

Recommended ShotSpotter SecureCampus University Notification of Live-Fire Test

The template below is intended to be used to communicate to the university community that a live-fire test is scheduled and about to be conducted.

ShotSpotter PR Contacts:

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Communication Recommendations

Regarding notification of the live-fire test, most of our customers put out an advisory to their university community to alert them that a test will take place. It can vary and range from an email to the campus community, paper leaflets on telephone poles, and perhaps, an advisory on your university's home webpage.

The notice should be generic, not indicating information about sensors and precise ShotSpotter SecureCampus coverage area locations, thereby keeping the integrity and confidentiality of the system intact.

Important Note: ShotSpotter does not advise doing a press release or press advisory prior to the live fire test as the media may use it as a media invitation and turn this into a press event. However, we understand the media may become aware of the test, and choose to cover it. If they do, please advise them about the live-fire test and that the system is not considered live until it is fully tested and approved by the university and by ShotSpotter. Do your best to not have the media present for a live-fire test. It should be treated as an internal police activity and not open for media.

Communication Timing

ShotSpotter suggests informing the university community about 2-4 days in advance of the actual SecureCampus live-fire test.

Communication Content/Template for Email to University Community

On <date>, at <time>, the <university name> Police Department will be conducting a live-fire test of the ShotSpotter SecureCampus gunshot detection service recently brought to the <university name> campus. The purpose of the test is to verify all SecureCampus systems are operating as expected and guide any final adjustments before activating the service. The SecureCampus service is not considered live and operational until the successful completion of the live fire test.

<university name> Police will be onsite at all test locations to ensure conditions for testing are safe. The controlled tests will consist of a sequence of gunshots fired at close range into a bullet trap. No bullets will be fired into the air and there is no danger to the public.

ShotSpotter SecureCampus uses a wide-area network of acoustic sensors to detect when a gun is fired and then precisely and quickly pinpoints the location of the gunfire. In less than a minute, campus security, police officers and 911 dispatchers are notified of the fully qualified and validated gunfire incidents, even if no one calls 911 – although the community is always encouraged to report sounds of gunfire.

By quickly notifying first responders in the unlikely event of gunfire, SecureCampus helps speed that response with precise information in order to save lives – much like a fire alarm.

ShotSpotter SecureCampus is one of several cutting edge technologies the <university name> is employing to ensure the safety and security of our students, faculty, staff and surrounding community. For more information, please contact <university contact info.>