

FILM PRODUCTION UNIT, INCLUDING SHOOTER SAFETY VIDEO, DISTRIBUTED ON USB

When Sgt. Drucker began working his department's the Video Production Unit the department was still using VHS to disseminate its training and public information videos.

Ducker transitioned this section to DVD but now is moving some of that content including officer graduation and recognition events to USB.

Their younger recruits and academy graduates often don't own a DVD player in any form, he noted. So, their graduation ceremonies are now available to purchase in USB format. He's purchased swivel USB drives, branded with the department's shield, for those events.

His is only one section of the massive department with nearly 10,000 sworn officers and another 8,000 civilian employees. In addition to patrolling unincorporated portions of the county and contracted communities, the department also provides security for the county court system and operates the county jail system.

Award winning films

Drucker also produces public safety videos for the department, including "Surviving An Active Shooter." The 10 minute video includes footage of fictional active shooter situations and guidance on how to respond and react to incidents. Hundreds of residents, all volunteers, were involved. The video was shot at an area college campus, Drucker said.

As county procurement rules does not allow the department to provide lunch to volunteers, much of the costs associated with such a large volunteer group are covered by fundraising. He hopes to use USB drives as a premium for future fundraising efforts.

To that end they've also purchased a custom-shaped drive shaped like the Ford Explorers used by patrol. When the USB is inserted into a machine, the car's cherries light up.

USBs are used widely by other sections, including investigations and evidence. He also sees the benefit of USBs for recruitment programs as they go beyond the normal promotional keepsakes like pens and stress balls. They are more likely to be kept and used by those who receive them.

A recent study by the Advertising Specialty Institute determined 58% of consumers own promotional USB drives, they are kept for an average of 13 months, and nearly half of respondents said if they didn't use the drive themselves, they'd give it to someone who would.

Security built in

There are questions about USB drive security but the department mandates USB drives are encrypted to prevent accidental information release, Drucker said.

There are programs, including those installed on most Windows and Mac computers, that will encrypt a drive for the user.