



City of Reidsville Municipal Building Constructed 1926  
Renovated For Police Department 1995 - 1996

# Reidsville Police Department

*"Making A Difference"*

220 West Morehead Street  
Reidsville, North Carolina 27320

ROBERT A. HASSELL  
CHIEF OF POLICE

## MEDIA RELEASE

REIDSVILLE—The Reidsville Police Department has installed a new Digital Signage System within the police department and City Hall. This system is a more innovative way for the department to communicate with the general public and city personnel.

The system consists of five digital signage boards—currently operating in all three police lobbies and the lobby in front of the collections window at City Hall. This system is an advanced way to communicate alerts, announce upcoming city events, publicize the good work of our officers and deliver other public safety messages to the general public and city personnel.

Below is a breakdown of the types of information the system displays on separate digital signage boards:

### **Public Digital Boards - Communications to the Public (Three PD Lobbies & City Hall)**

- Issue alerts
- Publish announcements on upcoming city events
- Public Safety Messages
- Crime Prevention Tips
- Highlight Police Services & Programs
- Weather Information & Alerts

### **Digital Briefing Board – Squad Room Only**

- Distribute up-to-the-minute command updates
- Relay departmental news, announcements, and event information
- Distribute instantaneous alerts
- Police Related Safety Videos

*"We are continuously looking for ways to engage and communicate with the public," Chief Robert Hassell said. "These new digital display boards give the department the opportunity to deliver messages on police services, safety tips, and much more to citizens who are in public areas of the police department or city hall."*

The Reidsville Police Department is the first agency in the county to utilize digital signage. With the evolution and progression of technology, the system incorporates everything valued in mobile devices, and it also aids with communication internally as well as with citizens.

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