N	507	516	

^a difference in means

^b t-value

* p < .05

** p < .01

*** p < .001

Table 5. The Retention of Knowledge About How to Interact with the Police: Posttest vs. Follow-up.

	Wave 2	Wave 3	Difference in means t-value
Traffic stops			
Mean	23.35	23.59	.20 ^a
S.D.	3.02	3.17	1.25 ^b
N	518	514	
Emergency situations			
Mean	15.20	15.07	-.13
S.D.	2.35	2.58	-.85
N	518	515	
Disagreements			
Mean	17.20	17.18	-.02
S.D.	2.72	3.10	-.13
N	516	513	
Total knowledge			
Mean	55.77	55.86	.09
S.D.	5.39	6.18	.26
N	516	513	

^a difference in means

^b t-value

* p < .05

** p < .01

*** p < .001

Table 6. Changes in Level of Knowledge About How to Interact with the Police: Pretest vs. Those that Saw the PSAs in the Wave 2 Posttest.

	Wave 1	Saw PSAs	Difference in means t-value
<u>Traffic stops</u>			
Mean	23.53	23.65	.12 ^a
S.D.	3.14	3.01	.53 ^b
N	508	243	
<u>Emergency situations</u>			
Mean	15.10	15.44	.34
S.D.	2.42	2.20	1.83
N	508	243	
<u>Disagreements</u>			
Mean	16.48	17.65	1.13
S.D.	2.83	2.66	5.42***
N	507	242	
<u>Total knowledge</u>			
Mean	55.10	56.76	1.66
S.D.	5.47	5.32	3.91***
N	507	242	

^a difference in means

^b t-value

* p < .05

** p < .01

*** p < .001

Table 7. Changes in Level of Knowledge About How to Interact with the Police: Pretest vs. Those that Saw the PSAs in the Wave 3 Follow-up.

	Wave 1	Saw PSAs	Difference in means t-value
Traffic stops			
Mean	23.53	24.19	.66 ^a
S.D.	3.14	3.22	2.27 ^{b*}
N	508	149	
Emergency situations			
Mean	15.10	15.27	.17
S.D.	2.42	2.57	.76
N	508	150	
Disagreements			
Mean	16.48	17.27	.79
S.D.	2.83	3.12	2.93 ^{**}
N	507	149	
Total knowledge			
Mean	55.10	56.75	1.65
S.D.	5.47	6.30	3.12 ^{**}
N	507	149	

^a difference in means

^b t-value

* p < .05

** p < .01

*** p < .001

Table 8. The Retention of Knowledge About How to Interact with the Police: Those Having Seen the PSAs in Wave 2 vs. Those Having Seen the PSAs in Wave 3.

	Saw PSAs in Wave 2	Saw PSAs in Wave 3	Difference in means t-value
<u>Traffic stops</u>			
Mean	23.65	24.19	.55 ^a
S.D.	1.27	1.34	1.68 ^b
N	243	149	
<u>Emergency situations</u>			
Mean	15.44	15.27	-.17
S.D.	2.20	2.57	-.67
N	243	150	
<u>Disagreements</u>			
Mean	17.65	17.27	-.38
S.D.	2.66	3.12	-1.30
N	242	149	
<u>Total knowledge</u>			
Mean	56.76	56.75	-.01
S.D.	5.32	6.30	-.01
N	242	149	

^a difference in means

^b t-value

* p < .05

** p < .01

*** p < .001

Table 9. Within Wave Comparison of the Treatment Effect: Those that Saw PSAs in Wave 2 vs. Those that Didn't See the PSAs in Wave 2.

	Didn't see PSAs	Saw PSAs	Difference in means t-value
Traffic stops			
Mean	23.08	23.65	.57 ^a
S.D.	3.01	3.01	2.18 ^{b*}
N	275	243	
Emergency situations			
Mean	14.99	15.44	.45
S.D.	2.45	2.20	2.17*
N	275	243	
Disagreements			
Mean	16.80	17.65	.85
S.D.	2.83	3.12	3.60***
N	275	243	
Total knowledge			
Mean	54.89	56.76	1.87
S.D.	5.47	6.30	4.00***
N	275	243	

^a difference in means

^b t-value

* p < .05

** p < .01

*** p < .001

Table 10. Within Wave Comparison of the Treatment Effect: Those that Saw PSAs in Wave 3 vs. Those that Didn't See the PSAs in Wave 3.

	Didn't see PSAs	Saw PSAs	Difference in means t-value
<u>Traffic stops</u>			
Mean	23.33	24.19	.86 ^a
S.D.	3.13	3.22	2.80 ^{b**}
N	362	149	
<u>Emergency situations</u>			
Mean	14.97	15.27	.30
S.D.	2.57	2.57	1.21
N	361	150	
<u>Disagreements</u>			
Mean	17.14	17.27	.13
S.D.	3.10	3.12	.42
N	361	149	
<u>Total knowledge</u>			
Mean	55.48	56.75	1.23
S.D.	6.10	6.30	2.12*
N	361	149	

^a difference in means

^b t-value

* p < .05

** p < .01

*** p < .001

Table 11. Ordinary Least Squares Regression Estimates for Knowledge About Interacting With the Police During Traffic Stops: Controlling for Demographic Characteristics.

	Post Intervention	Saw PSA
Saw PSAs	-----	.50 ^a
(1 = saw PSAs, 0 = didn't see)	-----	.07 ^b
	-----	2.60 ^{c***}
Wave	-.02	-----
(1 = waves 2 and 3, 0 = wave 1)	-.00	-----
	-.09	-----
Educational Attainment	.04	.04
	.02	.02
	.72	.67
Gender	.84	.81
(1 = female, 0 = male)	.13	.13
	4.75 ^{***}	4.60 ^{***}
Employment	.29	.29
(1 = full or pt time, 0 = unemployed)	.05	.05
	1.38	1.37
Income	.11	.11
	.04	.04
	1.13	1.14
Race	-.17	-.14
(1 = white, 0 = nonwhite)	-.02	-.02
	-.67	-.55
Marital Status	.09	.07
(1 = married, 0 = other)	.01	.01
	.48	.36
Residential Stability	.00	.00
	.00	.00
	-.06	-.10

Rent	.16	.18
(1 = own, 0 = rent)	.02	.02
	.68	.74
Age	.00	.00
	.02	.03
	.63	.75
N	1364	1362
Constant	22.16	21.98
	44.42	44.76 ^c
Adj R ²	.01	.02

^a unstandardized coefficient

^b standardized coefficient

^c t-value

* p < .05

** p < .01

*** p < .001

Table 12. Ordinary Least Squares Regression Estimates for Knowledge About Interacting With the Police During Emergency Situations: Controlling for Demographic Characteristics.

	Post Intervention	Saw PSA
Saw PSAs (1 = saw PSAs, 0 = didn't see)	----- ----- -----	.23 ^a .04 ^b 1.60 ^c
Wave (1 = waves 2 and 3, 0 = wave 1)	.11 .02 .81	----- ----- -----
Educational Attainment	.12 .08 2.62**	.11 .07 2.54*
Gender (1 = female, 0 = male)	-.32 -.06 -2.36*	-.33 -.07 -2.44***
Employment (1 = full or pt time, 0 = unemployed)	.37 .08 2.29*	.37 .08 2.28*
Income	.15 .07 2.09*	.15 .07 2.12*
Race (1 = white, 0 = nonwhite)	.42 .06 2.17*	.44 .06 2.25*
Marital Status (1 = married, 0 = other)	.05 .01 .33	.03 .01 .24
Residential Stability	.00 .04 1.04	.00 .03 .98

Rent	-05	-05
(1 = own, 0 = rent)	-01	-01
	-28	-26
Age	-02	-02
	-12	-12
	-3.31***	-3.18**
N	1365	1363
Constant	14.72	14.71
	38.67	39.22 ^c
Adj R ²	.06	.06

- ^a unstandardized coefficient
- ^b standardized coefficient
- ^c t-value
- * p < .05
- ** p < .01
- *** p < .001

Table 13. Ordinary Least Squares Regression Estimates for Knowledge About Interacting With the Police During Disagreements With the Police: Controlling for Demographic Characteristics.

	Post Intervention	Saw PSA
Saw PSAs (1 = saw PSAs, 0 = didn't see)	----- ----- -----	.72 ^a .11 ^b 4.08 ^{c***}
Wave (1 = waves 2 and 3, 0 = wave 1)	.76 .12 4.66 ^{***}	----- ----- -----
Educational Attainment	.18 .10 3.44 ^{***}	.17 .09 3.13 ^{**}
Gender (1 = female, 0 = male)	.39 .07 2.46 [*]	.35 .06 2.16 [*]
Employment (1 = full or pt time, 0 = unemployed)	.09 .02 .47	.13 .02 .70
Income	.07 .03 .87	.07 .03 .82
Race (1 = white, 0 = nonwhite)	.68 .08 2.94 ^{**}	.74 .09 3.17 ^{**}
Marital Status (1 = married, 0 = other)	.26 .05 1.51	.26 .04 1.46
Residential Stability	.00 .01 .36	.00 .01 .33

Rent	.03	.07
(1 = own, 0 = rent)	.00	.01
	.13	.31
Age	.00	.00
	.01	.03
	.33	.68
N	1362	1360
Constant	14.43	14.63
	31.73	32.54 ^c
Adj R ²	.04	.04

^a unstandardized coefficient

^b standardized coefficient

^c t-value

* p < .05

** p < .01

*** p < .001

Table 14. Ordinary Least Squares Regression Estimates for Knowledge About How to Interact With the Police: Controlling for Demographic Characteristics.

	Post Intervention	Saw PSA
Saw PSAs (1 = saw PSAs, 0 = didn't see)	----- ----- -----	1.45 ^a .11 ^b 4.20 ^{c***}
Wave (1 = waves 2 and 3, 0 = wave 1)	.86 .07 2.71**	----- ----- -----
Educational Attainment	.33 .09 3.19**	.31 .09 2.98**
Gender (1 = female, 0 = male)	.92 .08 2.91**	.84 .07 2.65**
Employment (1 = full or pt time, 0 = unemployed)	.75 .07 2.00*	.79 .07 2.11*
Income	.32 .07 1.93	.32 .07 1.93
Race (1 = white, 0 = nonwhite)	.95 .06 2.07*	1.05 .06 2.30*
Marital Status (1 = married, 0 = other)	.38 .03 1.12	.34 .03 .99
Residential Stability	.00 .02 .58	.00 .02 .51

Rent	.16	.21
(1 = own, 0 = rent)	.01	.02
	.36	.50
Age	-.01	-.01
	-.03	-.02
	-.83	-.53
N	1362	1360
Constant	51.29	51.31
	57.24	58.28 ^c
Adj R ²	.04	.05

-
- ^a unstandardized coefficient
 - ^b standardized coefficient
 - ^c t-value
 - * p < .05
 - ** p < .01
 - *** p < .001

Table 15. Ordinary Least Squares Regression Estimates for Knowledge About Interacting With the Police: Examining Different Dependent Variables With Simultaneous Models Controlling for Demographic Characteristics.

	Disagreement Knowledge	Total Knowledge
Saw PSAs	.45	1.29 ^a
1 = saw PSAs	.07	.10 ^b
0 = didn't see	2.30*	3.37 ^{c***}
Wave	.58	.34
1 = waves 2 and 3	.09	.03
0 = wave 1	3.21**	.97
Educational Attainment	.17	.31
	.10	.09
	3.30***	3.03**
Gender	.36	.85
1 = female	.06	.07
0 = male	2.26*	2.68**
Employment	.10	.77
1 = full or pt time	.02	.07
0 = unemployed	.53	2.05*
Income	.07	.33
	.03	.07
	.87	1.95*
Race	.72	1.04
1 = white	.08	.06
0 = nonwhite	3.08**	2.27*
Marital Status	.25	.34
1 = married	.04	.03
0 = other	1.43	.98
Residential Stability	.00	.00
	.01	.02
	.32	.51

Rent	.04	.20
1 = own	.01	.01
0 = rent	.20	.46
Age	.00	-.01
	.02	-.02
	.51	-.58
N	1360	1360
Constant	14.38	51.17
	31.63	57.26 ^c
Adj R ²	.04	.05

- ^a unstandardized coefficient
- ^b standardized coefficient
- ^c t-value
- * p < .05
- ** p < .01
- *** p < .001

Table 16. Pretest vs. Posttest Changes in Attitudes Toward the Police.

	Wave 1	Wave 2	Difference in means t-value
Respectful			
Mean	1.57	1.52	-.05 ^a
S.D.	.88	.77	-1.03 ^b
N	508	518	
Helpful			
Mean	1.56	1.58	.02
S.D.	.83	.76	.33
N	508	518	
Fair			
Mean	1.64	1.66	.02
S.D.	.84	.84	.41
N	507	517	
Responsive			
Mean	2.04	1.96	-.08
S.D.	1.13	1.03	-1.19
N	508	515	
As Much as They Can			
Mean	1.36	1.26	-.10
S.D.	.76	.66	-2.21*
N	507	518	
Satisfaction			
Mean	1.85	1.82	-.03
S.D.	.84	.82	-.57
N	507	516	
Quality of Service			
Mean	2.36	2.28	-.09
S.D.	.95	.98	-1.44
N	507	516	

^a difference in means
^b t-value
* p < .05
** p < .01
*** p < .001

Table 17. Changes in Attitudes Toward the Police: Pretest vs. Those that Saw the PSAs in the Wave 2 Posttest.

	Wave 1	Saw PSAs	Difference in means t-value
<u>Respectful</u>			
Mean	1.57	1.48	-.09 ^a
S.D.	.88	.68	-1.37 ^b
N	508	243	
<u>Helpful</u>			
Mean	1.56	1.55	-.01
S.D.	.83	.74	-.18
N	508	243	
<u>Fair</u>			
Mean	1.64	1.62	-.02
S.D.	.84	.83	-.23
N	506	243	
<u>Responsive</u>			
Mean	2.04	1.99	-.05
S.D.	1.13	1.06	-.55
N	508	243	
<u>As Much as They Can</u>			
Mean	1.36	1.26	-.10
S.D.	.76	.66	-1.72
N	507	243	
<u>Satisfaction</u>			
Mean	1.85	1.76	-.09
S.D.	.84	.80	-1.43
N	507	242	
<u>Quality of Service</u>			
Mean	2.36	2.26	-.11
S.D.	.95	1.00	-1.45
N	507	243	

- ^a difference in means
^b t-value
* p < .05
** p < .01
*** p < .001

Table 18. Changes in Attitudes Toward the Police: Posttest vs. Follow-up.

	Wave 2	Wave 3	Difference in means t-value
Respectful			
Mean	1.52	1.51	.00 ^a
S.D.	.77	.78	-.06 ^b
N	518	515	
Helpful			
Mean	1.58	1.57	-.01
S.D.	.76	.86	-.24
N	518	515	
Fair			
Mean	1.66	1.68	-.02
S.D.	.84	.89	-.44
N	517	515	
Responsive			
Mean	1.96	2.12	.16
S.D.	1.03	1.14	2.39*
N	515	514	
As Much as They Can			
Mean	1.26	1.37	.07
S.D.	.66	.74	1.56
N	518	514	
Satisfaction			
Mean	1.82	1.82	.00
S.D.	.82	.86	.01
N	518	514	
Quality of Service			
Mean	2.28	2.28	.00
S.D.	.98	.94	.04
N	518	514	

^a difference in means

^b t-value

* p < .05

** p < .01

*** p < .001

Table 19. Attitudes Toward the Police: Those Having Seen the PSAs in Wave 2 vs. Those Having Seen the PSAs in Wave 3.

	Saw PSAs in Wave 2	Saw PSAs in Wave 3	Difference in means t-value
<u>Respectful</u>			
Mean	1.48	1.50	.02 ^a
S.D.	.68	.79	.25 ^b
N	243	150	
<u>Helpful</u>			
Mean	1.55	1.48	-.07
S.D.	.74	.76	-.92
N	243	150	
<u>Fair</u>			
Mean	1.62	1.68	.06
S.D.	.83	.88	.67
N	243	150	
<u>Responsive</u>			
Mean	1.99	2.14	.15
S.D.	1.06	1.18	1.29
N	243	150	
<u>As Much as They Can</u>			
Mean	1.26	1.35	.09
S.D.	.66	.76	1.29
N	243	150	
<u>Satisfaction</u>			
Mean	1.76	1.86	.10
S.D.	.80	.85	1.16
N	243	150	
<u>Quality of Service</u>			
Mean	2.26	2.21	-.04
S.D.	1.00	.92	-.42
N	243	150	

^a difference in means

^b t-value

* p < .05

** p < .01

*** p < .001

Table 20. Pretest vs. Follow-up Changes in Attitudes Toward the Police.

	Wave 1	Wave 3	Difference in means t-value
<u>Respectful</u>			
Mean	1.57	1.51	-.06 ^a
S.D.	.88	.78	-1.08 ^b
N	508	515	
<u>Helpful</u>			
Mean	1.56	1.57	.00
S.D.	.83	.86	.08
N	508	515	
<u>Fair</u>			
Mean	1.64	1.68	.05
S.D.	.84	.89	.83
N	506	515	
<u>Responsive</u>			
Mean	2.04	2.12	.08
S.D.	1.13	1.14	1.15
N	508	514	
<u>As Much as They Can</u>			
Mean	1.36	1.33	-.03
S.D.	.76	.74	-.64
N	507	514	
<u>Satisfaction</u>			
Mean	1.85	1.82	-.03
S.D.	.84	.86	-.55
N	507	514	
<u>Quality of Service</u>			
Mean	2.36	2.28	-.08
S.D.	.95	.94	-1.43
N	507	514	

^a difference in means

^b t-value

* p < .05

** p < .01

*** p < .001

Table 21. Changes in Attitudes Towards the Police: Pretest vs. Those that Saw the PSAs in the Wave 3 Follow-up.

	Wave 1	Saw PSAs	Difference in means t-value
<u>Respectful</u>			
Mean	1.57	1.50	-.07 ^a
S.D.	.88	.79	-.86 ^b
N	508	150	
<u>Helpful</u>			
Mean	1.56	1.48	-.08
S.D.	.83	.76	-1.10
N	508	150	
<u>Fair</u>			
Mean	1.64	1.68	.04
S.D.	.84	.88	.55
N	506	150	
<u>Responsive</u>			
Mean	2.04	2.14	.10
S.D.	1.13	1.18	.95
N	508	150	
<u>As Much as They Can</u>			
Mean	1.36	1.35	.00
S.D.	.76	.76	-.05
N	507	150	
<u>Satisfaction</u>			
Mean	1.85	1.86	.01
S.D.	.84	.85	.08
N	507	150	
<u>Quality of Service</u>			
Mean	2.36	2.21	-.15
S.D.	.95	.92	-1.72
N	507	150	

- ^a difference in means
^b t-value
* p < .05
** p < .01
*** p < .001

Table 22. Attitudes Towards the Police: Those that Saw PSAs in Wave 2 vs. Those that Didn't See the PSAs in Wave 2.

	Didn't see PSAs	Saw PSAs	Difference in means t-value
Respectful			
Mean	1.54	1.48	-.06 ^a
S.D.	.85	.68	-.94 ^b
N	275	243	
Helpful			
Mean	1.60	1.55	-.05
S.D.	.78	.74	-.78
N	275	243	
Fair			
Mean	1.69	1.62	-.07
S.D.	.85	.83	-.92
N	274	243	
Responsive			
Mean	1.93	1.99	.06
S.D.	.99	1.06	.68
N	272	243	
As Much as They Can			
Mean	1.26	1.26	.00
S.D.	.66	.66	.02
N	275	243	
Satisfaction			
Mean	1.88	1.76	-.12
S.D.	.83	.80	-1.65
N	275	243	
Quality of Service			
Mean	2.30	2.26	-.04
S.D.	.97	1.00	-.50
N	275	243	

^a difference in means
^b t-value
* p < .05
** p < .01
*** p < .001

Table 23. Attitudes Toward the Police: Those that Saw PSAs in Wave 3 vs. Those that Didn't See the PSAs in Wave 3.

	Didn't see PSAs	Saw PSAs	Difference in means t-value
Respectful			
Mean	1.52	1.50	-.02 ^a
S.D.	.78	.79	-.25 ^b
N	362	150	
Helpful			
Mean	1.60	1.48	-.12
S.D.	.90	.76	-1.46
N	362	150	
Fair			
Mean	1.69	1.68	-.01
S.D.	.90	.88	-.06
N	362	150	
Responsive			
Mean	2.11	2.14	.03
S.D.	1.12	1.18	.24
N	361	150	
As Much as They Can			
Mean	1.32	1.35	.03
S.D.	.73	.76	.49
N	361	150	
Satisfaction			
Mean	1.81	1.86	.05
S.D.	.87	.85	.61
N	361	150	
Quality of Service			
Mean	2.31	2.21	-.09
S.D.	.95	.92	-1.03
N	361	150	

^a difference in means
^b t-value
* p < .05
** p < .01
*** p < .001

Table 24. Ordinary Least Squares Regression Estimates for Attitudes Towards the Police: Separate Equations Controlling for Demographic Characteristics.

	Post Intervention	Saw PSA
Saw PSAs	-----	-.36 ^a
(1 = saw PSAs, 0 = didn't see)	-----	-.04 ^b
	-----	-1.38 ^c
Wave	-.24	-----
(1 = waves 2 and 3, 0 = wave 1)	-.03	-----
	-.98	-----
Educational Attainment	-.25	-.25
	-.09	-.09
	-3.18**	-3.12**
Gender	-.87	-.86
(1 = female, 0 = male)	-.09	-.09
	-3.61***	-3.51***
Employment	.02	.00
(1 = full or pt time, 0 = unemployed)	.00	.00
	.08	.00
Income	.04	.05
	.01	.01
	.33	.36
Race	-.97	-.99
(1 = white, 0 = nonwhite)	-.07	-.07
	-2.75**	-2.82**
Marital Status	-.68	-.68
(1 = married, 0 = other)	-.08	-.08
	-2.58**	-2.57**
Residential Stability	.00	.00
	.02	.02
	.61	.59

Rent	-0.60	-0.64
(1 = own, 0 = rent)	-0.06	-0.06
	-1.33	-1.92
Age	-0.06	-0.06
	-0.25	-0.25
	-6.92***	-6.98***
N	1358	1356
Constant	18.50	18.49
	26.97	27.33 ^c
Adj R ²	.09	.10

^a unstandardized coefficient

^b standardized coefficient

^c t-value

* p < .05

** p < .01

*** p < .001

Table 25. Ordinary Least Squares Regression Estimates for Attitudes Towards the Police: Simultaneous Models Controlling for Demographic Characteristics.

Saw PSAs	-0.31 ^a
(1 = saw PSAs, 0 = didn't see)	-0.03 ^b
	-0.41 ^c
Wave	-0.11
(1 = waves 2 & 3, 0 = wave 1)	-0.01
	-1.07
Educational Attainment	-0.25
	-0.09
	-3.14 ^{**}
Gender	-0.86
(1 = female, 0 = male)	-0.09
	-3.52 ^{***}
Employment	.01
(1 = full or pt time, 0 = unemployed)	.00
	.02
Income	.05
	.01
	.36
Race	-0.99
(1 = white, 0 = nonwhite)	-0.07
	-2.80 ^{**}
Marital Status	-0.67
(1 = married, 0 = other)	-0.08
	-2.57 ^{**}
Residential Stability	.00
	.02
	.59
Rent	-0.63
(1 = own, 0 = rent)	-0.06
	-1.90

Age	-06
	-25
	-6.94***
N	1356
Constant	18.54
	26.99 ^c
Adj R ²	.09

- ^a unstandardized coefficient
- ^b standardized coefficient
- ^c t-value
- * p < .05
- ** p < .01
- *** p < .001

Table 26. Zero-Order Intervention Models for Resisting Arrest and Police Use of Force

<u>Series</u>	<u>Final Model</u>	<u>Parameter Estimates</u>
Resisting Arrest	$LgY_t = w_0I_t$	$w_0 = -.050 \quad t = -.489$
	$Q=34.652 \quad df=24$	$p >.06$
<u>Series</u>	<u>Final Model</u>	<u>Parameter Estimates</u>
Use of Force	$LgY_t = w_0I_t$	$w_0 = .024 \quad t = .266$
	$Q=23.55 \quad df=24$	$p >.43$

Note: Lg = natural log transformation
 w_0 = zero-order input parameter of a transfer function
 Q = Box-Jenkins test statistic for the null hypothesis that the models residuals are distributed as white noise
 I_t = intervention series

Table 27. First-Order Intervention Models for Resisting Arrest and Use of Force

<u>Homicide</u>	<u>Final Model</u>	<u>Parameter Estimates</u>
Resisting Arrest	$\text{Lg}Y_t = \frac{w_0}{1 - \delta_1 B} I_t$	$w_0 = -.004 \quad t = -.171$ $\delta_1 = .958 \quad t = 2.250$
	Q=35.00 df=24	p > .06
<u>Homicide</u>	<u>Final Model</u>	<u>Parameter Estimates</u>
Use of Force	$\text{Lg}Y_t = \frac{w_0}{1 - \delta_1 B} I_t$	$w_0 = .021 \quad t = .040$ $\delta_1 = -.392 \quad t = -.011$
	Q=23.60 df=24	p > .43

Note: Lg = natural log transformation
 w_0 = zero-order input parameter of a transfer function
 δ_1 = first-order output parameter of a transfer function
Q = Box-Jenkins test statistic for the null hypothesis that the models residuals are distributed as white noise
B = backward shift operator where $B(Y_t) = Y_{t-1}$
 I_t = intervention series

Table 28. First-order Intervention Models Applied to Pulse Functions for Resisting Arrest and Use of Force

<u>Series</u>	<u>Final Model</u>	<u>Parameter Estimates</u>
Resisting Arrest	$\text{Lg}Y_t = \frac{w_0}{1 - \delta_1 B} (1-B)I_t$	$w_0 = .419 \quad t = .573$
		$\delta_1 = .387 \quad t = .280$
		$Q=35.67 \quad df=24 \quad p > .05$
<u>Series</u>	<u>Final Model</u>	<u>Parameter Estimates</u>
Use of Force	$\text{Lg}Y_t = \frac{w_0}{1 - \delta_1 B} (1-B)I_t$	$w_0 = 1.609 \quad t = 1.613$
		$\delta_1 = .289 \quad t = .529$
		$Q=22.47 \quad df=24 \quad p > .50$

Note: Lg = natural log transformation
 w_0 = zero-order input parameter of a transfer function
 δ_1 = first-order output parameter of a transfer function
 Q = Box-Jenkins test statistic for the null hypothesis that the models residuals are distributed as white noise
 B = backward shift operator where $B(Y_t) = Y_{t-1}$
 I_t = intervention series

APPENDIX A

PSA 1 HELPFUL HINTS IF YOU ARE PULLED OVER BY A POLICE OFFICER

ACTORS: 1

1 Middle-age, experienced, male officer, need firm but warm approach.

START FILM

<run a few seconds of some police funeral footage>

<voice over during clip>

“150 officers police officers are killed each year in the line of duty.”

<visual and background>- Officer approaches camera, in background is police station, in view is written words, The Lima Police Department.>

<Officer speaks>- “Hello, I’m officer John Doe, It is scenes like you just saw that reach to the heart of every police officer. Sadly, many are the result of routine traffic stops gone awry. For this reason, police officers are cautious and take certain preventative actions when approaching strangers and vehicles. Here are some simple and helpful tips to remember for you and the officer’s safety.

<go to black, show in white letters tip # 1>

1. Pull over as soon as possible

<voice over>- “When you see a police car with flashing lights behind you, pull over as soon as possible.”

<camera back on officer>- “The officer has already found a suitable place for you to stop before turning on the flashing lights. You do not need to continue driving to find an entrance or parking lot to pull into. Tip number two:”

<go to black, show in white letters tips #1 and 2>

1. Pull over as soon as possible
2. Use your turn signals

<voice over>- “Remember to use your turn signals.”

<camera back on officer>- “This lets the officer know you are aware of the request to stop and it also reduces accidents by letting others know where you are going. Tip number 3:”

<go to black, show in white letters tips #1,2 and 3>

1. Pull over as soon as possible
2. Use your turn signals
3. Stay in your car

<voice over>- "Stay in your car unless the officer asks you to exit your vehicle."

<camera back on officer>- "When the officer is approaching, the best thing you can do is to just stay relaxed with your hands on the steering wheel. Getting out of the car just isn't safe for the approaching officer or you when traffic is passing by. If you are pulled over at night, consider turning on your dome light or interior light, the officer will appreciate it. Tip number 4:"

<go to black, show in white letters tips #1, 2, 3, and 4>

1. Pull over as soon as possible
2. Use your turn signals
3. Stay in your car
4. Have your license, registration, and insurance card ready

<voice over>- "Have with you your license, registration, and under new legislation, your insurance card."

<camera back on officer>- These will be the first things the police officer asks for. Avoid making quick movements into the glove compartment or under the seat to find them. People sometimes do this as a favor or as an attempt to hurry for the officer, however, remaining calm is the best policy.

<slight pause, camera on officer>- No one wants to be stopped by the police, but if you are, I hope you find these tips valuable. If you have any teenagers that drive, take the time to sit down and talk with them about proper driving and what to do if they are stopped by the police. If you don't, who will?

<go to black, show in white letters>

Community Policing: We're In This Together

<voice over>- "This message is brought to you as a public service by WLIO Lima and the Lima Police Department.

END FILM

PSA 2

HELPFUL HINTS FOR POLICE EMERGENCIES AND ACTION SCENES

ACTORS: 2

- 1 officer
- 1 citizen

VEHICLES: 4

- 1 police cruiser
- 1 fire or rescue (or any emergency vehicle with red light bar)
- 1 tow truck (or any service vehicle with yellow light bar)
- 1 car (any newer make or model)

EQUIPMENT: 2

- 1 flare
- Yellow crime/action scene tape

START FILM

<visual and background- full length view of officer standing in front of three vehicles, parked at an angle are a police car, then a fire or rescue vehicle, then a tow truck.>

<camera on officer standing in front of vehicles, officer speaks>- "Hello, I'm officer John Doe. Police, fire, and rescue vehicles are under pressure to reach accidents and emergencies as quickly as possible. All too often, our biggest obstacle is fighting traffic and keeping bystanders out of the way."

<camera shot now inside a citizen's vehicle, view is of person driving, sound of police siren approaching, citizen looks up in rearview mirror, camera shot is now out of back seat window, view of a fast approaching police car with lights and sirens on>

<voice over>- "When you hear and see a police car or emergency vehicle approaching, they are most likely trying to get around you safely to reach an emergency."

<camera shot still inside citizen's vehicle, shows citizen using turn signal and pulling to the side calmly>

<voice over continues>- "Here are three tips to remember:"

<go to black, show in white letters>

1. Pull to the side as soon as possible
2. Avoid blocking intersections
3. Look for other emergency vehicles

<voice over continues>- "Pull over to the side as soon as possible allowing the officer or emergency vehicle enough room to pass you. Avoid blocking intersections and look carefully for other cars and emergency vehicles that may be following."

<camera shot inside car now shows police car passing by with citizen at a stop on the side of the road, citizen looks behind them for more vehicles and pulls out slowly>

<camera shot returns to officer in front of the three vehicles>- "You can identify police vehicles by the color of their lights. By state law, only sworn police officers can have blue and red lights."

<camera shot gives close up of police light bar running>

<voice over>- "Fire, rescue, and emergency volunteer vehicles have all red lights."

<camera shot gives close up of fire/rescue vehicle light bar running>

<voice over>- "Yellow lights indicate caution, not emergency."

<camera shot of tow truck with light bar running>

<camera back on officer, slight pause, officer speaks>- "Groups of people at emergencies and accidents present special problems for police officers. We have to get people out of the way to respond effectively and take control of the situation. If you come upon an accident, crime, or fire scene, stay behind the lines that have been set up by emergency teams to protect you."

<camera shot on stretched yellow crime scene tape, then on a lit flare,

<voice over>- "You might see yellow tape, flares, or even a police cruiser used to block off an area."

<camera shot of police cruiser parked sideways in a two lane road with lights running>

<voice over>- "If you see a police cruiser parked sideways blocking the lane, that means the road is temporarily closed. Do not attempt to go around the car unless an officer waves you to do so. You would be surprised how many people will drive right into a ditch to get around us, then they find out why the road is closed."

<camera back on officer in front of vehicles>- "At a fire scene, pay careful attention for fire trucks and the fire hoses. It is illegal to drive over a fire hose for any reason as the weight of your car will cause the hose to explode. This endangers you and any victims that may still be in the fire. If for some reason you must enter an emergency scene, wave down an officer or emergency worker, state your purpose, and have him or her direct you."

<go to black, show in white letters>

Community Policing: We're In This Together

<voice over>- "This message is brought to you as a public service by WLIO Lima and the Lima Police Department."

END FILM

PSA 3 HELPFUL HINTS FOR DISTURBANCES NEEDING POLICE ATTENTION. AND DISAGREEMENTS WITH THE POLICE

ACTORS: 2

- 1 female officer
- 1 high ranking officer (or chief of police if possible)

START FILM

<visual and background-- female officer, standing in front of house, normal city neighborhood>

<camera on officer>- "Hello, I'm officer Jane Doe. The police are called on every day to make tough decisions in a short period with little information to go on. Generally, we want to solve the problem with as little intrusion into your life as possible. I want to make clear that it is not our aim to arrest unless the law requires it, or if there is no alternative. Cooperation is the key to finding peaceful alternatives.

<camera on officer>- "When you begin interacting with an officer, the officer will usually begin by asking questions to assess the situation. If there are a lot of people involved, or if the situation is volatile, resist jumping into the conversation, shouting, and crowding in on the officer as this escalates confusion. If you want to let the officer know something, wait for things to settle down a bit and you will get a chance to give information."

<camera still on officer, slight shift in topic>- "The police can't please everyone in these situations and citizens will have honest differences with the police, especially if a citation or ticket is involved. No one is right all the time, and for this reason a court date is provided on the back of every citation so that they can be contested in court if you believe there is an error."

<officer continues>- "It is important to recognize that a police officer can not tear up a citation after it is written. Arguing with the officer over whether a citation or ticket is proper or not only brings tension that has no valuable outlet. Waiting for the judge and court date allows you the time and the forum to present your position."

<new person enters, high ranking officer or maybe chief of police>- "I'm ranking officer so and so. The integrity of our officers is of the utmost importance. If you have a concern about an officer that you feel acted improperly, we want to know about it. If it's about the ticket or citation, wait for the court date. If it's about how you or another person is treated, that's a different matter. Don't jump in the situation or argue with the officer, rather, think the matter over carefully, and then call the station if you feel it is the right thing to do. The Lima Police Department has a special group of personnel whose job it is to take your complaints and investigate them."

<go to black, show in white letters>

Community Policing: We're In This Together

<voice over>- "This message is brought to you as a public service by WLIO Lima and the Lima Police Department.

END FILM

PSA 4 ROLE OF POLICE AND COMMUNITY ORIENTED POLICING

ACTORS: 3

- 1 officer
- 2 citizens

START FILM

<flip through footage of: --police boarding up crack house
--police mini-stations
--police meeting with citizens
--police in the classroom, DARE
--police at community meeting>

<voice over during footage>- "A new era has began for the Lima Police Department. Our mission is to work in partnership with the community to improve the quality of life by creatively solving problems related to crime, neighborhood decay, and to safeguard the constitutional rights of all."

<camera on officer, officer speaks>- "I'm officer John Doe. We believe the police and the citizens play an important part in improving the quality of life in Lima. Our philosophy calls for not just policing a community, but for policing with the community. We begin by asking questions, finding out about your concerns, and then working together to come up with solutions. Quick fixes just don't cut it anymore when it comes to serious problems. Here is what a few residents have to say about community oriented policing:"

<citizens speak about community oriented policing>"....."

We're sending police officers to special training seminars, meeting with neighborhood leaders, school officials, parents, universities, and other public and private organizations. But the police can't do it alone, and we need your help. If you would like to learn more about how you can help, or to have a police officer speak to your organization, please call us at the number on your screen.

<go to black, show in white letters>
Telephone number 555-5555

Community Policing: We're in this together.

<voice over>- "This message is brought to you as a public service by WLIO and the Lima Police Department.

END FILM

APPENDIX B

Focus Group Interview Guide

INTRODUCTION

Hello, My name is Chris Stormann and I am a researcher at the University of Cincinnati in the Division of Criminal Justice. I have gathered you here to learn more about some of the interactions you have with Lima citizens. There are no right or wrong statements just differing views and opinions. I encourage you to freely express your thoughts whether they are positive or negative. I have also brought a recording device because really good ideas have a way disappearing and I don't want to miss anything. Your names and statements will be confidential and not included in any kind of report.

OPENING QUESTION

(Designed to be answered quickly and identify what participants have in common)

I would like to start off by having you each give your name and telling me why you decided to become a police officer.

INTRODUCTORY QUESTION

(Introduce general topic, foster conversation, and allow reflection on past experiences)

A number of you mentioned that you became a police officer because you wanted to help people. You may have soon realized that it is a frustrating and sometimes frightening experience and there is only so much you can do. Sometimes people do odd things when they interact with the police as you all well know. But many times people do things when interacting with an officer because they just don't know any better. If they were educated or informed about the police, they might be able to help themselves by not doing the wrong things when interacting with the police.

Consider the routine police function of pulling a motorist over. Not more than a generation ago it was a common courtesy to get out of your car and greet the officer when pulled over. **If someone gets out of their car and approaches you after pulling them over, what do you think would go through your mind?**

TRANSITION QUESTIONS

(Move conversation into the key questions: this is the logical link to the study)

.....I believe that you would be justified in being a little defensive toward this guy walking up to your car because you really don't know what he is up to. Lets say that the guy that was pulled over was your average Joe that was speeding and thought he was doing you a favor by coming up to your car. As a result of the officer's own fears, this guy might have his hands against the patrol car because of a clear and justified statement given on the officer's part. **What do you think is going through this guy's mind other than not doing any more favors for the officer?**

.....Exactly, he is probably ticked off because he was trying to do what he thought was a good thing and wound up spread eagle on the patrol car for doing it. Even worse is that this person may become angered and a cycle of interaction begins where this person talks or acts themselves into jail and may even have some force used against them for resisting arrest. The officer is relieved that the threat to his or her safety is over but doesn't take the time and may not even care to take the time to tell this guy why he or she reacted a particular way. They are just glad to get this guy out of their hands.

The problem here is that none of this had to happen. This was all because of a misunderstanding. Someone at sometime should have told this guy to remain in the car when pulled over by the police. Don't get out, don't reach quickly into the glove box or under the seat. Just remain calm with your hands on the wheel.

KEY QUESTIONS

(Questions that drive the study, essentially they are why these people are gathered)

I have given this scenario to help you understand where I'm coming from when I talk about interactions and misunderstandings. However, I have done most of the talking and what I really need is to hear from you.

What are some of the things that people say or do that really scares police officers or puts them on the defensive?

Can you think of a similar scenario to the one mentioned where people inadvertently put themselves in an unnecessary or negative situation?

What advice do you have for citizens to prevent a situation from becoming unnecessarily negative or resulting in an angered police officer?

What do people do that just drive you crazy?

Juveniles sometimes create special problems for officers. What do they do to get themselves in more trouble moving from a warning, to calling their parents, or going to detention?

If you found a juvenile out late at night past a city curfew, what do they do that is a sure fire way to wind up downtown at the station?

What are some of the problematic things that people do after you arrive for a domestic call?

ENDING QUESTION

(Designed to bring closure to the discussion and bring in any missed comments)

Suppose you had one minute to tell every person in Lima something about interacting with the police. What would you tell them?

Does anyone have any comments or ideas they would like to add?

That concludes our meeting and I wanted to thank you all for attending. Your comments have been most helpful and greatly appreciated.

APPENDIX C

SUMMARY OF CINCINNATI FINDINGS BY HEADING

Traffic Stops

- Officers state that when they approach a car they are nervous. The greatest fear is the unknown and/or anything that limits their control of the situation.
- They responded that it is tactically unsafe to allow citizens to exit vehicles because traffic is "whizzing" by and the officer now has "two people to worry about."
- If the citizen does exit the vehicle on their own initiative, the officer becomes more alert and tension raises. An officer responded that he would exit his vehicle as quickly as possible because he doesn't want to be "stuck" behind the wheel.
- Officers noted that they wanted to see the hands of the citizen at all times. The citizen should not "rumble" under the seat or quickly reach into the glove box. One officer commented about a juvenile that was almost shot recently under similar circumstances.
- It was mentioned that officers turn on their dome light or overhead light whenever they are pulled over by another policeman. It was stated that he even taught this to other officers at the academy. He also stated that on occasion he has been pulled over and the officer has stated when seeing the overhead light on, "are you a cop somewhere?" I asked the group if citizens ever turn on their dome light when pulled over. The answer was a resounding no as only other police officers understand the fear (when approaching a car) and they know how to take steps to mitigate this fear.

Using Lights and Sirens

- An officer stated that you would think using the lightbar and sirens would make people slow down and pull around to the side. However, some people will pull right into you or freeze up under stress and not use turn signals.
- Officers become concerned when the citizen is not pulling over immediately or not using turn signals to indicate where they are going. Officers may interpret this as disregard, an attempt to flee, or an "OJ Simpson kind of thing."
- Some citizens respond that they were looking for a safe place to pull over and that was their reason for the delay in stopping. Again, officers still don't know what the citizen is doing other than disregarding officer's need of the citizen to pull over immediately. Citizens need to know that the officer has already picked out a safe area before they turn on the light bar.

- In a similar vein, officers that wait for a safe area to turn on the light bar can result in irritating the citizen. The citizen is irritated for being pulled over for running a red light or stop sign that occurred a "half mile back." The citizen doesn't understand why it took so long, they may think the officer had questioned his own call, and they may even believe it was an arbitrary stop because of the delay.
- An officer stated that a murder a few years back by a serial killer posing as a police officer using a lightbar and siren caused many people, especially women, to fear being pulled over. Women would wait for a well lit area or pull around buildings. This worries the police officers because back-up cars can not find them. Additionally, Ohio passed a state law that only police officers can have blue lights, so if you don't see blue lights, you don't have to pull over.
- At the very least, and if not pulling over immediately, the citizen needs to acknowledge the officer's presence by turning on the overhead light and motioning, using turn signals, or by doing something to show they are not disregarding the officer.

Tickets and Citations

- Citizens will argue with police over a ticket or citation after it is written and this only makes officers angry. There is nothing the officer can do after it is written (they are numbered for accountability and to prevent tampering).
- If the citizen disagrees they need to show up at the court date on the ticket. It is useless to argue and it can lead to more trouble. An officer stated that his biggest fight surrounded a parking ticket. The citizen said, "don't you have anything better to do like catch murderers or rapists" and the situation escalated in violence.
- Additionally, the comment about "having something better to do like catch murderers or rapists" was mentioned by several focus group members in the discussion. It seems this is a common occurrence, it greatly irritates officers, and may result from citizens that devalue the importance of observing traffic and parking ordinances. Citizens may not understand the symbolic or real threat to authority involved with these utterances.

Crowding and Bystanders

- Officers do not like it when citizens become involved in other's business. They said in simple words, "stay away, back off, and if the officer needs help they will ask." An officer stated that in these situations he can not tell who is "for" and who is "against" them.

- Officers need to get control of the situation and others coming up or surrounding them hampers control of the situation. It is hard enough to keep an eye on one or two people and a third adds even more tension. The officer loses sight of whom is a possible threat and may treat all as a threat. It is feared that a third person may find this an opportune time to get a few easy swings in.
- An officer stated that it is fine if the citizen has questions, for instance people often want to know why their cousin, or brother, or whatever is being arrested. Those questions can be addressed after the suspect is under control or in the cruiser.

Domestic Violence

- Officers state that cues to further violence exist when people are still raising their voices and arguing in their presence. Officers agreed that people moving around a lot bothered them greatly. The husband or spouse may know what is in the house (i.e., weapons under the cushion or a knife in the kitchen), but the officers do not know where these things are located.
- When people are moving around it makes the officers nervous because they do not know what is in the house and what they're doing. Officers try to get everybody in one room and sitting down so they can watch them all. Additionally, officers state that when they arrive and provide protection for the injured party, a beaten woman or man may find this an opportune time to go on the offensive.
- Officers state that they will allow people to vent their steam for a few minutes, however, if the situation becomes more volatile or doesn't start winding down, the officer will step in and start telling people what to do. Citizens resent police coming into their homes and telling them what to do.

Juveniles

- Not much valuable information is provided concerning juveniles. Officers stated that the issue is lack of respect and that this is found in the whole generation. Most seemed to feel that this lack of respect is brought on by poor parenting and may be too ingrained to be changed.
- Officers state that juveniles leaving the scene or running is a problem. When caught and asked why they ran, juveniles often state, "just for the hell of it." The officers stated that this is stupid and if they haven't done anything wrong, don't run. Running only brings on more problems and threatens the safety of the officer and the juvenile.

SUMMARY OF LIMA FINDINGS BY HEADING

Traffic Stops

- Officers take into account the safety of a place to stop before they pull you over.
- An officer stated that in a perfect world everybody would pull over at night, turn on their interior dome light, and put their hands on the steering wheel. Seeing the hands and having the inside light on make police feel more safe. Getting out of the car when pulled over is a bad idea. Officers stated that people get out of the car without permission in 1 out of every 4 or 5 traffic stops. Officers felt this information would be a good for a PSA.
- The first thing the officer wants is the license and registration. They are not interested in talking to you until they have the license and registration. Citizens may ask "what is the problem" or "why did you stop me." The officer responds with "license and registration" rather than answering the question and the citizen may interpret this as rudeness. The officer stated that it is a "control thing," once you have his license in your hand he's got an obligation to stay, he is less likely to take off.
- Officers are annoyed with people that fumble and dig around for their license and registration, especially in poor weather. It is recommended that citizens should have their license, registration, and insurance card handy at all times. An officer stated that a 10 minute ordeal to find a license is telling him that you do not have one.
- It is a good idea to have your license and registration out of you pocket or glove box before the officer steps up to your car. Quick or sudden movements to get these things "sends chills down every officer's back.....that will get a gun in your face faster than anything else."
- It was also indicated that it is important for back seat passengers not to make sudden movements and keep their hands visible. The officer feels that anyone in the car can be an assailant or put their safety in jeopardy.

Citizen Driving Behavior Around the Police

- Officers state that one of their biggest problems is fighting traffic to get to their calls. People often just look at them in their rear view mirror and don't get out of the way. When you see blue and red lights, get over. This is especially a problem at intersections. People will stop in an intersection and clog it up instead of getting out of the way.

- Officers point out that when citizens drive super slow (i.e., 10 mp/h) it is very annoying and they have trouble getting to their calls. Officers state that people get paranoid when a cop is behind them.

Crowd, Crime, Accident, and Fire Scenes

- Crowd scenes are a problem for officers. Confrontation often occurs here because people claim that they "have a right to be here" or that it is a "Constitutional thing." Officers state that citizens are creating a disturbance and/or being disorderly by just standing and watching during a riotous condition. Officers point out that in a group, people lose their identity and are more likely to confront officers on what they think is a simple right. When only one person may have been arrested, now the whole neighborhood gets arrested and people are really angry. This occurs often and members agreed that this would be a good idea for a PSA.
- Another problem in Lima occurs at action scenes when police block off the street. Officers state that if people see a place to get through (e.g., one cruiser to block four lanes), people will try to fit through. This is very common for people to drive through a blocked road even with a police car and light bar on. People have a mind set of only one way to get to their destination and/or want to stick their heads in crashed cars to see the death and gore. If it's blocked off or taped off, don't go in.
- People driving over fire hoses is a problem that occurs quite often at fire scenes. If you drive over a fire hose you will be arrested or cited because these hoses are very expensive (i.e., a thousand dollars) and will explode under the weight of a car.

Citizen Disagreement, Demeanor, and Police Discretion

- Officers stated annoyance with comments such as, "don't you guys have something else to do," and one officer followed with this point, "I'm telling you what, if you want to know what gets you a ticket...." Addressing the officer with an attitude puts the citizen in a very negative position. They stated that you can talk yourself into a ticket better than you can talk yourself out. Another comment illustrates the point of citizen control in the outcome of an interaction, "...maybe less than 50% of the time your dead set on giving them a ticket right then and there....75% of the time your not sure until you get up there and deal with that person."
- An officer claimed that the law doesn't say we have to write tickets and arrest, it just says we have to solve problems. If the problem can be solve by talking, we will do it. However, if people do not communicate with us, we have nothing left to do but penalize them.
- Officers refuse to debate any matter on the street. They state that, "we're not going to hold trial, court is not determined on the street. There are people in the police

department who are there to answer your questions and complaints, you don't take your complaint on the street when a guy is trying to do his job. You won't find satisfaction there (with the cop on the street). Pushing your point only gets you arrested.

Use of Force

- Officers state that the use of force is most common when you tell someone they are under arrest or you put your hands on them. People disagree, struggle, and/or pull away and anything less than 100% compliance will result in physically being taken into custody. The most common offenses involving use of force are minor misdemeanors such as disorderly conduct or intoxication. Similar to the Cincinnati focus group, an officer stated that his biggest fight involved a parking ticket. People disagree with the officer about the ticket and have a belief that the officer can change a parking ticket or they show up at the station house to get the ticket fixed. Neither the officer nor the desk sergeant can change your ticket. If you disagree with a ticket you must show up on the court date on the ticket.
- There are many cues to violence that police look for. Eyes darting, looking around or behind may mean the person is looking for witnesses or an escape route. Clenched fists or staring at the officer's gun may also mean violence is coming. Stuttering and thinking of something to say also brings suspicion from the officer.

Police Role and Tactics

- Officers suggested that a PSA on the role of the police integrating community oriented policing should be produced.
- Officers wanted to make clear to the average citizen that they are suspicious and that will dictate some of their actions and tactics. Citizens may perceive these actions as the officer treating them in a rude manner. Citizens don't understand why police are so close to their vehicle or why police place their body in such a manner that it is difficult to see them. They don't want to be a target for someone's gun.
- Multiple officers arriving to a call also creates anxiety for the citizens. People perceive this as a police "gang up" on the person or persons. Several officers may respond for a number of reasons. One, it is more safe to have five officers control one struggling person than one officer to control a struggling person. Five officers can hold a person down without hurting him. If it is one on one, however, that officer may have to hurt you or stun you to bring you under control. Second, several officers may arrive to check on the safety of another, especially if it is a slow night. Citizens might be pulled over for a traffic violation and see several police cars around them. They interpret this as something seriously wrong. Third, several officers may bring a show of force to prevent future confrontation.

- The first thing police often ask people is to take their hands out of their pocket. This is to make sure they do not have a weapon in their hand. People often ask "why?" or become irritated that they have to do so. Similar to the license and registration, officers stated that they do not want to discuss the matter until after the person has taken their hands out of their pockets. It is nothing personal, it's just a matter of safety as officers assume everyone is going to hurt them. After the request or pat down, the officers stated that they had no problem discussing it.

Miscellaneous

- The best thing to do when the police show up at your residence for a domestic violence or disturbance is to follow the police officer's directions to the letter. If the officer tells you to go stand by the wall, don't say "why or I got something to tell you." The citizen will get their chance to give their side of the story in time.
- 911 hang ups are also a problem and waste police resources because a cruiser must be sent to check up on them if they can't be called back. If you dial accidentally, stay on the line and simply tell the operator you made a mistake.
- Officers stated that Lima has an unusually high number of bicycle accidents and fatalities. It seems bicyclists ignore traffic laws far too much.
- Officers also stated that a problem with juveniles is that they lie. It is often the goal for the officer just to return the child safely to his or her home. When juveniles lie about their identity, it only takes longer to confirm, and longer to release.

POSSIBLE PSA TOPICS RESULTING FROM BOTH FOCUS GROUPS

- While the officer is approaching, stay in the car, keep your hands visible on wheel, don't reach under the seat or in the glove box or make quick sudden movements, turn on overhead light at night, and wait for officer instructions. Have your passengers follow these tips also. It is a good idea to have your license, registration, and insurance card in your hand before the officer steps up to your window. If you do not have your license and registration with you, be honest, tell the officer you do not have them rather than have the officer wait while you search your car. Understand that the officer's foremost concern is his or her safety and yours.
- When you see patrol car lights behind you, stay calm, use your turn signal to let the officer know where you're going, and pull over as soon as possible. Realize the officer has already found a safe place for you to pull over. If there is any overriding concern that causes you not to do so immediately, be sure to somehow acknowledge this to the officer. Also remember that the officer may only be trying to get around you to reach an emergency or call for service. Again, use your turn signals and allow the officer to pass you. Stay calm, look for other cars, and avoid blocking an intersection.
- Groups of people in an emergency situation present special problems for officers and the safety of others. If you come upon an accident, crime, or fire scene, stay behind the lines that have been set up by emergency teams to protect you. If you see a police cruiser parked sideways with the lights on, that means the road is closed. Do not attempt to go around the police unless an officer waves you to do so. Pay careful attention for fire trucks and fire hoses. It is illegal to drive over a fire hose for any reason as this may cause the hose to explode endangering you and any victims that may still be in the fire. If for some reason you must enter the emergency scene, wave down an officer or emergency worker, state your purpose, and have him or her direct you.
- If officers arrive at your house because of a disturbance, turn down the radio or TV, bring everyone into the room if possible, and have one member at a time explain what happened. Resist jumping in the conversation or crowding in on the officer(s) as this only brings in more confusion and threatens the safety of others. Follow the directions of the officer. If you want to let the officer know something, he or she will recognize you when things have settled down. If it's not your problem, you may not want to be involved as it could become your problem.
- Citizens will have honest differences with the police about traffic tickets and citations. For this reason a court date is provided on every ticket to contest such matters. It is important to recognize that a police officer can not tear up tickets after they are written and recorded. Arguing over whether the ticket is proper or not only brings tension that has no valuable outlet. Waiting for the court date allows you the time and the forum to present your position.

- Officers look for cues that warn them about violence or resistance that may happen. These are things that raise the tension of a situation, clenched fists, backing up slowly, refusing to take your hands out of your pockets, and shouting. When an officer asks you to do something, it's nothing personal, it's just a matter of safety and you can discuss it further or ask questions after things have settled down a bit. Police must be a bit suspicious to protect themselves and this may come across as being rude although that is not the officers intention.
- Multiple officers arriving to a call or traffic stop creates anxiety for citizens. People may perceive this as a police "gang up" on a person or persons. This occurs because several officers can handle one person with less injury than a one on one confrontation. Further, citizens think they may have done something seriously wrong when two or more cruisers show up at a traffic violation stop. This occurs because it may be a slow night and/or officers check up on the safety of fellow officers.
- Juveniles- Don't run from the police or lie. Running risks injury to yourself and the officer. Be honest with the police and don't worry if you have done nothing wrong. If you are brought in for some reason, tell the truth and it will all be over soon. The police are required by law to release you into the custody of a parent or guardian. When you lie about your identity or what has happened, it only prolongs your stay with the police.
- 911 calls and-hang ups- Because a cruiser must be sent out to verify 911 calls, stay on the line and notify the operator if it is a mistake. This will help officers to respond more quickly to other emergencies and may save a life. Simple steps for the citizen when police arrive for a 911 call.
- The police role and community oriented policing.

DESCRIPTION OF CINCINNATI FOCUS GROUP MEMBERS AND PROTOCOL

At approximately 12:00 a.m. a Subway party sub was brought to a conference room on the 4th floor of Longworth Hall. The meeting would adjourn at 1:30 p.m. In attendance were seven police representatives. Sgt. X who specializes in police use of force introduced me to the group and the group to me. Two of the gentleman in the group were more experienced than the rest and were approximately 45 years of age. Another gentleman present specialized in self defense training, he is approximately 30 plus years in age.

Two other male officers were also present. These two gentleman served on the Cincinnati Bike Patrol division, were in their mid-twenties, and fairly new to the force. In addition, they came up to me after the focus group had formally ended to give more advice, make further inquiry about the study, and asked where they could reach me.

Two women were also present in the focus groups. One was younger, late twenties, and also eager to provide information. Her responses were usually short, to the point, and valuable. The second woman present was from the Police Community Relations Bureau. Her insights were very helpful throughout the discussion. In addition, I asked her if she would aid in the focus group by taking notes and she responded favorably. She stated that she would send me a typed version of her notes when they were completed. No minorities were present in the focus group.

I made my introduction and described the project while everyone was eating. A comparison to McGruff the Crime Dog was used to familiarize everyone with public service announcements and the type of format that would be used to relay the messages. I briefly described some of the literature that precludes and supports this project (e.g. Sykes and Brent and the PSA model of behavioral change) and used an example of what can happen when citizens misunderstand police expectations.

NOTE: When reading the transcript, comments made by the moderator are in bold print and raises in voice are indicated by using all caps. Often, the reader will find the use of several periods used at the end of a phrase or sentence (e.g.,). This may indicate a pause, a fragmented thought, or that the speaker was cut off in mid statement.

TRANSCRIPT

To give you an example of a PSA....consider a generation ago when it was not that uncommon when pulled over by a police officer to get out of your car and greet the officer, to step out...ask the officer what seems to be the problem or how can I help you. Today actions like that could get you in some trouble...some places in the city or during the day or at night. So what this citizen has done is....thought they were doing a favor for the police. They had some expectation of what the police wanted from them and they might quickly find that they receive some sharp command over the horn...or they are told to put their hands on the vehicle and are checked for weapons because officers don't take kindly to somebody approaching their vehicle like that. I just talked to a friend from Australia...and in Australia to this day, currently your thought of as very rude if you DON'T get out of your car and go up to the officer and greet them with 'how can I help you'. So we see these differences.....I'm not saying that there are a lot of Australians getting beat up for this.... It just gives you an idea of what we're working on. So....a PSA in response to that would be something like... we would show a police car pulling a motorist over....the motorist would step out and approach the car.....you would show the scene I have just said...you know, they would receive a sharp command. You want to first give the citizens a look at what could happen if they act improperly...and then afterwards...probably put up a bullet list saying something like...when pulled over by the police, listen carefully and wait for instructions, remain in your car, keep your hands at 10:00 and 2 o'clock, don't reach quickly in the glove compartment, don't reach quickly under the seat....just basic things about interacting with the police to help yourself. You know....there may be a demeanor problem if the officer interprets this as a cue to violence or danger or whatever it is. You know the citizen is going to interpret the officer's behavior as rude and not what was expected....it is a cycle that develops. And remember I told you about the a regulations of definitional, imperative, and coercive where you've just engaged the force cycle, escalated it unnecessarily...didn't have to be that way. So I guess I'll turn to each of you and you're going to do the talking.

If someone got out of there car and approached you, what would you think, what would be going through your mind?

I would become more alert...and I would probably make some verbalization.... that....get back into the car. Also I would try to get out of my car real quick in case I had to get out of there real quick....I don't want to be stuck behind my car. You know where this comes from? Forty five years ago...a cop pulled somebody over... 'hey get your license out and come on back here'....cops didn't get out of there car forty-five years ago...for nothing (laughter) you know you call em' and tell them to come on down, tell me about it....you know things have changed, you can't do it that way anymore, things aren't safe....it's just tactically not safe.

Would you agree with this?

Same thing...verbalize get back in the car...I feel more in control when they are in the car than when they're out of the car...um...not only for our safety but theirs and on a traffic stop there is other cars going by, they're out of the car and you're out of the car...then you've got two people to worry about while traffic is going by....you just want control when they're in the car

Yes, that's a pretty good idea unless you tell them to exit the car that they stay, I would imagine that's pretty much standard?

Unless....(jokingly said) you want to tell them please get back in the car (laughter)

Yes, but you know that's a great point (issue of politeness) because of the ramifications....officers are in quite a hurry, backlog of calls, you don't have time to explain what just happened to the citizen....you know like apologizing for being rude or telling them to get back into the car...you know they've got things to do, they don't have time to explain to citizens why things occurred the way they did. So...that's part of the misunderstandings I was talking about....the citizen thinks, my that's a rude officer, they didn't need to be so aggressive and tell me to get back in my car, I did nothing wrong. And maybe that's relayed to family and friends and you see the escalation.

I guess the next question would be what do think is going through the citizens mind when your pulled over like that and interpret that officer as being rude?

After being pulled over and told to get back in the car?

Yes, and maybe checked for weapons

I'd probably think what you've said....that officer is really rude and what I really didn't want....patted down....and all the sudden you raise the level of....citizens might be more defensive or tense....makes you more tense, so that creates more tension that doesn't have to be there. Just the simple action of them not knowing...what the officer wanted them to do...from the get go...raises the level of interaction a degree.

I would say this...if you gave that response and the person immediately got back into the car....and like most guys when they went up to the car....and was cautious like you should be...use some kind of verbalization that would make...put that person more back at ease....you know, lets play these word games with people. You know you pull somebody over, when you walk up to the car say 'thanks for pulling over in a safe place,' you know they're ready for GIVE ME YOUR LICENSE!, I'M GIVING YOU A TICKET, and then you change their computer or whatever. It works, it works, we use it all the time (others in group agree)

We use imbedded commands, if you tell em' about safe spot...they're up to no good...you can stick it in and it lets people think if they were going to try you on... you've already imbedded the idea ...that it is safe here...and this is even if the guy is in the middle of the street. You can always kind of change it later to say...we appreciate it... even if you're by yourself...makes them think there is another cop, especially at night. I think a big part of this is...I hate to use that fat word...but it's communication, the potential for... see because when we approach a car we're terrified. The traditional training for years for traffic stops...first of all most cops are killed in traffic stops...the traditional training has been a Hollywood made movie where they have some Dolly Parton look alike...speeding down the street with her convertible t-top on, cop pulls her over, he walks up, she's got a low cut blouse on and he's grinning at her...just let down his guard... so while he's distracted she pulls a 45 off the console and shoots him right between the eyes and this movie is so Hollywood made it looks worse than reality...I mean his head explodes...so unconsciously that film is running through every cop's head when they stop somebody...and I think even the point the public just... explain stuff to them, we have the opportunity to talk to public groups, a little bit of information from our end...hey we're scared, when we stop cars we are scared. Most cops in this country...there were 157 cops killed last year and that counts auto accidents and like mentioned before, a couple of our good friends were seriously injured on this job cause they were just out of their car...making people stay in their car...we're trying to do the citizen a favor...cause you would think with the lights and stuff on makes people slow down and go around....it causes some people to unconsciously pull in to you...so we want them to stay in the car for their sake... plus we're... the potential when you stop somebody...I always kid new recruit classes...these guys remember what I said 'who in here has never been stopped by the police before' in the new recruit class and the ones who raise their hand....I sarcastically, jokingly say go out and get yourself stopped before you ever do it on the other end, see what it feels like to be on the receiving end, look in the side view mirror...your in some kind of negative emotion...your frightened, upset, or your angry. Now the person comes up to the car...is frightened...a lot of them won't use that word....but your nervous. So what is the potential when two parties are in negative emotions...not very much communication, there is going to be confrontation. So we try to psychologically reverse this by teaching people on our end by...approach cautiously, and try to um...change peoples channels a little bit...throw them off by saying things...by having a greeting instead of an Adam 12 when your just walking up tactically.

From the citizens perspective...you've touched on pulling into a safe place...I think that sounds like a reasonable idea for a PSA. What would you say to a citizen about when your pulled over because sometimes your on a freeway...there's no shoulder...one thing I like to do is pull under an overpass if it is raining very heavily....I don't know if it's safe or not....but I think well maybe this officer won't get wet and appreciate that.

Yea, like (multiple people talking at this point)....you would like...police should control the stop.... like on Columbia Parkway. Just like now-in-days...our state is pretty unique because police are the only ones who can have blue light bar and that was the result of a

murder...where people pretended to be police and pulled people over...I know again there are some TV commercials....I don't know if they were public service or not but especially...is a safety related thing...women by themselves... if you think somebody is going to pull over...don't believe they're police, pull over to a lit parking lot...well...from a police standpoint....unless there is some kind of acknowledgment that I see you there...they (police) are just going to think you're disregarding my attempt to pull you over. Maybe it's not a high speed pursuit but it's an OJ Simpson kind of thing....you're just not stopping. So I think if people are going to do that...for their safety... that their really....again in our state if there is not a blue light on the car you don't have to pull over....but some kind of acknowledgment....you know turn the dome light on...make a motion that I'm going to...but we don't necessarily want people to pull off the road for the sake of that safety because then they pull behind an apartment building...and now all the sudden back-up cops don't know where your at. When we said safe before we were just saying that even if it's on the road, it was more for our safety to imbed that idea that if you're thinking about doing something....I plant the idea that first of all even if I'm by myself...I say we appreciate you pulling over in a safe spot.

Would you rather have somebody wait to pull into a driveway or would you rather have them pull over immediately...I mean...

As a general principle I think the more immediate the better...in terms of at least your sensing that the citizen acknowledged that your trying to pull them over. I've had people tell me before on Columbia Parkway that they didn't want to stop on Columbia Parkway and they went all the way to Delta....and then they tell me it was their choice because....you know...they didn't think it was safe back there...but then they flip it around and say I can't believe your giving me a ticket for a red light that occurred a Tesulum and Columbia Parkway and you're pulling me over on Delta....but the one cop says it wasn't safe over there and you get into that verbal ping pong too...again I don't know if it is appropriate at this point to bring it up but I can see where there is communication problems that leads to conflicts and I still think the predisposition to be violent...I can say I have a cafeteria approach to police too. When I'm driving up I-71 I don't like to see a state patrol in the burm, but when I'm in downtown LA, I love to see police cars and I even am one. But when I've been stopped and I didn't feel it was justified, I still believed in the system...the civics classes in my time...even though I'm disagreeing with this... I'm going to be courteous and polite...and a ...rational...when I questioned the guy he told me...well I've got another outlet to deal with that...take it to court. But if I was stopped by a cop and he did shout at me because he had a bad day or he's backlogged and says 'hey get back into your car,' I still have a hard time believing that that would escalate me to now all the sudden...I didn't plan on being violent but now that turned me into being violent. But I know people...you know you have a bad day and one thing sets you off....but the predisposition is still on me...he pissed me off so that's why I'm going to go thump him.

To move on to that....What do think really scares you....what kind of things do citizens do that really scares you....that makes you feel unsure?

Well its anything overt obviously scares me...the biggest fear for me personally is the unknown...the unknown...I mean you have absolutely know idea what kind of circumstance...or the individual your dealing with. Whether its a traffic stop, a gun run, a mental run...um...a noise complaint...it's that unknown

Do think the citizen...then giving more information to the operator....I mean like a reactive call...if the citizen gave more information (about the situation, to mitigate the unknown)

I don't think that would necessarily solve the problem...because a lot...a lot

Your assuming that the information is true.

A lot of so called nonviolent runs...a...low priority runs turn deadly

Not to mention sometimes people stall....or say somebody was shot over here...

Yea...or do the reverse thing

So your going in not sure...

I can see how the unknown....

I mean one of the biggest fights of my life was writing a parking ticket

What did the citizen do?

The person wasn't even involved with the car. I was standing there writing a parking ticket....I mean if you were going to put everything on a scale...where are you least likely to be assaulted....somebody trying to choke you and take your gun...it would probably be writing a parking ticket... and I was writing a parking ticket pretty well relaxed....

What did they do to....?

They were upset I was giving somebody a parking ticket...it wasn't even their car.

Yes, because you see right there is where we need to address...I guess...I mean I wouldn't think they just jumped right out and took a swing at you....they very well could have...but I mean what did they say and then what did you do in return. How did it move from a parking ticket to...(the fight)

It went something like this...the person pulled over and got out of their car and said you \$%#@ cop...don't you have anything else better to do then give people parking tickets ...why don't you go out and catch a bank robber or a burglar or drug dealer...and stuff like

that. My response was I appreciate your input but you ought to mind your own business and move your car because your blocking a moving lane of traffic...and at that point I was assaulted.

I know I always worry about being a problem for other moving cars and I'm not quite sure about what to do....I always want the officer to know what I'm doing...and it's always the case on the state highway...I want to try and get over but I don't want to do it too fast and you think 'I hope he doesn't feel I'm trying to get away'.

I think if your in that high speed lane and you signal to get over...they're going to know your trying to get over....

That's a good point...OK...that lets the officer know that your trying to get over.

That is a good point because some people when they're that excited...they don't have much original problem solving skills and they forget stuff like that.

Most times the police officer will plan the stop....they're not going to pull you over or turn the lights on if they think it's a bad spot....they might follow you a half a block ...somewhere safer and turn the lights on....but on a highway they don't have much of a choice.

Yea, your right, we try to teach that but there are sometimes you teach though....to shock people...especially if you think they're going to run....try to get on their bumper and turn the lights on....that you bombard them with all the lights so it has that sensation of (smack) interrupting that plan....but for the most part we try to plan the stop. Like Susan said, the state trooper...they're usually going from a dead stop to catch someone...like Susan here who usually goes 90 mph (laughter)....that they might sometimes really want to shock you to it...what happens under stress...people get than white knuckle grip and hands are on the wheel, they might get that mental lapse of not even putting they're turn signal on. I know even in the city now they like people to pull over in the high speed burm and I would have thought...as a trainer...that that's not good...but it's actually better because you have that wall protection on the inside as opposed to pulling over on the slow lane.

Is that something you would like the public to know...if you had the opportunity to pull over into the high speed lane?

It's very subjective

That depends on what the conditions are. There are bends on 71 and 75 and I wouldn't want to be in that bend with traffic whizzing by.

Yea, but they actually said they preferred that on 71.

To return again to what you were talking about (use of force)....I find it interesting....and one of the problems that we had with this study was people were upset and interpreted it as blaming the victim....I'm not trying to challenge that or justifying it...but what I'm saying is that the citizen shouldn't start using profanity or develop demeanor problems....so what we're trying to tell them is don't do this. The reason you got into all this trouble is that you have an attitude problem....provoked the officer...or whatever.

Your public service things should be more what to do rather than what not to do....what to do as opposed to don't do this. Because you know what will happen? Some kid will watch that and we'll start walking up to the car and he'll go 'lets reach under the seat.' In fact that happened up there on Bridgetown road when a kid got in a Super X parking lot. One of the kids sitting in the back of the car where shots came from, the police pulled em' over, he started rumbling under the seat and came this close to getting shot.

One of my friends told me they reached...they got pulled over...and the police came up to the car and he reached into the glove box I guess a little quickly and shuffled around and looked over and were staring down the end of a sewer pipe....you know the business end of a 9 millimeter and just froze....you know that's going to alter the rest of the interaction....we're hoping that something like that could stop...maybe keep somebody from getting shot. I really don't know how common that is... but see the whole motivation for the study is to reduce use of force and violence. The idea is what we call "sexy," a hot topic....violence...we hope to attack it on a number of different planes to reach those things like use of force.

Thinking along with what we were developing earlier....Can you think of something were the citizen put themselves in a situation unnecessarily that resulted in having force used against them.

I think a big thing with that is if the police officer is not even dealing with you....don't jump in and make it part of your business....um....if I'm dealing with these two people that are fighting I don't need a third person to come up and get in the middle of things. Let me deal with what I have to do....and from the citizens standpoint...If you tell people who are on the outside...um...they don't need to become involved because same thing with them ...one of my biggest fights was arresting a juvenile kid and his sister decides she's going to get in the middle of it, 'her brother is not going to jail,' well if she would have just stayed out of it...she had know idea what happened, what her brother had done before I arrested him and while he was being arrested....but she wanted to jump in and make it part of her business. If she would have just...you know I'd be happy to explain to her after he's in the car and under control why I'm arresting her brother. But not in the middle while I'm dealing with her brother.

Probably for safety issues....if I'm talking to these guys and they've been fighting and he comes up running his mouth...just for safety issues... 'you, leave the area' and I'm not

going to be, 'please, mister'....it's a safety thing. I want him to understand right now that I'm talking to these guys and I don't need him around cause it's hard to watch three people let alone watch two people.

That's a real common occurrence...I get a lot of citizens that complain to me about that....that...why is it that we try to help and we get yelled at too...that's a real problem with citizens.

Tell em' wait across the street, when I'm done with these two guys and when you want to ask me something come across the street and ask me something....I tell you whatever I can if it's not confidential.

You know some of the law abiding citizens all want to stand around and watch and they get closer and closer and it makes the officer feel nervous....so if your trying to control a situation it makes a problem. But a lot of the citizens don't understand that they are increasing the danger of the police officer by moving in and trying to help out or whatever. That's an educational piece, but it is a message that I don't know if it will ever get across to citizens.

You could maybe reenact a crowd scene moving in on a officer....I don't know, I haven't put the PSAs together...but if you could just show people....if they could step back or take the perspective of the police officer...try and hit the different angles....don't crowd in emergency situations.

If an officer needs help he'll ask you....something like that...because I think if you did need help you would yell, or 'help call 911' or something...I mean I think an officer would do that if they needed help but most of the time you'd rather they didn't try.

And we've had citizens help us, numerous times.

But when you talk about force and you always make it....sitting here discussing things with us....you always make seem like the decision is being made by the police officer to go ahead and use force and decides to fight...and decides to mace and decides to stick, or decides to kick, and that's not true....that's not true at all...the decision is made by the citizen. That they decide on what happens to them, the policeman has no decision in it...the decision is made by the bad person....not by the policeman. The policeman is very limited in what they can do when the citizen leaves them with no way out. So...there is not magic in it....so....

I'm sorry you interpreted it that way...that wasn't how I wanted to come across....

No....I'm just saying...well...

I need to find out what you interpret from....

Well....you....you got to understand one thing, change your way of thinking for just a few minutes....and then when you talk about this...that what other decision does a policeman have? You can't say or do anything other if the person has made the decision to assault the policeman, or leave not way out....right?

What would be helpful is to describe some of the citizens behavior that leads you to the point where you have to use force.

Right, a good example is where a cop is stabbed above the eye....my eyeballs are sweating still thinking about the stuff....he (the partner) didn't know if this cop was shot or not.....he sees this cop with his head all bloody...leaning against the wall.....with a mouth....out of service gun....he's got two guys at gun point on a landing against a wall...this is a copand they kept thinking about taking them off...it's just bogging his mind....because he's a recent police graduate that had all this training....and then, it wouldn't even surprise us....but again the public thinks a gun point people do what ever you want. This was a case where here's one cop thinking he's go a fellow cop shot....and these two people start coming down the stairs at him....he said finally (gestures with pointed gun)I'll kill you...they stopped...but he said he had an imaginary line and if they took one more step he was going to shoot them....to think that even under those conditions.....these 15 year olds really had this idea that they would even think about it. We point our guns at people a lot and they'll say to you, "go ahead shoot me"....knowing that you can't....and that.....I don't know how you get that across to the public. Almost like the metaphor or a...you know in a 747 cockpit. You...here's a guy....got all these lights and if it says right engine out you get to focus on this....in split seconds we've got like 20 different emergency lights going off....crowd, officer down, officer exhausted, is there an injury, is there a weapon involved, I can't see his hands, is it dark? We're getting all these things in a split second and got to try and respond to them....but like the officer said, the choice of force is really determined by the citizen except for the case of bad cops. We don't want to get into general statements, but again, it is a bigot statement to say "police" because....I'll use myself as an example....there were days I went to work and in the back of my mind was, "if this sucker says one thing to me he's going to jail" but most of the time my fuse was longer. But being human, and I hate using that as an excuse....we have these contradictory statements all the time....well your human and then the religious side says your the image of God, I mean which are we....your only human and use 10% of your potential and you think, damn this is only 10%....I'm exhausted as it is.....so again it's the individual police officer and I know we have to do teaching in general terms...but there are cops that you know....look at them, it's their signal that they're in trouble.....

Like the model I showed the end result....we're trying to change citizen behavior....the end result, that's what we're trying to change, that the whole purpose.....

Like what the officer said....and like in teaching.....we can't teach negative.....technically it's illegal for us to say "we're going to show you what not to do, your not allowed to

choke somebody like this” because there has been court cases where even though 50 recruits said they were telling me what not to do....what you do is mor powerful than what not to do.....so to tell people don’t reach under your seat...you can’t not do something an people are, right away.....even under that stress thing.....and that is a silly exaggeration...but they’re going to start reaching under the seat because they remember that....and we said not to do that....plus you are giving people the idea....they’re goofing off....I’ll just do this for the traffic thing....especially at night. Because I even kid with people....and they say how do I get out of tickets and I say....you pull over at night, put your hands at 10:00 and 2 o’clock, turn the dome light on....they’ll walk up to you, and again there are a lot of cops....first thing they’ll say, “are you a cop somewhere?” because they know that your appreciating the fear level that’s going through that. You know, now your dome lights on so you can see real well.

I think that might be something for the PSAs, turn your dome light on....

Yea, there are some states.....

Is that common for people to do that?

No

No, only cops

Or they’ll ask people to do it

But for some you’ll have to reach up to do it, is it OK to reach up and do it?

Yea, for some of these things, if there is not a thing to just turn your headlight, again I drive a van and it’s hard to see in vans....I was stopped by a state trooper and right away the dome lights are on, and I’m up here like this....He walks up to me and says, “your a cop” I say “yea I am.”

And you don’t get the ticket (laughter) and I do.

We talked a little about juveniles and this is one of the questions I wanted to bring to you.....just so I don’t run too long, is there sometime you have to be some where.....OK, this should only take about 10 more minutes or so.

I wanted to ask.....do you have like set themes you want to go on or do you brainstorm to create themes.....I know that traffic stop is an excellent....

I had 10 questions down and those were questions....you never know how these things go....you need things to fall back on if people don’t talk, but really it’s a brainstorm like you mentioned where people bounce ideas off each other.....one of the sections.....we want to look at juveniles because juveniles know even less then the

general public and they do a lot of stupid things.....so they create these special problems....what do you find that juveniles are doing.....what is a sure fire way to end up downtown or get arrested for a curfew....I know these are double barreled questions....there's a group and they just split off and scatter....nobody likes to run. What do you do if you catch one, what is the result, I know these are three questions....

You take a juvenile to 20/20 or you go to juvenile court, and they say why did you stop them? Because they ran. That's the wrong answer, your case is history....pretty much....the way the prosecutors think it's not illegal to run from the police....but you articulate why you believe this juvenile ran...they are congregating in an area that is a high drug trafficking area.....and a.....you believe they were involved in some type of drug transaction or illicit activity. Then you can articulate why you pursued that person on foot. I think a big thing you can tell juveniles is....If you didn't do anything wrong, why are you running? If you didn't do anything wrong, why did you take off and run? And a lot of the time when your chasing juveniles it's in some areas where there is high drug activity so you can articulate why your chasing them. The point is, if they didn't have anything on them that's illegal or some type of contra band causing them to go to jail, then there is really no reason to run. A lot of times some of these kids will tell you, they ran just for the hell of it, just to see if they can get away....if you catch them you might find something on them. What more and more of them are doing.....there's some guy selling drugs, a couple of them will take off running who aren't holding, therefore the policeman will chase them and the guy who is holding drugs will just walk away. They're smart....we sort of had that situation down in the Homes a couple of weeks ago...we went chasing one guy and out went another around the side of the building....and the guy that was running...that I wound up catching...looked back over his shoulder and saw the officer go out of sight behind the building and he turned around and there's me with a shit look on his face, it was drugs.....

I don't know where this perception comes from ...but there's this thought out there somewhere that if I wasn't doing anything wrong, and the police came up with sticks and beat me over the head....well, that just never happens...it doesn't happen....something happened that precipitated that. You know it wasn't just....Oh....there's one, lets beat that guy up...we just don't do it that way....never happened and never will...It just doesn't work that way. We get into something and like the officer said, we do defensive things...things to protect ourselves and do our job. Kids, I don't know where, I mean...the schools are out of control...the schools can't control them, the parents can't control them. We've got some serious problems coming with this next generation.

Even all these predictions are that the murder rates are going to go crazy in the next few years. I've traveled around nationally and seen all these studies that come out and you know, basically warn us when these baby boomers kids, when they get into their twenties and they'll either die before then or get some sense in themwe're in for some serious degree of violence. It's that respect for authority and I personally sometimes....it's out of context....this might not sound good but....I think we're contradicting our own

terms....community oriented policing....where on one hand implies....build so much familiarity among the cops that there is this friendly working relationship...that it's contradictory to our safety training as we have to still be a little suspicious with everybody because we don't know if we're dealing with Mother Teresa or somebody that looks like her....so we.... again get into this.....let's just put our arm around everybody....your going to heighten your chance of being hurt on this job because your habits are going to weaken. And I parallel it with...like judges...you know...there has to be a little sense of distance for you to have that respect...and I say fear...you can't say fear of police cause then out of context people won't know what your talking about....but I equate it with like when we refer to God....because, is it fear of God or is it respect? It's that idea that if I don't do something I got some consequences in it for me...and again not street justice and not improper force....but I even know that...I live in a little city and if I think that I knew all the cops, well I think it dilutes their ability to really enforce the law...in a way I don't want that real familiarity so that I don't have that pressure of even....like you know you were kidding before because a cop stopped me, and it's a state trooper and they like getting cops, and they don't usually let off cops....but if your so familiar with the people....you know we joke about the Indian Hills and all that stuff....well, if you catch an Indian Hills resident....you just take them home and they only enforce the stuff against other ones. Symbolically we're trying to do that with the whole nation and I think we're going to weaken our ability to have a little...and when I'm stopped by a cop...the word fear isn't the right word but some kind of respect level that I'm going to say yes sir and yes ma'am. And I know years ago there was an LA Times article...and out of context it was used because of the choke hold deaths in LA and the title was In Order to Survive in LA Say Yes Sir to the Police, and it was used in a sense of how wrong that is, and I don't see where that's 'essentially you have to survive'. I think we need more civics classes in our high schools or even some of these PSAs, that they can be little bits of civic lessons.....that as an American you agree to play by these rules and one of these rules are....what's the alternative....and as you said before there's some people....that even as a system don't know if they believe we should have police....what's the alternative....and let's not have a link in the chain of civilization called police and that makes no sense...but now if you respect a certain police officer is dependent upon...you get this officer or some other one that shouldn't have been hired because I think the wrong person trained is still the wrong person. I really believe in the system, lets hire high moral high ethical people that even after stress don't loose that morality....and I'll go to bat on that for anybody....and even under stress if you have gut level high morals and high integrity, you might make mistakes but you decide... yea, I have to use force....but I'm not suddenly now going to become inhuman. If I'm not a proper person in the first place you can teach me all day long how to talk to people and how to use my baton, and especially under stress, I'm going to revert back to unmoral and unethical ways.

Back to juveniles, other than running, what are juveniles doing that really creates problems for you.

They verbally attack you personally by calling you names....

Juveniles today....this generation....they have no respect for any person's things at all...they're just totally...whatever...they're self-centered...whatever is good for them.

It's not all of them, but it's enough of them to make it scary.

I'd give you an example...I was out of town over the weekend and my son invited some of his friends over and one his friend's girlfriend invited everybody over....(end of side one on tape)

(beginning side two on tape)you never want to disrespect a cop...the joke has always been...if the police ever bring you home, you better hope I don't do to you what they didn't....and that gets back to what I said before...respect is such a fat word, can we really teach that....is it even possible to...stuff like this....

If we were to use that in some kind of public service announcement.....

If people are just cooperative...I mean....

You can be disagreeable, but at least do it with integrity, I mean that's what we teach....influence with integrity. And when it's possible, come out and say to people 'is there anything I can say or do to get you to cooperate,' we almost script that and I mean....that gets back to what Herb said....no response is a response....they either say screw you, hell no, or they continue their behavior and it's like the whole choice of force is on your end. Now again, your going to run into costume wearers like we call them....there's some people who wear these and they're just costumes....but being a police officer is your action not what you wear....and again decent or the real police officer in this country, when they get rid of the costume wearers...(can't make out this part) makes public better. As a group, we're asking people please....cooperate, behave, and if you feel you've been mistreated....trust us, there are people that are in this vocation....I choose that word and not profession, not job...that want to rid the few that are idiots, shouldn't have been hired in the first place....but there is this....the Supreme Court says we're going to hold you to high standards. We say hey, whatever standard you hold us to is nothing compared to what we hold ourselves to. But now if you have double standards, we're hiring somebody that shouldn't have been hired....there's some cops in Washington D.C....they had to hire some in quickly, that had warrants for bank robbery....poor things...and that does effect how Cincinnati people think about Cincinnati cops because they'll be bombarded with the Mark Furman stuff or whatever.....and it's normal to generalize, yet when we let the public know, wait a second....by generalizing your being a bigot and however you want to water it down, I say your painting people with the same paint brush....I mean it's a bigot statement to say 'police,' 'cops are'....is there a way we can say that....I mean I'm just trying to visualize because it's a TV medium....like the cop, the legal guy at the FBI trying to say...we basically need more civics classes in high school that just say we're not a special interest group, this isn't the community vs. the police....we're making a chain that says we're only concerned with human doings not human beings....you might be a human being and your perfect, but at this moment if you

choose not to cooperate...not to play by the rules of the game....using a sports metaphor...the referees are going to throw the flag. You can appeal it, and that's called the court system, you don't agree with the ticket there's a court date on it, go to it....there's no reason to tell the cop why aren't you out getting murders and rapists and all that because then the cop will come back and say well that's how they caught Son of Sam on a traffic violation...it gets into all that ridiculous exchange.

What about telling the citizen there is no use in arguing after you get a ticket because they can't just tear that ticket up, it has to go through the courts?

Especially with juveniles...why not use a sports metaphor that parallels with an umpire...there's certain things, your called out on strikes...tell them you don't argue with it, you don't agree with it, appeal it....but there is no sense in...

I used to always tell people, if you disagree, this is your option, you can either pay it out or take it to court...and you know if you disagree the court is the place to take it...the citation.

I think it would be great if we could put something together to let people know that...then what happened with the officer may never have to happen.....that person became violent....and know this is useless, there's no reason for it and it's just going to get you in trouble...escalate to something you don't want.

Another issue, like a domestic violence call, a very common call, and those can get violent, what are things people do...along similar lines,cues that let you know violence might occur?

They are raising their voice, they are still arguing in our presence.

I know one thing that bothered me when I was in family trouble was they're still moving around a lot....just stay in one place...sit down.

Because we don't know what they've got in their house, they might know they've got a gun under the seat cushion, or a knife in the kitchen, and well....we don't know where everything is in your house....and if they're moving around we don't know what they're doing.

The general thing is we like to see peoples hands, we want to see their hands, and again we teach that to try and persuade people....we call it the preacher position, show people your palms, it's that openness and it's just a tactic that builds up more chance for persuading....we call it preacher position because in religion it's the idea of bringing people in. Whether it's traffic stops, domestic violence, or anything, we want to see people's hands and when they start moving around with their hands....that makes us very nervous....not that they can't hurt you with other body parts like kicking.

Understand what's happening there too....OK....everybody knows now that they punched their wife and they're going to jail...when we show up they're going to jail....no ifs ands or buts. Second of all, when we walk in the door protection has arrived...she's been getting her but kicked for half an' hour, now the police are there and maybe she'll try to take a couple shots at him, try to get even for what she got. You know a lot of crazy things happen....

Violence heightens when the police show up because then each side thinks...well, if I start losing they got to protect me....it's almost like...they make these threats now, and technically a threat in our presence is a crime. So even though the woman was punched, he's going to jail, but now she says, OK now...now when you get out I'm going to kill you, technically now we should lock her up because she just made a threat in our presence. If you don't....you are...see...we're under oath to take action and a lot of times we don't have a choice, it's not the person, it's the position we're in. We're sworn to take action on it....domestic calls we don't have a choice anymore, your saying mediate it and lets go take a walk. If there's probable cause and domestic violence occurs they have to go to jail. We have people...we try to teach them to try and downplay some of the cuffing or something, and a lot of guys use little verbalizations like "I got to put these on, just turn around'.... they can....but a lot of times once you cuff the guy, then all the sudden the spouse has second thoughts....they just really wanted you to make the guy leave because the checks coming...now we don't have that discretion. It's like you have to go to jail, and like the old joke they start hitting you on the head with the frying pan when your taking the husband out, and they're the ones that called you.

A lot of times you get to a person's home for a domestic, or whatever, or even violence where somebody is going to jail...we go in and you have people moving around like the officer said, you tell them don't move around, stay here for a second. They resent the fact that you're coming into their home and giving commands telling them what to do...and they resent that a lot.

That's a great point, somehow that message needs to get across that you were called to restore order.

We even have in our role play training here, we teach that you might have to let them vent for a minute....let somebody blow off a little steam...as long as there not jumping around...or going after anyone, or making threats and stuff like that...you know the guy says 'man I wanted a pepperoni pizza and got a sausage pizza'....you know if he's hollering like that you can listen to it for a few minutes...but when things don't get...or start winding down, or if it gets coercive then I step in and start telling people what to do.

In conclusion, I'm going to be doing another focus group and in another city....do you have any suggestions for the next group or anything you would like to add.

Maybe you could get your perspectives together after the groups are over and look to a kids show like Barney (laughter from group)...but its hard to change somebody like a 15 year old that becomes hardened in their ways.

I didn't make any conscious effort to....you might for your sake for the next group you set up with....if you think it would be important....you have men and women but you don't have any black officers. That's just my personal agenda, I'm not one to give in to playing that....I don't like to pigeon hole. I think the public wants a professional police officer to show up. Sometimes I think we fall into this mentality of well...your police department has to represent x number of your population. And then your Archie Bunker types say why doesn't it represent the tax paying percent of the population? Technically the city of Cincinnati is 40% black but daytime population with all the Kentucky people working at Procter and Gamble and pay taxes say it's not a fair percentage. But I would just...we need to get past this pigeon holing...well we're talking x number of blacks, x number of whites, and x number of women. But for your sake, and it's not that I made an effort not to, but as quick as I put this together, it never went through my mind to think I have to have a woman there and a black there....by principle I hope you don't get a different response...I think we need to see beyond color in both ways. I think that would be a good learning tool to see if that really would be the case, if not....we're far from being perfect. You might want too...whoever you set it up with ask them for six or seven people and get some women and some black officers and see if they do it differently....not differently, but a different perspective

Have you ridden any with the police?

I've done some ride-a-longs with Toledo and a.....Delhi... here...

You were saying like a header or something like that....there's bumper stickers or shirts and things that say question authority....why not have the exact same thing with the officer, respect authority.

Oh, excellent (sarcastically)....great idea.

But seriously, there is an ad campaign that says that.....

But like he was saying I think citizens have the wrong perspective of police....police don't go looking for people to brutalize.....we react to their reactions and I think that's something that needs to be....that they need to realize. Because like he said, cousin Joe talks to cousin whoever that says, Oh, they beat the hell out of me. They have no idea what the confrontation between the police and the cousin was.

Yea, I think kids are taught by their parents to disrespect us...I mean how many times are we on our bikes, or in a car, and little kids come up to us and start talking to us and the parent will come up to the door and say 'get away from them, don't talk to them.'

We would be walking through the hospital and they say (parents) 'you better be good or I'll have that policeman shoot you.'

Yea, I get that once a week in Krogers....

Happens all the time, a car load of kids with their mom and dad pulled up next to us and all the kids in the back seat run to the window and all waving at us and we're waving back....the dad drove to the curb, got out, walked around and opened the door....and started smacking the shit out of everyone of those kids....and we made a U-turn and pulled around....(overhearing) 'don't you ever...don't you ever wave at another policeman again'....don't you...a...yea.

That's what's sad, a lot of times...and it's hard...the actual behavior we're dealing with....if you really got to the root cause of it.... these aren't our enemies....it's not warfare, when we try to depersonalize people....you really feel for....because some people for valid reasons are screwed up....but they turn out to be serial murderers and we can't just stand there, and OK, do your thing because your parents treated you like dirt. You got to sooner or later say wait a second...I'm responsible, I'm held accountable.

Is there anything you would like to add?

I just remembered when you talked about community policing....I just really hope you know it's not supposed to be that way....it's not supposed to be less safe, it's supposed to encourage law abiding

Oh, I know.....

Because a lot of times it doesn't get taught the right way.

Yea, even here we do this thing for safety it's... yes, maybe, no people....she said, well that only applies when you have trouble with somebody and I said no, even cooperative people...if we stop Mother Teresa....If Charles Manson got out on parole....I use this example....we stop him for a traffic violation and he's cooperative, we better say 'yes sir' and 'no sir' and hold in our prejudices of this guy....but we still don't go beyond that...we still have to at least be cautious. But if it's Mother Teresa with her hand in her pocket and somebody says she's got a gun and if you ask her to take her hands out and she says no....you can take your gun out and start pointing. It's that I've sat here before, and I've had other cops say this...if the judicial system....if the other players in the judicial....if the judges would become so familiar that it's community oriented judging now....Oh, it's judge such and such I know him....I'm working on a project with him, but I just wonder if it would inhibit his or her ability to really give me the punishment I deserve because I'm so familiar now. Because in my view it's a cute term community oriented policing.....what other kind of policing is there....again we only need police because....so we have community. I don't really see how they're separate...you need one, you need police but we want to be like Maytag repairman.....we're so board we got nothing to do.

It should be a cooperative thing but not so familiar.....because even in last week's training they had community oriented policing in that first block.....and still the confusion is that I need to be so in partnership with the community that me and this officer (putting his arm around him) are just buddies. But now he breaks the law and now all the sudden...it's just... like a normal thing is how do I now go back and tell him 'wait a second, you screwed up'....you know...punish him for it.

But on the other hand I've seen it work where you know...one of the neighborhood officers is working closely with a community person whose son is selling drugs and he has to go and arrest that son, even though she's upset she still respects the factit can work both ways, it's just that boundary, you know.... because so many of the things we live...you have to be so careful how you draw those boundaries....

Right, I think it works both.....because a true friend will tell you what you need to hear not what you want....but that's what being a professional cop is....it's not the person it's the behavior....you're just concerned with behavior. So if you really care about somebody...just like my brother in-law used to get out of all these DUIs because of my wife's job....he's so thankful for the deputy who finally said 'I don't care who your sister is your going to jail!'. You need to touch the hot stove and finally somebody burned him and he's so thankful for it as opposed to you think he knows all these people and he gets out of it, you don't want it to be this a.....the police must realize being nice is not the best thing for people, they cross the line they have to deal with the consequences.

Yes, there was a time when people were just giving up, that they can't change things...but I don't want to just throw my hands up and say there is nothing we can do.....lets try this or lets try that....I'm not ready to give up because I have quite a few years left in front of me.

I even heard this morning that to many cops are because of the occupational bigotry...putting in the minimum, and if they're not officially retiring at the minimum, they're unofficially retiring and counting the days to retirement and that's sad because to Proctor and Gamble I'm losing my best people and as soon as they're eligible for retirement I'd say 'wait a second...what's wrong here' so I think it where...again the community, if they really want to be partners with the police....they don't have this cafeteria approach when they choose to support them and then choose not to....I mean wait a second....I like you when you do this but I don't like you when you do that....not that you shouldn't question it, but your with us or against us...it's not what color the cop is involved at the time...we're going to look at it fairly. Just like this group of ministers, I can't believe the kids that are getting killed out there that people aren't showing their anger over that as opposed to Pharon Crosby. Who even all of us said privately we don't want him to go to jail, he's a pawn between two attorneys in my opinion in a dream team kind of spot light. We just said there were times that Pharon Crosby probably said OK officer, moved along, and this time he chose not to, it's not that the officer said 'lets just pick on Pharon Crosby I'm board.'

Was there anything else you wanted to add...just wanted to make sure I got around to everybody. I really appreciate your time.....thank you.

DESCRIPTION OF LIMA FOCUS GROUP MEMBERS AND PROTOCOL

At approximately 11:30 a.m. the focus group began in the Madison room of the Hyatt Regency in downtown Columbus. Columbus was chosen as the site rather than Lima because the officers were conveniently gathered for a community policing conference at the hotel. A Lieutenant had earlier explained to me that the budget would not allow for the overtime cost necessary to bring this many officers together. He did agree however to make further arrangements if another focus group is needed.

In attendance were two researchers from U.C., a sergeant, and seven line officers from the Lima Police Department. Lunch was served and informal discussions about the project continued until 11:45 a.m. when everyone was finished eating. The meeting would end at approximately 12:45 p.m.

All officers were male, however, they represented various age groupings and levels of experience on the force. These officers were eager to give input and participate in the discussion. Indeed, officers often interrupted each other and spoke at the same time to get their point across. Rapport was excellent and the feeling was clear that these officers trusted us and were quite candid with realities in policing. This focus group also seemed very different from the one conducted in Cincinnati. The focus group in Cincinnati was more formal and people waited their turn to speak. The Lima group had less focus but people were more anxious to talk, and officers seemed to embrace discretion in policing as an added attraction to the job. Both focus groups were valuable and complimentary to each other.

Note: When reading the transcript, no distinctions are made between speakers in the Lima Police Department. This was done because the abundance of members and interruptions made it nearly impossible to recognize who said what. However, bold face highlighting is used if the person speaking is a researcher. The reader will also find the use of several periods at the end of a phrase or sentence (e.g.,). This may indicate a pause, a fragmented thought, or that the speaker was cut off in mid statement. The use of all caps indicates a raise in voice.

TRANSCRIPT

What the project is....it's like McGruff the Crime Dog.....meaning information or tips, lock your doors, trim your hedges....ways to protect yourself. We're going to be using that same forum...PSAs...public service announcements. The problem is right now we're not sure what to put in those PSAs....that's why we gathered you together for this focus group because we want to tease out these issues that the public needs to know about the police. It turns into...what would you want to tell the public if you could....because they have a lot of misperceptions....things that they might think about the police that aren't necessarily true. We want to tell citizens what should they do, how should they behave properly when interacting with the police. To give you an example....about a generation ago and even a little less, it was real common for people to get out of their car when they were stopped by the police and approach the officer to greet them....but today you don't get out of your car to greet the officer...that can get you into some problems. So the citizen has this misunderstanding in this case...the officer might become tense, anxious....they might holler at the citizen to get back into their car.... 'stop where your at'maybe 'put your hands on the hood' and your checked for weapons. The citizen thinks well I thought I was doing a good thing and trying to be helpful for this officer and now I'm being treated improperly, or how they perceive it's improperly....but really it's an issue of safety. The officer would feel a bit tense, certainly at different times in the night....and different parts of the city in Lima I know you wouldn't want to behave like that (laughter). I grew up in Lima so that's why I know Lima. It's issues like these that we need to tell people in a PSA....you know...stay in the car, what should you do?....keep your hands on the wheel...things like that. (pausing) So.....that's essentially why we're hear...we need to find what should go into these public service announcements.

We basically need three or four topics that are important to you....it could be split people....or people that come up to you, for example if your talking to a civilian and a third person comes because they're curious or they think something weird is going on....you might have a situation like that or stops that you mentioned. We basically want to find out what you think is important to be in these things.

Is this going to be tied to the COP thing we're doing?

This is separate, but indirectly....indirectly I think it will help it....but it's not specifically tied to, it's a separate project, totally independent.

One of the things we're going to do at the end of each clip....you could relate this to community oriented policing....is we might show an officer and citizen shaking hands....or just from the elbow down....and have some kind of sound bite like 'we're in this together'.....You've seen "'the more you know" and the star that kind of moves across the screen.

Somehow we're going to use a theme to link these together.

I think it will augment it and be complimentary to it.

Once citizens and police can talk to each other and not talk past each other that will help COP. I would think....it's not going to do a whole hell of a lot....

To give you some direction, we'll start out with traffic. When you stop or pull a citizen over....what would you want them to do from the time you hit the light bar to the time they see you?

Before that, one of the most important things they can do....when they see red roof....get off the road...pull over to the right side of the road. One of our biggest problems is fighting traffic. When the lights and sirens are going people are looking at us in their rear view mirror.

Especially at an intersection....it's like they clog it up...trying to get around parked cars...at a red light we got all these people that won't pull over.

It's funny because you usually see people do that with emergency vehicles...ambulances.

Yea, when a fire truck is barreling down .

Yea, that's a good point, when you see the lights get out of the way.

We don't want 'em smashing into cars and stuff, just get over as soon as possible.

Do you think citizens look for a safe place to stop or do you take that into account before you even turn on the lights.

The officer takes that into account prior to the stop or at least he should.

I think you've got two different issues.....trying to stop and yield to an emergency vehicle.

Yea, that's two different issues.

What are some other stupid things that people do, I mean.....

Let's face it....when we're police officers, when we look at this we're trying to figure out is this guy really a potential violent criminal who has contraband or a weapon or something or is this just the average Joe blow citizen.

Yea, this PSA is for the average citizen that is scared or something.

I think you have to let the average citizen know that some of our actions....that we go up to them are dictated by the fact that we have to go under the suspicion that you could be violent.

Yea, that's something I want to make clear, they see themselves as being normal...

We take action to prevent ourselves from becoming victimized by you and anyone else that might happen to be in the area to become victimized if something happens.

They may perceive us treating them in a rude manner.....

They don't understand why we're close to their vehicle and why we might get our head just enough to see them.

That's the type of thing we want to get across.....

Because I don't want to make myself a target for this guy to pull a gun out and shoot me.

If we had a perfect world everybody would pull over at night, turn their interior dome light on, put their hands on top of their steering wheel.....

That would be the ideal situation.....

But it's not an ideal world....

Right, but we just want to know what you want done

Yea, I think that would be a good one, if you get pulled over at night, turn on your interior dome light and just casually place your hands up on top of your steering wheel to make the officer feel safer about the situation.

It's funny you mention that because I did a focus group in Cincinnati...the lieutenant their said whenever he's pulled over by an officer he puts his hands on the wheel and turns on the overhead light and you know I don't do that so I said do people ever do that and he said no...only other officers do it because they understand that anxiety....

What you can't see is what hurts you....it's as simple as that....it's not what you see that's going to hurt you it's what you can't see that's going to hurt you.

When we give those orders 'get back in the car'.....we use that get viscous hard line approach because it's not the way we are.....we have to treat every situation like it's going to go to hell.

Yes, that's what we understand.....we want to get along.....most people they get stopped once every three or four years and I don't get stopped that often...but since it's a vigorous deal....adrenaline flows...so you want to help that out.

When your stopped by a police officer you got to figure around 90% of the time he's going to ask to see your license and registration.....and now your insurance card.

Right...in most states.

I mean...turn your dome light on and having all that stuff at hand so you don't have to keep fumbling and digging around for it while we're standing out in the rain (laughter).....know where that stuff is...keep it handy.

Keep it right at hand in case you are pulled over...

For that matter be sure to have your insurance card handy....

Keep it in your glove box where it's ready and when requested that....

So they expect that to happenthat makes sense.

I mean how many times have you pulled people over "can I see your license" and it's like a ten minute ordeal and they can't find their license.

It's just telling me you don't got one.

They may not.....One thing we have to do....we're going to do is see if these PSAs work or not and what influence....we're going to ask some questions before and after what they know to do and what not to do. Part of what we also want to know is what they typically do.....a typical normal citizen whose scared because their not pulled over that often....What to they typically do.....

First they start fastening their seat belts as fast as they can (laughter) then what did you stop me for, the first words out of my mouth.

First thing to usually come out of their mouth 'did I do something wrong?' or 'why are you stopping me.'

Even before that a lot of them get out of the car.

They get out of the car....typically?

Some will....

So you should be defensive....is that what your saying?

I don't think they're defensive immediately...it's I don't understand why you're stopping or what I have done that is wrong. I think they need to understand the first thing the officer wants to see is your license and registration and then the officer is going to explain to them why they stopped them and what actions will be taken afterwards.

It's a control thing....It's safety....you get their license and information to control the situation.....and then you go into explaining....you tell someone you stopped them from speeding and you don't have his license this guy may "piss on you I wasn't speeding you aren't getting my license" and in the gear and off he goes, but once you got his license in your hand he's got somewhat of an obligation to say.

For a traffic PSA.....pull over immediately, turn on your overhead light, don't get out of the car.

I wouldn't put immediately on the traffic....

Pull over safely and as soon as possible...

Immediately is were your dealing with a significant number of crashes I think.

Turn your dome light on and casually place your hands on the wheel.

Would you rather have them get into their glove compartment.... (many talking at once, I think this part was after being stopped)

No, don't make any quick sudden movements, like all the sudden when the officer goes up and somebody goes like that (reaching quickly)....that sends chills down every officers back.

He's coming out of the car with a gun...

If your talking about being on the defensive man your ready to jump behind the car....that will get a gun in your face faster than anything else.

Would you rather they say anything to you at all or just wait, or "what seems to be the problem," "what can I do for you..."

We prefer to have the license and registration first, we're going to ask let me see your license and registration first, that's the first thing out of our mouth....we'd rather have that and then we can talk.

I don't know about the rest but I treat people the way they treat me too....if your courteous and polite and even if you question but do it in a courteous and polite manner that's giving me respect but not losing your own.....I'll be willing to talk with you and answer

anything but the minute you get somebody and they come up with this attitude "WHAT THE HELL YOU PULLING ME OVER FOR I'M BUSY, DON'T YOU GUYS HAVE SOMETHING ELSE TO DO,"

You can talk yourself into a ticket better than you can talk yourself out

That's an interesting point, I see what your saying, that makes sense.

We're people but if you address us with an attitude like that all you've done is place yourself.....

At least maybe less that 50% of the time your dead set on giving them a ticket right then and there....75% of the time your not sure until you get up there and deal with that person.

There's a lot of leeway there...

Oh yea, you can talk yourself into one a lot quicker than you can talk out of it.

Yea, I've pulled over people I've fully intended on giving a ticket and just by talking to them I didn't give them one or gave a warning ticket but there's other times you weren't going to give a ticket and you say hey, you kind of messed up back there be careful next time and they.....

You know to you guys that might sound judgmental and authoritative but let's face it, we've been put into this position to make decisions based on perceptions and indications....

If the law isn't going to correct it what else can we do?

That makes sense and that's true with any authority job, I have that trouble teaching....If a student comes to me with an attitude I'm less likely to change a grade or discuss it.

The law doesn't say we have to write tickets.....it just says we have to correct the problem. So if we can do that by talking we do it and if we can fix it by a written warning we do it. But if someone presents themselves to us in a position that they won't or are unable to communicate with us all you can do is penalize them.

One of the biggest problems is that they don't keep their hands...they move their hands around, they go to their glove compartment without.....

They aren't going to shoot you with their foot, they aren't going to shoot you with their butt, they are going to shoot you with their hand. We want to see their hands.

Especially for back seat passengers...that they can't do these type of actions, quick actions, or not letting us see their hands is placing them in as much as jeopardy as anyone else because anybody in that car could be your assailant

That's a good point, so passengers should sit there with their hands, where should they put their hands?

We're not saying get into a frisk mode...just be courteous

Say your in the back seat so you know you might be resting hands....

Hands on your lap.

So they can be seen though

Right

Keep your hands visible, that's all we're asking, be courteous.

Make us feel safe and be courteous....that's the key

And you'll get through this confrontation as quickly, easily, and painlessly as possible.

On the issue of safety, what are some other things citizens do that make you feel unsafe.

They don't pull over when they see red and blue lights.

When you're behind them for three of four blocks like that.

Lights and sirens on their bumper

When people are super slow and you just keep following them in traffic, your not even looking at them or paying attention, your on your way to a call, your on something else and there just driving 10 miles an hour because a cops behind them. Your getting pissed off because they're slowing you down from where you got to go and they're paranoid as hell because your behind them.

Yea, tell them not to be paranoid, they didn't do anything wrong don't worry about us.

What's the big deal, all your going to get is a ticket.

Put things in perspective in other words.

I have a couple topics laid out, another one is crowd scenes. What are some stupid things...I say stupid but I don't mean.....they're.....

If there's a crowd and the police show up turn around and walk the other way....because in a police situation your part of the problem or you're not....and the only way to not be a problem in a crowd situation is not to be there.

The typical confrontation that we run into in crowd situations is "my right to be here" it's a constitutional thing, you can't make me leave if I'm not doing anything wrong. It's a perception of what is disorderly conduct and what's creating a disturbance and what isn't. They may think that they're perfectly OK to stand right inside four or five guys who are fighting and it's OK to stand there and watch it maybe even jeer them on.....that it's great and they're not doing anything wrong. But actually in fact they're inducing a riotous condition or disorderly conduct by just being there and being a part of it.

By being entertained...

They can't participate in this and when we tell them they have to disperse then the confrontation....especially if they are willing to confront with officers on what they think is a simple right to be where they're at especially in a public place.

What should they do....say they come upon a situation and see a police officer and a civilian and think something isn't kosher....isn't right and they feel....what should they do, should they call someone if they think something right isn't going on....hypothetically they feel the person is being picked on or the police need assistance....so either way, citizen in trouble or police in trouble....what should they do in that situation?

Call.

Just call...

We're not going to hold trial, court is not determined on the street.....

We're going to do our job regardless of what they're opinion is.....they can stand back and observe all they want but when they get into the picture or injecting their opinion...

Is that happen often or...

(many talking)

Is this something that should be in a PSA....

Yea

We're living in a time when they feel that police officers are wrong....especially when your dealing physically with a violent suspect because they don't see what instigated that action, all they end up seeing is what your doing afterwards.

They want to see the hockey fight syndrome...they want to see the second hit...

I'm going to tell you what 90% of the citizens don't see that except for the end and they're coming up ready to take you on because they feel that you are wrong.....

And if they think your wrong someone should call someone just step away and call if they really think it's a problem.

Don't confront us out there when it's expounded to the fact that it becomes....

And then all the sudden instead of arresting one guy whose a jerk your arresting the whole neighborhood and then people are pissed off because....

It's all because of this escalation....

We have people in the police department who are there to answer their questions and complaints.

OK, it's good for them to know that

There are people there whose job is to take those complaints

But don't take your complaint on the street when a guy's trying to do his job

Yea, your not going to get any satisfaction from that officer.

If you think it would be helpful you would say something like go call...tell them just stay out of it too.

To address the actions of an officer probably the best thing to do is get the supervisor....and let them handle it.

And you don't need help unless you ask for it....they think if their trying to be helpful they just wave people past or call someone.

Yea, there's nothing wrong with staying back and observing.....if there's somebody standing there and I needed help and I turned and said help me and they helped me.....

But that rarely happens...

It's a message that's hard to get across to people that if it's not your business stay out or it could become your business.

You may not agree with what you see on the street....but things can't be judged there, let it be judged in court.

That makes sense

You can't effect....you might not agree with it but you can't effect it on the street it's for the judge or courts....

There's a court date on the ticket so show up.

The bottom line is if you confront an officer on the street and your wrong your going to lose...what's going to end up happening if you push your point you're going to become disorderly or your going to create a situation that's going to put you....that the officer has to arrest you. Just for the fact that you're trying to prove a point, I think there is a better place to do that then the street when we're already trying to solve a problem.

A lot of the problems we have with crowds would not be a problem if the crowd would disband. If we pulled up and people went Oh Lord and went the other way....there's three of four guys there and no audience.

One on one if you visualize being in a group you lose your individualism to the group....

Group effect...

Yea, that's psychology 101 your not an individual your a group.....

And you act differently, sure.

I can do this in a group and I've got a better chance getting away with whatever I'm doing because you're not focusing on a person it's a group thing.

What about bystanders when you go to a house...like domestic violence....and there's people around, people are milling around.

Separation is a main thing in domestic violence, you try to separate the combatants in a group....obviously you can almost sense right away the divisions on whose doing what and whose on what side.....you get the groups separated, calm them down and get the stories. Try to get the story with everyone there and then we'll work with when they all jump in.....

Is that the typical.....

The best thing bystanders can do inside a residence or business if there is a complication or problem is follow the directions of the police officers to the letter....go over by that wall and stand, go over there and sit down. Not well "why or I got something to tell you"

If your going to be a witness try to be the best observer that you can and then wait till that officer asks you what happened. Let the officer know well I saw this and the officer will get to you as soon as he can.

What is the typical problem in that situation, does everyone rush you for example....want to talk to you....

Everyone talking at once

Or they'll leave because they don't want to get involved....you never get that information that might make a difference and you make a decision so what happens?

On a similar note I've run into problems and it's a pet peeve...a action scene or fire scene.....people want to get right up there and stick their head in crashed cars, they want to get across a fire line, they want to get with the fire fighters, shooting scene they want to see the gore and death and stuff like that....if you arrive on an action scene or whatever stay out of the area.

Stay back from crime scene or fire scene...if you get in the way you'll get arrested.

Let people know that if you drive over a hose you're going to get cited.

Even EMS runs...people want to see blood, guts and gore, that's human nature....but we don't need it...try and educate the public to stay out of it....stay back and don't get in the road....especially power lines...we had people getting shocked or could have been shocked...power lines down....

That makes sense that's public safety and common sense things...you doing your job to keep safety.

Driving over the fire hose is a big problem....people continually drive over these hoses and they have to know one it's against the law and that we will cite them for it if they do it.

And two, it's expensive...it costs a thousand dollars a fire hose and if you drive over it.....

People like have a way to get to their place, their destination and it's like a mind set and they can't think of any other way to go...they have to go this way...I live right there.

We call them rubber neckers too...rubber neckers they're a big problem

One thing to put in their too for all of these things is common sense....

If it wasn't for common sense we wouldn't have these things

Common sense think before you act, think before you speak...

Basically follow the directions of the police no matter what...

We're not here to hassle you....

It's just fear patterns.....

Like he was saying we're directing traffic because of a fire scene or whatever or a traffic accident....people don't want to listen... "I got to go that way," you tell them no you need to go that way and they end up cussing you out....your still going that way or your going to get arrested.

Your blocking a road and your cruiser is not wide enough to block all four lanes and they think well there's room enough for me to get through....

Now that's common....yea we've only got one car to block this side of the street.

I'm serious, if there's room enough to fit through they'll believe.....if there's a guy there with the lights on don't go through there...it's closed. They will believe if there's room to fit through there, you can be standing there directing traffic....

I step in front of the car and say go that way....

And sometimes you can't put a guy down there...you've got a guy helping at the scene, we've got a car down there.

Another thing is 911 hang-ups, I don't know if that's good to address....but someone dials and hangs up and we have to go out there....even if they hang up we have to go out there. We have to respond...

Radio operators if they get a hang up they'll try to establish contact...they'll call back and if they can't get a call then they have to send out a cruiser to see what's going on.

Stay on the line and say I'm sorry it was a mistake...Stay on the line and don't say Oh God and then hang up. If they dial on accident tell them stay on the line it was a mistake....

And they would be typically afraid to answer it back....

And they'd be afraid to answer the door...

Another important part of the project is we're going to look at use of force...we think citizens do some things wrong and get themselves in trouble....and use of force might just be having your hand cranked behind your back and thrown into the car.....while it might be a baton....our point is they did something wrong and had force used against them....but it turned out this way because of some misunderstanding.....you do this and they do that and they do this....we don't want to point blame we just want to stop the problem. What are citizens doing that is almost a sure fire way to have an aggressive....

When you tell them that they're under arrest...put your hands behind your back and they won't be hand cuffed....

And they want to debate.....

They say no....

You won't change minds, it's over....whether it's right or wrong...

Debate it in court.

Don't struggle....I mean if we're walking you down the street and you pull away from us...that's resisting. If you just jerk away that's resisting. 100% compliance.

It's just like you said it's not the place to debate, we've made our decision...debate it in court.

Once you've been told your under arrest 100 % no less than 100% compliance is effective.

That doesn't mean they say no I'm not, you're options are OK, you win, if they won't go you physically take them in to custody.

As a citizen your option is yea, you win, or I have to physically take you into custody....whatever it takes....

Did you guys happen to watch ABC last night....they ran that police brutality thing....they have a film of officers at a holding center that they had a young black lady that they had arrested...they didn't say exactly what it was for....

It was disorderly conduct....

She said it was unwarranted and they had her hand cuffed and they went to put her into the holding room and this was being filmed and she jerked away and was actually kind of refusing to go....she got upset and she filed a law suite saying the officer forced her into the holding cell, physically took her and forced her which she said was unlawful and

violation of her rights, unlawful use of force.....and then when they got in there you couldn't see what happened but they're saying....her allegations are that the officer then threw her down, kicked her a couple times and then maced her with her hands behind her back. The film is very questionable I mean I don't know how they made that determination by her allegation but you can see obviously that when they were putting her in ended up getting put backwards first and then go forward on her so obviously there was a movement or something in there that was aggressive towards the officers that initiated that confrontation.

Is that typical....(can't make this out) you force me to be responsive....

There is not an officer in this department and especially in this room that would initiate an unwarranted use of force....period...it just doesn't happen.

If you initiate any action whether it's hand cuffed or not that can be interpreted by the officer as a threat to try to get away or to assault him, he's going to retaliate...whatever he feels is necessary.

Respond...respond...respond....I'm going to respond harder....

I had a guy head butt me in the mouth when he was hand cuffed.....

Let me ask you a question out of curiosity....does it matter what your arresting people for, is it more typical for how serious it is or less serious it is...does it make a difference.

Alcohol.....

It doesn't matter...

It's normally your disorderly conducts, your intoxications

That's your minor felonies and misdemeanors....

People perceive that they have been unlawfully arrested and they're ready to fight you all the way....they don't think they should be arrested.

Especially if they're intoxicated

They think they're going to win?

Most fights and instigation's come from small misdemeanor charges...

Parking tickets sometimes bring the biggest fights I've ever had.

So when a citizen starts arguing with a parking ticket.....I mean you can't change....

There's a perception that we can change parking tickets...

Once it's written it's written, they're numbered.....

Getting back to what the officer said, the place to settle it is in court.

I tell people that too...

They come into our desk area or out information officer desk and they constantly want tickets to be fixed....they think we can fix tickets at the drop of a hat....that's not the case and quite frankly all they're doing is spitting in the wind because it won't go anywhere but right back at you.

100% compliance when they're told they're under arrest.

Like a listened a while ago once they start fighting it doesn't matter...

If you feel you have been unjustly arrested the court is the place to go.

People don't know that today we have laws where an intoxication arrest which is a minor misdemeanor offense which means no jail time, it means just a fine, can turn into a felony on that individual if he strikes an officer. So you turn a minor misdemeanor into a felony assault just because your drunk and acting stupid.

When we respond with force we don't respond gently, we want to get on top of it as quickly and as hardy as we can simply because we want to stop any further action....so if somebody shoves you, you want to put them down, put them down hard and hand cuff them....so they know OH, they're not playing I better not....

It's not OK he shoved me I'll shove him, he punched me I'll...

We don't believe in mutual combatants

It's not like a boxing match...(laughter)

If you use your hands I use a stick, If you use a stick I use my gun...you're always one step above you.

The escalation depends on what you're doing....we're going to take care of your escalation as quickly and as fast as possible....that means a little bit above what you've done that's what the officer is going to do to stop it.

Is there anything besides the arrest situation that typically gets people going...or is that the big one, you mentioned arrest gets people to resist, to use force....

I think the minute you lay hands on people that's when you're going to have trouble...

That's the big one....

Otherwise it's like a dancing game with them, like a coy conversation, they're trying to see if they can dance and sing their way out of it, your trying to get all the information you need to make sure you have a justifiable arrest. Once that game's over with and the officer has determined to, well, I'm sorry your under arrest, put your hands behind your back....the games over, it's done, you can do all the dancing and singing songs you want but you aren't going nowhere but the jail.

That means if I have to call fourteen guys, you're going to jail.

That's another perception too, a lot of people think well why did it take ten guys to get this one person....you've got to understand five guys can physically control one combatant and not hurt him a lot easier than one guy or two guys....if I'm one on one against you I may have to hurt you to control you. Five guys we won't have to hurt you, they have to hold you down but we won't hurt you....there's a big difference there....they think five officers is a big gang up.....

I think that's kind of what we want to do....we need to let citizens know about the role of the police and the nature of police work, and one of the reasons people freaked out on Rodney King is just to see so many officers....

Absolutely....

They don't understand....this isn't a fair fight, we don't let you up....ding...ding...ding...

The whole thing there is it's not a fight....that's it....it's not a fight, we don't fight people we control them and arrest them.

Yea, I understand what your saying....

Think about it, if you were, and I'm just going to use Mike Tyson and myself or you and Mike Tyson....and you have to arrest him, now this is an exaggerated example but if I'm going to have to take him on one on one I'm going to do the quickest fastest take down and hurt him as fast as I can and then run or something (laughter)...that means I have to hurt that man, but if I've got ten more officers behind me we're going to get him down and hold him down and we're going to place him under control as quickly as possible and less likely to hurt him.

Yes, I makes more sense, you have more options that way....

But people think it's a gang up.

And the other thing is when you call for help...if your fighting someone you don't say send me two units....if you say send me some help then generally everyone is going to fly....

Officers are always going to be looking out for each other out there because we're the only.....again, because citizens are not going to run to your rescue or help....we have to watch out for each other out there....consequently when an officer calls out for help you're going to have ten guys out there as fast as they can to help him.

It's just like on a traffic stop, you're sitting there writing out a guy a ticket and he's sitting in your back seat or whatever or he's sitting in the car in front of you back up and talking to us... "well how come you have five or six cars drive by, what did I do something big or wrong, you've got five or six cruisers driving by," they're only checking on the officer's safety...seeing if everything's OK.

That's the type of thing we want because people just don't understand they don't know....well they see a lot of people, Oh my God what the hell's going on here...that's what we're trying to get across to people in these PSAs...communication.

Back to the gang mentality, the group mentality....if I have a disturbance with ten people that I have to deal with and I show up with ten officers there's less likely to be problems. It's not that we're antagonizing, we're not saying we want to fight, we're saying there is a lot of us.

It's over, sometimes a show of force is all that's necessary...

Kind of like an aircraft carrier...

Along these lines...are there cues that people give you that make you think violence might be coming?

Oh yea, first thing they do is kind of look around....

Body language....

First thing they do is look around....either witnesses or an escape route...

When you're talking and you're right up close to them and he starts do this or looks down or looks like this at you, you can bet he's looking for something to do....

Or he takes that step back with his right foot....

I looked for clenched fists and some people will stare at your gun....and I've called people out on that before like "why are you staring at my gun?" and if anything it takes their mind off of it for a second, you know you've called them out on it...you understand what I'm saying.

They size you up....

Just their physical demeanor I guess you can say we've all been out there, it's a hard thing to place one or two certain things....it's how they act, how they stand, how they tense up, are their eyes darting around, are they sweating, when they have a gun and they are stuttering, are they trying to think of something....

One of the newest things the gang bangers are doing just to screw with the police is to walk by and just do this (placing hand inside coat)....that's telling me you've got something in your jacket....we want to see their hands. Whether it's a traffic stop or a pedestrian check, dealing with them anywhere we want to see their hands.

That's the first thing you say to people, "take your hands out of your pockets," and then you're arguing over that, "Why," it's nothing personal it's just a matter of safety.

The key there is they don't understand you don't have time for an explanation, we'll talk later...

Because if it is a bad situation....

Don't expect explanations.....but down the road they can expect that.

(Many talking at this point, all are saying that when things settle down they have no problem talking to the citizen about it)

During it (the request or pat down) no, but afterwards that's fine.

The minute an officer quits assuming that this person who has his hands in his pockets doesn't have a weapon is that one guy who actually does. The minute that officer assumes that a traffic stop is going to be OK and I don't have to worry about checking these things out, that's that one that kills him....it's complacency in our job that gets you hurt.

I've dealt with gang banger after gang banger after gang banger and your putting your hand on your weapon and you're saying take your hands out of your pockets....I came up to an older gentleman who had been in an accident and was fidgeting with his pockets and I said get your hand out of your pocket please...and I'm not at my gun or ready or anything and the next thing I know he comes out of his pocket with a double barreled 357 magnum. We have to treat the old people and the gang bangers the same.

Because you just don't know.

Because you just don't know.

A lot of people have said I'm not a criminal, what makes you think I'm a criminal....well we don't know you, we don't know who you are...you could look like little Abner out there....I don't care, we don't know who you are....we can't take complacency and believe you're not going to hurt us.

We assume everybody is going to hurt us...

That's the way you control the situation.

Your career criminals I call them are the one's who have been through the system several times, they know how to read police officers, they know when a police officer is lackadaisical, they watch his movement, they watch his style. If a police officer walks up to him with his hand in his pocket...this criminal reads him and says this is a guy I can get away with as compared with an officer who is prepared and ready. So our demeanor that we put forth...it may be intrusive to the average citizen or even degrading where in fact what we're trying to do is if you are a career criminal I'm letting you know right now....I'm ready for you....you don't mess with me, you're not going to get one over on me I'm prepared, don't do it. If you think you can get away with it your wrong. That's the message I'm trying to send out. So that does offend some of the average citizens, I'm sorry if it does but I want to go home at night to be with my kids.

Why don't we take five or ten minutes and we'll have a few closing questions and wrap it up.

Closing Points- Officers basically reiterated the traffic stop ideas mentioned in the first section. When questioned about the prevalence of people getting out of their cars on traffic stops they stated this was quite high. They said as many as 1 in 4 or 5 exit their car in this manner. Officers stated that they want to see people's hands in domestic violence calls and pedestrian stops. Also added was a big problem of people not obeying traffic laws while on bicycles. Lima has an unusually high number of bicycle accidents and fatalities. A closing point on juveniles stated that they lie through their teeth when questioned by police officers. Officers check up on their stories and identity and find that they have lied. They want juveniles to know that usually they just want to get them home safely and by not telling the truth they prolong their stay.