

Memorandum



DATE: September 3, 2010

TO: Members of the Public Safety Committee

SUBJECT: **Police Women of the Dallas Police Department**

Attached is briefing material on the "Police Women of the Dallas Police Department" to be presented to the Members of the Public Safety Committee on Tuesday, September 7, 2010.

A handwritten signature in black ink that reads "Ryan S. Evans".

Ryan S. Evans
First Assistant City Manager

Attachment

CC: Honorable Mayor and Members of the Dallas City Council

Mary K. Suhm, City Manager

Deborah Watkins, City Secretary

Tom Perkins, City Attorney

Craig Kinton, City Auditor

C. Victor Lander, Administrative Municipal Judge

Jill A. Jordan, P.E., Assistant City Manager

A.C. Gonzalez, Assistant City Manager

Forest E. Turner, Assistant City Manager

Jeanne Chipperfield, Chief Financial Officer

Helena Stevens-Thompson, Assistant to the City Manager Mayor/City Council



Police Women of the Dallas Police Department

Dallas Police Department
September 7, 2010



Police Women of Dallas

- The series is produced by Relativity REAL and will air in the Fall of 2010 on The Learning Channel (TLC)
 - Follow and document five female officers with the Dallas Police Department (DPD)
 - Includes the officers' lives on-duty and off-duty

Benefits

- Potential recruitment of qualified women to become Dallas Police Officers
- Shows Dallas Police Officers in the City of Dallas in a positive way throughout the country and Canada
- Revenue of 50 TV crew members for over two months
 - Hotels, restaurants, cars, etc

Cities from Previous Seasons

- Season 1 - Broward Sheriff's Office, Broward County, FL
- Season 2 - Maricopa County Sheriff's Office, Maricopa County, AZ
- Season 3 - Memphis Police Department, Memphis, TN

Initial Process

- Fall 2009
 - Producers from Relativity REAL approached Media Relations with a proposal for “Women of the Dallas Police Department”
 - Chief Kunkle gave approval
 - Casting call permit was obtained
 - Media Relations extended an invitation to all female DPD officers
 - Fifty female officers expressed their interest and the list of officers was given to the producers

The Casting Process

- Producers spent a week in Dallas meeting a number of DPD female officers
- Producers filmed individual interviews with only a selected few
- Interviews were sent to The Learning Channel (TLC) for final selection
- TLC selected 5 officers to participate in the series

The Agreement

- An Agreement between Relativity REAL and DPD was entered on March 31, 2010
 - Signed by the Chief of Police, the Assistant City Attorney, and the Assistant City Manager
- The City reserves the right to require the Producer to immediately stop any and all operations if DPD determines that continued filming will endanger the safety of DPD officers and/or citizens, reveal confidential information, and/or violate the law or DPD policies
- Chief of Police or designee will receive “rough copy” of each show
 - Five (5) days to review and request changes to ensure integrity of the Department
- DPD may terminate on 45 days notice if an episode portrays us in a derogatory manner

Filming and Airing

- Filming began July 25, 2010
 - 2 officers from Northeast
 - 1 officer from Northwest
 - 1 officer from Southeast
 - 1 officer from South Central
- Filming will last approximately 6 to 8 weeks
- Editing will begin after filming
- Shows will air on The Learning Channel (TLC) in the Fall 2010

About TLC



TLC's innovative docu-series and reality-based programming include favorites Jon & Kate Plus 8, Little People, Big World, What Not to Wear, 18 Kids and Counting, Say Yes to the Dress, and LA Ink. TLC added to its menu of programming with Cake Boss and Ultimate Cake Off, and continues to expand into the food genre. TLC's daytime lineup includes the Emmy Award-winning A Baby Story. The channel is available in more than 98 million homes in the US, nearly 8 million homes in Canada and through the website at www.tlc.com. TLC is part of Discovery Communications (NASDAQ: DISCA, DISCB, DISCK), the world's number one nonfiction media company reaching more than 1.5 billion cumulative subscribers in over 170 countries.

Questions?