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sonarPolicing

An Innovative Addition to a Law Enforcement Organization's Strategic Communications Plan

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Description

IMPROVE COMMUNITY OUTREACH AND RECRUITMENT, REDUCE CRIME, INCREASE APPREHENSION AND CLEARANCE RATES AND BRAND THE PROFESSIONAL STATURE OF THE DEPARTMENT AND ITS LEADERSHIP BY MAKING MEDIA RICH OPT- IN E- MAIL COMMUNICATION A MAJOR COMPONENT OF THE YOUR DEPARTMENT STRATEGIC COMMUNICATIONS PLAN.



Executive Summary

The Objective...

Improve the **Strategic Communications Plan** for the law enforcement organization by expanding and segmenting its email databases and linking each to a powerful data management HTML media rich email broadcast system.

In order to add this component to the **Strategic Communications Plan** the organization must first develop an effective plan by which to harvest email information from its constituencies¹ and to quickly manage, filter and segregate the purpose oriented databases according to the overall communications strategy.

- ◆ **Email Address Harvesting:** The Law enforcement organization must implement a wide-ranging program to gather “opt-in” email addresses from its various internal and external constituencies. The data is then filtered and organizationally segmented into a robust data management system that accommodates the variety of communications sent from the department’s geographic and specialized divisions while the master database – or any of its subdivisions - serves the broad based media rich communications needs of the office of the chief of police or sheriff as well as the civil defense planning, anti-terrorist and public education needs of the city or county. The Opt-In e-mail harvesting program should include collection methods including:
 - ◆ Expanding the existing HTML survey patch on the department web site from a general newsletter solicitation to one that procures specific interest sign ups that link to a robust database management system.
 - ◆ Develop an email “opt-in” agreement on crime reports for entry into the ePolicing database system to establish an ongoing e-communications relationship with every crime victim with an email address. These databases are then segmented by geographic area, crime, and other fields related to the strategic communications plan.
 - ◆ Implementing internal and external communications programs designed to drive potential Opt-In constituencies to the department web site or other designated locations for sign up.
 - ◆ Conducting Opt In sign up programs at the operations level with community support groups.

◆ ¹Over 75 percent of the U.S. population is online using the internet (IDC,2001). Of these online users, 93 percent regularly check their email accounts from home (The Yankee Group, 2002). And 85 percent regularly check their email accounts from work. (The Yankee Group, 2002).



- ◆ Conducting Opt In sign up programs through City Civil Defense planning and exercise operations.
- ◆ Providing Opt In Sign up stations at Community Station desks, recruitment booths and crime prevention events.
- ◆ Distributing emails with “Viral” messaging tools attached.
- ◆ Soliciting community organizations to Opt-In their memberships to the law enforcement database so they can “stay in touch” with crime trends, Amber Alerts, persons wanted, community events, unusual occurrence and disaster notifications and other department Messages of importance.
- ◆ **Creative Communication Broadcasts:** Law enforcement organizations need a robust delivery system that supports HTML emails, provides scheduled message release capabilities for timed constituency communication and the tools by which to monitor and evaluate each email communication campaign.
- ◆ **Constituent Surveys:** Law enforcement organizations can benefit from the ability to conduct instant surveys with real time reporting on important questions posed to their various constituencies through a robust email survey and delivery system.

The Opportunity

SonicSystem coupled with SonarNetworks’ law enforcement expertise provides Law Enforcement organizations the unique ability to strengthen their Strategic Communications Plan and internal and external relationships through ongoing, loyalty based e-communication while dramatically cutting costs related to expensive print and direct mail programs.

This translates to:

- Better branding of the organization
- Increased employee and community participation in crime prevention, reporting and recruitment campaigns,
- Establishing new tools for unusual occurrences, civil defense, public education, anti-terrorism, criminal investigation, apprehension and missing person recovery
- Improved crisis management capabilities.
- ◆ **Expand Awareness:** The goal of building participative loyalty begins with providing employees, supporters, advocates, crime victims, political contacts and other law enforcement agencies with frequent, timely and reliable communications delivered in a personalized manner that is catalyst to their identification with the goals of the organization and its leadership.
- ◆ **Crime Prevention, Reporting, Apprehension and Property Recovery:** An on-going communication with constituents whose first contact with law enforcement is that of crime victim – individual or business - can begin with informational email that assists them in navigating the organization as well as providing a means of communicating additional information. This first personalized e-communication can set the stage for bringing each crime



victim into the organizations loyalty based, opt-in communications database and establish a long term relationship at the neighborhood, bureau and department levels.

- ◆ **Rumor Control:** Erroneous media reporting about Department activities can be corrected immediately with city or county wide broadcasts to the entire database telling the true Department story, with hyperlinks to web pages that expand upon the story and support the facts.
- ◆ **Unusual Occurrence and Civil Defense Planning:** Public education and information communications can be enhanced for both the civil defense planning and public information stages of major unusual occurrences and natural or man made disasters.
- ◆ **Improve Recruitment Efforts:** Media rich email recruitment promotion campaigns sent to Department employees, citizen supporters and crime victims and community businesses with “send to a friend” capabilities provides a “viral” expansion in the reach and quality of the recruitment effort. Potential candidates can be driven to Police and Personnel Department web sites for more detailed information.

The Solution...

SonarNetworks’ proprietary web hosted email system - **SonicSystem** - is scaleable and can accommodate the diversity of functional and geographic complexity within any law enforcement organization. It is designed to:

- Assign and authorize unlimited sub-accounts to multiple department entities and specialized divisions.
- Manage and restrict access to any combination of segmented databases.
- Broadcast media rich HTML emails to any one or all segmented databases in a manner consistent with administrative assignment and authorization.
- Accommodate and expand upon all elements of the strategic communications program as outlined above.
- Accommodate administrative review and audits to measure the effectiveness of individual ePolicing campaigns.

SonicSystem is web hosted and maintained. It does not require the organization to provide IT department support, technical expertise or maintenance. It is user friendly, requires minimal training and includes on-line tutorials and training videos.



 **Benefits**

The Law Enforcement Organization will realize the following benefits through the use of SonarNetworks SonicSystem.

- ◆ **Increased organizational (Brand) awareness**
- ◆ **Increased support from employee and citizen support groups**
- ◆ **Enhanced employee and citizen loyalty toward the work of the Department**
- ◆ **Enhanced crime prevention, investigation and criminal apprehension tools**
- ◆ **Enhanced Terrorist Interdiction Operations Plan**
- ◆ **Enhanced police recruitment tools**
- ◆ **Enhanced Unusual Occurrence and Civil Defense Public Alert Communications tools**
- ◆ **A powerful broadcast E-communications tool to counter and correct misleading stories in newspapers, magazines and the electronic media**
- ◆ **Improved crisis management tools**
- ◆ **Improved advocacy communication**
- ◆ **Complete database management**
- ◆ **Targeted email distribution**
- ◆ **Dynamic message personalization**
- ◆ **Comprehensive activity tracking**
- ◆ **Real time web based reporting**
- ◆ **Viral marketing tools**





Features

Following is a brief synopsis of the major features of SonarNetworks' powerful **SonicSystem** that will benefit the overall the law enforcement organizations **Strategic Communications Plan**.

◆ Build and Manage Databases

- Import databases into SonicSystem with unlimited fields
- Create on-line surveys linked to the department website to collect advocacy and opinion information.
- Online survey results are automatically sorted into groups determined by the user combinations of demographics or interests.
- Make cross-referenced searches in order to create groups based on combinations of demographics or interests.
- Search by multiple data fields, sort search results in either ascending or descending order or by any piece of data you choose.
- Export Subscribers tools allows you to export copies of complex sets of data for each subscriber, thereby delivering increased control over the data collected

◆ Create and Send HTML Emails

- Create and send custom-created email messages
- The SonicSystem sends messages with a personalized greeting, automatically inputting the addressee name.
- Achieve professional-looking results by using the email creation tool
- Choose an existing template from our extensive stock-template library
- Cut and paste your web pages into the email marketing editor
- Add custom designs to the template library
- Upload and store images to the image library. Drag and drop images from the library right into the message
- Specify to whom and when to send targeted email messages from data category lists.



◆ **Monitor and Evaluate Email Campaigns**

- Statistical reports can be provided in real time and allow you to evaluate the results of each launch based on a number of specific details
- Monitor click-thru's from each message and identify and evaluate key addressees

◆ **Timed Release Message**

- Schedule the send date of email messages
- The SonicSystem will automatically send on the specified date

◆ **Event Reminder**

- Let on-line visitors specify when they would like to receive information
- Automatically inform, remind or acknowledge supporters, liaison representatives and advocates precisely when they want to hear from you
- Collect individual data (such as birth dates, legislative deadlines or report deadlines) with an on-line survey, and then schedule relevant messages to be delivered on or around that date as appropriate

◆ **Refer-a-Friend**

- Leverage the ability of your current subscriber base to "spread the word" for you by encouraging employees and citizen supporters to refer the organization and its services to others - - a technique known as "Viral Marketing," especially valuable for police recruitment campaigns.
- Create information and lobbying campaigns that offer your subscribers an incentive to refer their friends and colleagues to support Department programs and important legislative initiatives, bond fund drives and crime prevention programs.

ePolicing Implementation

This ePolicing concept was created by Stephen Downing, a former chief officer of the LAPD and founder/CEO of SonarNetworks. Mr. Downing is passionate about adding this modern tool to the law enforcement arsenal of communication, community participation and crime prevention. Mr. Downing includes as a part of Sonar's ePolicing strategic communications package his personal consulting services from startup to implementation.





Cost Summary

The ePolicing communications plan is implemented using SonarNetworks *SonicSystem* . The costs associated with the licensing agreement for a secure SonicSystem account are as follows:

Set Up Costs	Price
One Time Account Activation	\$495.00
Database Upload/Download	\$ 0.00
Senior Management Consulting – Strategic Communications Plan	\$5,000
Total Set Up Costs:	\$5,495.00*
Monthly License Fee Based on Email Messages Sent per month	
Plan One 1,000	\$40
Plan Two 10,000	\$125
Plan Three 25,000	\$200
Plan Four 50,000	\$300
Plan Five 75,000	\$400
Plan Six 100,000	\$500
Plan Seven 250,000	\$800
Advanced 500,000	\$1,200
Enterprise 1,250,000	\$2,200
Price per each additional email exceeding the selected plan is \$0.015 Bulk Pricing is available for email campaigns over 1,250,000 per month	
Refer a Friend Option	
One Time Activation	\$150
Monthly fee	\$ 75
Event Reminder Option:	
One Time Activation	\$150
Monthly fee	\$100



Miscellaneous Costs:

Database Organization and set up Consultations after implementation
Campaign Management
Custom Survey Templates
Custom Template Design
Art Work

\$130 per hour
Custom Quote
Custom Quote
Custom Quote
Custom Quote

* Includes technical training of the appointed Department "System Administrator" in the use of SonicSystem as well as Mr. Downing's consulting services. Does not include travel and per diem outside Southern California.





Legal Considerations

End User Web Services Agreement Issues:

SonarNetworks is engaged in the development, licensing, and distribution of Internet based data storage and communications services. Improper use of these services, such as broadcasting "SPAM" email could result in the blacklisting of all SonarNetworks email from entering various portals for delivery. Therefore, SonarNetworks requires the execution of a web services agreement with the organization. A copy for review is available upon request.



ABOUT OUR COMPANY

Our Philosophy – SonarNetworks fully embraces the concept that **Respect** and **Relevance** builds the kind of loyalty that results in a positive end user **Response**. This core value is the essential consideration each time we deploy our products, render our services, or provide advice and counsel to our clients.

As a young company SonarNetworks is committed to the idea that our powerful email solutions coupled to fresh, new concepts can successfully drive organizations into the future of loyalty-based e-communications while simultaneously leveraging underused database assets to produce revenue streams never before considered possible. The company was founded with this concept as its primary mission in March 2002

Our Products – SonarNetworks SonicSystem enables the building of constituency databases, the creation of email marketing messages, segmentation of specific demographic groups, and sending targeted personalized messages to a specific demographic. It's robust statistical tools provide for the management and evaluation of email campaigns. Sonar's SonicMemberSystem enables web based directory advertising and membership management along with administrative tools to manage a membership business.

How to Contact SonarNetworks - If you need to contact us for any reason you can reach us at:

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Stephen Downing, *founder and CEO of SonarNetworks*, was a career officer achieving the rank of deputy chief of police with the LAPD. He then went on to become writer-executive producer of hundreds of hours of prime time and syndicated television programming, including the seven-year ABC hit, *MacGyver*. Mr. Downing's unique administrative and creative background coupled with the exceptional talent he has recruited for the SonarNetworks Team has enabled the Company to combine the powerful data management/broadcast capacity of SonicSystem with an approach to personalized mass communications, advertising and revenue creation that is unequalled in the e-commerce marketplace or in the public sector.

Jason Feffer, *Customer Development*, worked with Internet technologies for seven years prior to bringing his exceptional systems and consulting expertise to SonarNetworks. His background includes consulting for both large and small businesses as well as employment with an Internet start-up that raised over \$100 million in capital. At this company, Mr. Feffer lead the technology efforts of two dozen web sites that generated advertising revenue from a loyal readership of several hundred thousand film and television professionals working in the technology and entertainment industries. His most recent accomplishments include development and management of the community web site known as MySpace.com.

