



# **NEWARK POLICE DEPARTMENT**

# **PRESS RELEASE**

*April 1, 2009*

FOR IMMEDIATE RELEASE

**SUBJECT: Newark Safety Alert System and Text Tip**

The Newark Police Department announces a new interactive method to keep the community informed through an opt-in safety alert program. To members of the public who choose to subscribe to the free program, alerts can be sent by email and text message, and can also be viewed on a website. The system will also enable the public to anonymously report information to the police by using a text messaging code.

Interested persons can sign up for the Newark Safety Alert System for free. Just visit the City of Newark web site at [www.cityofnewarkde.us](http://www.cityofnewarkde.us) and click the link to “Sign Up Now”. After the information is submitted, the subscriber will be added to the alert list. The Newark Police Department will provide alerts pertaining to a variety of public safety issues, including crime trends, emergency situations, and road closures. The subscriber can choose to receive alerts via email or as a text message sent to a cell phone.

“The Newark Safety Alert System will be our primary method of getting crucial information to the public in a time efficient manner,” said Newark Police Chief Paul M. Tiernan. “In times of emergencies or serious in-progress events, all subscribers will instantaneously receive up-to-the-minute safety information. The Newark Police Department encourages all residents and University of Delaware students and staff to take advantage of this new resource.”

The other component of this new technology is the “TIP411” program, which enables anyone to submit anonymous tips to the Newark Police Department via a text message. While TIP411 is NOT a replacement for dialing 911 in an emergency, it does allow people to communicate helpful information to the police using today’s preferred method of communication for many demographics. TIP411 can be used to provide tips on drug activity, crime suspects, suspicious actions, and any other potentially helpful information.

The tipster simply texts 302NPD and their message to TIP411 (847411). When the police receive the message, they can respond in real time and continue the text conversation. The Newark Police Department has no way to access the identity of the cell phone, since the text is received by the TIP411 Center, then redirected to the police department, showing only a random code for the incoming text sender. Anonymous web tips can be submitted through the same system.

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