

ARRESTING TV IS HERE!

book it to recruit, train & entertain



law enforcement & the motorola teleplayer system

There has never been a more trying time for a police officer. A vast segment of society misunderstands and often mistrusts police methods. And it's really a shame, for this confusion is greatest among the young, the new leaders of our society, and the socio-economically depressed, those who see hopelessness as their future.

We know that to the man, the police chiefs we've talked with are concerned about the role of their officers in these volatile times. They're also concerned that society doesn't think of their men only in terms of head-busting, ticket-giving cops.

Part of the answer, the part where we at Motorola can help, is putting the Motorola Teleplayer System to work in developing a greater understanding and rapport with individual officers and the community they protect.

You might think of our Teleplayer system in terms of the new vehicle for communicating with the young, for developing a new posture in community relations, for inspiring the well-qualified man and woman to begin a career in law enforcement, and for improving the knowledge level of every person already dedicated to the concept that law enforcement is a vital and changing need in our society.

COMMUNITY RELATIONS





COMMUNITY RELATIONS

the need for understanding

Racial and ethnic tensions, poverty, ignorance, fear, lead to misunderstanding and distrust. The frustration, violence and hatred bred by these problems fall on the most visible symbols of our social order . . . the police.

One way to help turn fear of the uniform into reassurance and friendliness is through informing and educating. The Motorola Teleplayer System brings you the means. Besides being used for training and recruiting, the Motorola Teleprogram Center offers a wide variety of championship sports and blue ribbon entertainment in cartridge form. There are programs to show the dangers of drugs and alcohol in a believable way. Still others show how it is possible to live together without prejudice and fear. The programs don't preach . . . they merely present the facts in such a way that a persuasive and positive conclusion can be reached. And they reach out with visual impact.

Imagine how a crowd of young people would respond to this renewed showing of attention and care when a Motorola Teleplayer System is playing a great sports film at a local store-front community service center or a PAL meeting.

What department wouldn't want to offer such a warm hand if there was even the slightest chance the community would reach out for it?





TRAINING & RECRUITING



TRAINING & RECRUITING

the need for professionalism

As a progressive police chief, you're probably as actively involved with the training of your men as you are with the day-to-day operation of your department. The selection, education and training of young men and women to be good officers depends on how you define their role. If you're fortunate enough to be in a large department, chances are you have access to professional training help and audio-visual aids. Perhaps even a police academy. But what if you don't? And what if you don't have the budget, or can't spare the manpower to shuttle people to a distant academy?

That's where the Motorola Teleplayer System comes in. It puts in your hands the ability to reach out for the bits and pieces of police experience which have been condensed and organized into realistic and relevant courses of study. You can train the individual at the precinct, or in his home, at the rate which he can assimilate and learn.

In the Motorola Teleprogram Center you'll find video cartridges on the techniques necessary to take a rookie to a sergeant; then on to management and motivation cartridges for his promotion to an officer, and you have the advantage of selecting scores of culturally enriching cartridges for further self improvement. In short, you can bring the best of the police academy and the university into your department at tuition you can afford.



the motorola teleplayer system, complete with arresting programs to recruit, train & entertain your community

Motorola gives you a whole television network in one neat package. You get a Motorola Teleplayer unit that telecasts programs through either multiple or individual TV sets. Just drop a program cartridge into the Teleplayer unit and press a button.

Your starting lineup contains a wide array of programs...programs to train your whole force... programs to show senior officers how to become more effective managers...programs to develop and improve relations between your force and the community you protect...and many more. They're all in compact EVR cartridges and telecasting them couldn't be easier.

You can simultaneously telecast to several TV receivers in remote locations, or maybe you prefer solo instruction for the officer on his own time. Pushbutton instant-replay and freeze-action give the instructor total control of program material... he can inject his own thoughts at any time.

In addition to the start-up package, you'll have frequent opportunities to refresh your program schedule with new cartridges which will be offered by the Motorola Teleprogram Center.

Find out all about the Motorola law enforcement TV package now. Your Motorola Account Executive can give you complete details.





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training & recruiting programs

This series of unique and professional training films is available in the EVR format exclusively from the Motorola Teleprogram Center. The 19 films, and a Motorola Teleplayer, are offered for delivery at \$2995. Orders are being accepted and filled at this time with delivery scheduled for 90 days after acceptance of order.

Law of Arrest

Arrest is the first topic covered in this law enforcement series because it is the starting point of the criminal process. A good arrest lays the foundation for a successful prosecution. A bad arrest will often allow a guilty defendant to go free because of its far-reaching effects in rendering evidence inadmissible at a trial.

Search and Seizure A police officer is concerned primarily with those searches that take place incident to an arrest. Patrolmen are not often called upon to use a search warrant. This activity is usually a function of the detective branch of the department. All police personnel, however, should be familiar with the area of search and seizure. If the officer should make a mistake anywhere along the line in his sworn affidavits, in the way the search is conducted, etc.—the suspect may go free because of a procedural error, and a serious miscarriage of justice will have taken place.

Community Relations Community relations is one of the most delicate subjects in police work today. The problems that arise in this area touch the most sensitive nerves of both the public and of our own law enforcement organizations. The difficulties are compounded by the fact that every community is different. The primary purpose of the program is to stimulate departments to develop the kinds of programs most productive in their own community. Emphasis is placed upon the police officer's personal knowledge of local conditions.

Scientific Aids Science is one of law enforcement's most potent weapons. It gives police officers the flexibility necessary to cope with a rising crime rate and the great sophistication of today's criminals. The program covers the areas of urgent communication, structural changes in the physical environment of the community, the processing of reports, information centers, etc.

Crowd Control and Civil Disorder Law enforcement agencies should be trained to handle all kinds of crowds and to control them whether they are hostile or friendly. The program covers types of demonstrations, what to do if you are first on the scene of an unusual occurrence, the do's and don't's of crowd control, intelligence functions, communications, snipers, etc.

Traffic Accident investigation The traffic accident investigator must play a variety of roles: police officer, traffic engineer, scientist, doctor and attorney. Training provides him with the basic investigative tools of his profession and experience teaches him to use these tools skillfully. The program material offers sufficient information to adapt the methods and procedures recommended to local ordinances.

Juvenile Law Juvenile delinquency is, perhaps, the most serious crime problem in our country today. The program deals with the juvenile court system, the discretionary powers of the police officer and information designed to promote a deeper understanding of the changing legal and social questions involved in the area of juvenile delinquency.

Drug Abuse The instructor in this program is Richard Callahan, Regional Director, Bureau of Narcotics and Dangerous Drugs, Boston, Massachusetts. His presentation is designed to promote an understanding of the effects, of the physical and psychological dependence that may result from addiction. He also includes identification of the drugs in the language of the user so that the police officer may recognize references to narcotics in the jargon of the street. This is an excellent presentation made up of straight forward and exceedingly helpful information.

Organized Crime In a very broad sense, the term "Organized Crime" may include criminal organizations in a great variety of sizes and types of unlawful activities. This program outlines the various major institutions of our society that come into contact with organized crime.

Emphasis is also given to the importance of testimony by police and citizens as witnesses.

Policeman as a Witness The duties of a police officer do not end with the arrest of a suspect and his booking at the station house. Policemen are frequently called upon to testify at the trial of the accused. Oftentimes, the officer will be the prosecution's most important witness. Proper training will make him more certain of himself and more objective in what he says. This program explores the policeman's role as a witness in considerable detail.

Report Writing This program covers the basic purposes of report writing, and breaks down into the type of reports, statistical information, descriptions, and recommendations for a Uniform Report System. This is one of the most useful programs in this law enforcement series and one that has more direct benefits to the officer and his department than possibly any other in the series.

community entertainment & championship sports programs

Help turn fear of the sight of a uniform into reassurance and friendliness with color entertainment programs from the Motorola Teleprogram Center. Select cartridges from this menu of blue ribbon entertainment and championship sports. Orders are being accepted and filled at this time with delivery scheduled for 90 days after acceptance of order.

FOOTBALL FOLLIES The humorous side of pro football captured in slow motion with appropriate sound effects and music. **\$197**

1969 JETS-COLTS SUPER BOWL More than just the game. A stirring story of a young quarterback, Joe Namath fighting to make his team rise to the Baltimore Colts led by the veteran Johnny Unitas. **\$196**

MARCIANO-CLAY Computerized Prize Fight—Pre-fight report and rounds 1 thru 3.

The fight long awaited by sports fans everywhere. Every blow of every fight in the history of Rocky Marciano and Cassius Clay (Muhammed Ali) was fed into a computer and the results programmed to determine a mythical champion. Marciano and Clay then met in the ring and fought the fight as outlined by the computer. The results and surprising finish is one of the most exciting moments in sports. 70 minutes of action.

MARCIANO-CLAY Computerized Fight Rounds 4-9 **\$196**

MARCIANO-CLAY—Rounds 10 through 15. **\$196**

WILD WHISPER The remarkable story of the second generation of turbine powered racing cars to invade the traditional precincts of Indianapolis Motor Speedway. The Turbo Wedge cars, four in number, were designed and built in England by the famous Colin Chapman with the help and cooperation of Turbocar experts from the STP Racing Team. A fifth Turbocar also appeared at Indianapolis, as a rebodied version of the world's first successful turbine racer, the famous car #40 that Parnelli Jones used to dominate the 1967 race. **\$125**

BAHAMA 500 The annual powerboat race around the Bahama Islands. A stern test of men and machines. Exciting action in a grueling race. **\$135**

THE QUIET REVOLUTION The research and development of Andy Granatelli's turbine racing car. Scenes of testing of the various components are included as well as actual driving sequences on the Indianapolis Speedway track. \$135

THE RACER'S EDGE A detailed story of famous figures in auto racing thru the years. The film relates the agonizing story of the Granatelli team effort to win the Indianapolis 500, the biggest of all racing events, over a period of 23 years. \$135

WALT'S WORKSHOP Recognized as the best of the "do-it-yourself" film series which shows-and-tells how to make cabinets, pave driveways, layout stairs and develop many other skills. Ideally suited for your high school vocational department, the series is made up of 39 separate black-and-white film subjects, combined two per cartridge, for a total running time of 50 minutes per cartridge. Also included in the package are plans and diagrams for each project, and promotion materials for local distribution. Full series (39 titles) \$2,925.00

Individual 2-title cartridges \$150 each

A MOVEABLE SCENE A serious and dramatic look at some of today's young people and their use of hallucinogenic drugs. Includes quick visits to the hippies' favorite meeting grounds in San Francisco, New Orleans, and New York. In addition the camera explores the drug scene in London, Europe, the Middle East and the high Himalayas. Narrated by Robert Mitchum. \$85

FLOWERS OF DARKNESS Paul Newman traces the history of opium to the present day use of heroin, the most destructive and highest priced commodity in the world. Examines Asian usage, looks at the methods and procedures of organized crime trafficking the drug to U.S. and portrays its toll on the streets of America. Addicts in this country talk about their compulsion for drugs and experts describe methods of combatting the problem. \$85

BRIDGE FROM NOPLACE Rod Steiger examines the present status of treatment for drug addiction, rehabilitation of addicts, and promising research projects. \$85

GETTING THROUGH Burt Lancaster is featured in this film which poses some troublesome questions about cigarette smoking: why young people start smoking and what factors are responsible for their decision. Scenes are shown from the "smoky world" which surrounds teenagers today, and smoking is explored as a complex paradox of our society. (black and white only) \$36.45

IS IT ALWAYS RIGHT TO BE RIGHT? Orson Welles familiar voice says, "There once was a land where men were always right"—so begins this fast moving "parable" that highlights the centers of decisiveness in our society—the generation gap, war, poverty, race. All are lifted up and sharply focused in this unique film that interlaces animated and live action sequences. Ends on a note of challenge and hope. A new film sure to be a multiple award winner. \$80