

## LAW ENFORCEMENT CODE OF ETHICS

“As a Law Enforcement Officer, my fundamental duty is to serve mankind, to safeguard lives and property; to protect the innocent against deception, the weak against oppression or intimidation, and the peaceful against violence or disorder; and to respect the Constitutional rights of all men to liberty, equality and justice.

“I will keep my private life unsullied as an example to all; maintain courageous calm in the face of danger, scorn, or ridicule; develop self-restraint; and be constantly mindful of the welfare of others. Honest in thought and deed in both my personal and official life. I will be exemplary in obeying the laws of the land and the regulations of my department. Whatever I see or hear of a confidential nature or that is confided to me in my official capacity will be kept ever secret unless revelation is necessary in the performance of my duty.

“I will never act officiously or permit personal feelings, prejudices, animosities or friendships to influence my decisions. With no compromise for crime and with relentless prosecution of criminals, I will enforce the law courteously and appropriately without fear or favor, malice or ill will, never employing unnecessary force or violence and never accepting gratuities.

“I recognize the badge of my office as a symbol of public faith, and I accept it as a public trust to be held so long as I am true to the ethics of the law enforcement service. I will constantly strive to achieve these objectives and ideals, dedicating myself before God to my chosen profession... law enforcement.”

### **“DEVELOPING A GAME AND FISH PUBLIC RELATIONS PROGRAM THROUGH LAW ENFORCEMENT PERSONNEL”**

*by*

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The State of Tennessee is not a great deal unlike many of the other states in the Southeastern Association. We are a long state similar in structure to Mississippi, Alabama and Georgia. From our mountainous areas in the extreme eastern part of the state to the lowlands of West Tennessee it encompasses a lot of different type habitat which makes it possible for sportsmen to harvest a wide variety of game. Because of this wide variation it was discovered a few years ago that a majority of our sportsmen in Tennessee like to hunt and fish as close to home as possible. This being true, it was the responsibility of the Game and Fish Commission to try to keep local sportsmen informed.

In the past, most of our Information-Education efforts had been centered around sending news releases out of our central office in Nashville and in subsequent years related efforts by an Information-Education representative in each of the three grand divisions of the state. However, it was felt that even with this effort we were still not reaching the local county sportsmen to the extent that they should be. For example, a bear hunter in upper East Tennessee would have very little interest in crappie fishing on Reelfoot Lake which is located in the extreme western part of the state some 300 miles away. By the same token, coon hunters in the Hatchie Bottoms would have very little interest in a boar hunt in the Cherokee National Forest.

Now keep in mind that in Tennessee, and I suppose in many of the other states, we have a different type hunter and fisherman than we did 15-20 years ago. Up until the present crop of war babies, the population that was born immediately after World War II, almost everyone who lived in the State of Tennessee related back to the rural areas in one way or another. Now this meant that he had some knowledge of what took place in rural America when he went out to hunt or fish. With this new group of hunters and fishermen we are not so sure that they had this knowledge. They were born in suburbia and many have lived there all of their lives. Many felt that when they crossed the city limits they were in the "boon docks," so to speak, and they couldn't understand why a deer shouldn't be killed from an automobile at night or why you couldn't walk a hundred yards and have a successful quail or rabbit hunt or catch a fish simply by announcing that you intended to do so in any body of water.

Because of these changes it was felt necessary to teach the population or sportsmen how they were involved in our changing environment. Of course, we, like you, have had changes of environment by industrialization pouring into our state, by pollution, subdivisions, and by hundreds of miles of highways stretching across the state. So, just name it and we've had it to change our environment.

Also, during the past year or so, the Tennessee Game and Fish Commission and its programs have received criticism from our news media, from groups and from various individuals. We felt that much of the criticism was undeserved and was based in large part on the fact that not enough people knew or understood what we were doing and *why*. As a means of informing the people at the local level concerning the Commission and its programs, a change in direction of conducting our Information-Education program has been made away from the idea of regional Information-Education representatives to one of utilizing all of our employees at a district and local level.

At the beginning of 1972 all Law Enforcement personnel were assigned a major role in carrying out Information-Education responsibilities at the local level. The objective of the new program was: "to develop presently available lines of communication and create new ones in order to more effectively present the Game and Fish Commission's program to the general public."

The lieutenants in the Law Enforcement districts, of which there are eight, were given the responsibility for coordinating the Information-Education effort at the district level. The Information-Education is still charged with the overall responsibility in this area of activity. To work with our Law Enforcement program, the Information-Education Division designated a full-time representative with assigned responsibility for coordinating efforts between the Enforcement Division and Information-Education Division. The sergeants and Game and Fish officers were to provide the bulk of the work in implementing this program at the county level.

Now, let's talk about some of the things we attempted to do. To begin with, to be effective in the field of environmental quality requires that an organization be well known and respected. In industry, this quality is known as corporate image. And of course, industry spends vast sums of money each year to develop these images that command trust and respect. Similar to a large corporation in many respects, the Tennessee Game and Fish Commission doesn't have large sums of money to spend to create an image, but we do have a well trained organization of men stationed in every county of the state capable of carrying out our programs, one of which is informing the public of our activities.

How did we implement our program? First, a one-week training program was conducted at the Tennessee Law Enforcement Training Academy in Nashville for the eight lieutenants and 24 sergeants. A full week of intensified training was given by Information-Education personnel and by professionals in the field of public relations.

To be honest, it was a new concept to many of us and some went into this with a good many questions, simply because we had never done it before. We were told the first week at the Academy that if we could generate enough interest to get 2,000-3,000 column inches of newspaper use statewide the first month, this would probably be what we could expect. Interest was great and the first month we got over 5,000 column inches of newspaper space, and this has remained somewhere in this area since then. Industry values its good publicity at roughly \$15 per column inch. So you can see we are generating a lot of dollars worth of public service space for the Game and Fish Commission.

A continuing program of expansion of weekly outdoor columns in local newspapers was instituted. News releases of current events, fishing conditions, supply and location of game and fish were included. These news releases originated under the supervision of the lieutenant for district distribution. Sergeants and officers carry their news releases directly to their local newspaper offices or mail them with a copy being sent to the lieutenant and to the Information-Education coordinator in Nashville.

Now bear in mind that anything that comes up of a statewide nature, anything that concerns all sportsmen would probably be sent out from the central office. These releases are often used by the local officers in their entirety or sometimes parts are deleted with the local officer adding what he feels is applicable in his assigned area or county.

Newspaper clippings for which various officers are responsible are forwarded to the district lieutenant or to the district office for review by the lieutenant or captain. They are then forwarded to the central office where a complete record is maintained on column inches.

Another facet of our program that we are proud of is the number of photographs taken by our men and used by local newspapers. To begin with, a camera was supplied to each lieutenant to be used at his discretion. Personal cameras are also used by each officer with film to be furnished by the Commission, either ordered from the central office or distributed by the lieutenant. All of the men are urged to take pictures of local interest as they go about their law enforcement duties. Exposed film is sent to the Nashville office with instructions as to the number of prints, size, etc. The finished prints and an unexposed roll of film is returned to the officer within one week.

Where speed in developing is of utmost importance, many times the undeveloped film is taken directly to the newspaper. Ofttimes, this can be done without cost to the Game and Fish Commission, provided photos are made available immediately to the newspaper doing the developing. However, the use of the commercial developer is discouraged unless an important picture story must be told immediately.

The radio phase of our Information-Education program has been above expectations. We have been accepted without question in almost every small radio station in the state. Many of our men are conducting some sort of regular radio program. These range from thirty-second spots to regular thirty-minute programs depending on the available time at the station. Some have sold their programs commercially to businesses or firms that were acceptable to the Commission. We prefer such firms as banks, insurance companies, automobile agencies--firms that are not completely hunting and fishing oriented. We feel that we will get better time slots with sponsors as opposed to public service time.

All of our Law Enforcement people have been advised to accept invitations to appear on television programs whenever possible. Since this time is valued at approximately \$30 to \$40 per minute, a very short program can be worth a lot. We feel that every effort should be made to show something such as slides, films, demonstrations--in addition to talk on television shows.

We're finding television a little harder to get into, and to do it ourselves would cost a lot of money. Some of our people are now appearing on guest shows, talk shows, and outdoor shows. One of our officers was instrumental in the development of 32 thirty-minute television programs to be aired over WCTI-TV in Chattanooga. This is an educational channel and will be viewed by school students, as well as others in the station's viewing area. The programs are entitled "Stepping Out" and will cover all facets of the Game and Fish activities. In addition to including guests from all divisions of the Commission, the officer used slide lectures, motion picture presentations and other visual aids demonstrating Game and Fish Commission programs. Incidentally, the officer responsible for these programs is here at this convention as "Tennessee's Outstanding Law Enforcement Officer."

All district Law Enforcement personnel are urged to accept and even solicit invitations to appear before local civic, youth and sportsmen's groups. Specific subject slide lectures have been prepared by the Information-Education Division that cover many subjects the officer is requested to speak about. In many cases, individual officers have taken pictures and made slides relating to things and places of interest in his own locality and used to develop a good program for sportsmen's clubs and civic groups.

There are more than 550 domestic programs now being administered by federal agencies, many of which affect wildlife directly or indirectly. The sergeants, with the help of the lieutenants, are in the process of developing a "key-people" list at the county level. These are people who are interested, active and willing to help our program. Cooperative efforts will be broadened with other agencies that have parallel or similar interests with the Game and Fish Commission such as County Agents, Soil Conservation Service, Vocational Agriculture teachers, Boy Scouts, Girl Scouts, etc.

Whenever possible, demonstrations on the proper use of outdoor equipment, that is fishing equipment, boats, outboard motors, guns or any activity relative to the sale of license, is given to both adult and youth groups. An example would be a flycasting demonstration to a group of Boy Scouts on the side of the lake.

Now I don't mean to relate to you that we haven't had any problems implementing this program. We certainly have. Although most of the problems were minor, the major one was getting some of the older, hard-nosed Law Enforcement officers to participate in any such type information-education program. A few of these men are not yet sold on the public relations aspect of the Commission.

One thing that I have discovered through the years is that newspapers want our service and it is not an imposition on them to use it. If you will pardon a personal reference, in the late 50's I started writing a weekly outdoor column for a local daily newspaper with a circulation of 12,000. A few months ago I transferred from that location and when I went by the newspaper office to advise of my departure, the first thing they wanted to know was who will write the outdoor column? These people, aware of the pressing need to keep the outdoor public informed, were disturbed that they were losing their best source of free outdoor information. I advised them that my successor would probably carry on as I had done, and he is now doing just that.

In summary, Tennessee's new Information-Education program, which was implemented last year through the Law Enforcement Division has been a success both to the general public and within our own organization. As a result of the Law Enforcement officer having to dig up information for newspaper articles, radio programs, and public appearances, he has become better informed on what is being done by the Commission and why. In turn, this not only results in the officer doing a better job but creates a better relationship and understanding between the Enforcement and technical people.

During the past fiscal year 2,678 newspaper articles were carried which would not have been published otherwise. In addition to these news articles, 760 photographs taken by Game and Fish officers were published. This material totaled 50,169 column inches, or the equivalent of almost one mile in length. Seventy-eight officers are contributing to this program by writing regular or semi-regular weekly newspaper columns, and many of the other officers participate by furnishing news material and photographs to their local newspapers. This material is being used by 101 of the State's 174 newspapers. In addition to this newspaper publicity, 48 officers have their own regular or semi-regular radio programs which are broadcast over 67 stations.

Also, 1972 programs were presented to sportsmen's clubs, youth groups, civic groups and other organizations with an attendance of 158,780. Law Enforcement field personnel received 70,632 telephone calls requesting information related to hunting and fishing. For the fiscal year ending June 30, the Tennessee Game and Fish Commission had an increase of \$421,000 in license sales. Was our public relations program related to this increase? Were the newspaper articles, photographs, and public appearances instrumental in making people aware of hunting and fishing opportunities, consequently selling licenses? We believe that it was.

We feel that the Tennessee Game and Fish Commission has a good program and the people need to know and understand what we are trying to do and why we are trying to do it. Through our close working relationship with the news media, newspapers, radio and TV, we feel that we are now reaching the people, letting them know what we are doing and last, but not least--selling licenses.