



Brian P. Gill
Chief of Police

AYER POLICE DEPARTMENT

54 Park Street · Ayer, Massachusetts 01432-1161
Tel. (978) 772-8200 · Fax (978) 772-8202



Jennifer D. Bigelow
Deputy Chief of Police

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TOWN OF AYER
TOWN CLERK

Ayer Cable Advisory Committee
Ayer Town Hall
1 Main St.
Ayer, MA 01432

January 17, 2023

RE: Importance of Public Access Television to the Ayer Police Department

Dear Ayer Cable Advisory Committee,

I am writing to you to highlight how important Ayer Public Access Television has been to the Ayer Police Department over the years.

From an administrative standpoint, being able to review the discussion of recorded public meetings has been invaluable to us. Though we try and attend many of meetings, it is always good to know that most meetings are recorded and accessible whenever necessary. It has been a great tool for us at the Ayer Police Department to keep up with current events in Town.

Successful police organizations utilize many ways to engage with the people that they serve. Over the last couple of years, we have been using the Ayer Public Access Television to engage our citizens in ways that are remarkably different from our social media efforts. The School Resource Officer made several PSA type messages, to help the school community understand the roles of the SRO and important safety messages. We also began utilizing Ayer Public Access Television to help tell our story, beginning with "*The Ayer Police Show: History of Policing*" and in producing an Opioid awareness program.

I look forward to the continued use of Ayer Public Access Television to help connect with our citizens and to stay informed in Town matters. I anticipate that the Ayer Public Access Television will not only maintain its current level of service to the Department and Town but improve upon it with the requested funding.

Sincerely,

Brian P. Gill
Chief of Police