

## CASE STUDY

# San Diego, CA Police Protest Communications

## Situation

In May 2016, presidential candidate Donald Trump announced he was coming to San Diego for a rally. Trump events in other California cities had experienced civil unrest and violent protests that required a large response from local law enforcement agencies.



## Problem

The extreme crowd and background noise at many of the Trump protests rendered police bullhorns and vehicle P.A. systems ineffective in communicating law enforcement's warnings and commands to protesters.

Traditional police communication methods, including shout-outs, bullhorns, and vehicle P.A. systems, can't be clearly heard or understood over the cacophony of raucous and violent crowds.



## Solution

The San Diego Police Department (SDPD) deployed an **LRAD** system to broadcast, highly intelligible, multi-language warnings and commands to protesters. San Diego and the SDPD experienced far fewer incidents, arrests, and property damage from Trump protests than other California cities.

*"With the use of your **LRAD** device, we were able to provide the crowd with clear and audible announcements on an unlawful assembly, orders of dispersal, and direction of travel. Your device provided us the ability to make clear and understandable announcements to all areas of the assembled crowd thus fulfilling our legal requirements prior to enforcement action. Your device's ability to project the sound from a distance also provided our operators with a margin of safety not available from other crowd communication devices."*

Lt. Christian Sharp, SDPD Northeastern Division





## Protective Communications

### LRAD

**LRAD** is the Communication System of Choice for law enforcement, public safety, and defense departments around the world. Unlike bullhorns and vehicle PA systems that disperse sound in all directions, LRAD's proprietary audio technology focuses sound in a 30° beam while substantially reducing sound levels behind the device and in surrounding areas.

**Long Range Acoustic Devices** are saving lives during everyday duties and escalated risk operations. Offered by Genasys, ensure your department has LRAD's essential clear communication capabilities

### EVERTEL

**Genasys Evertel** provides secure, real-time communication and collaboration, addressing the strictest requirements of public safety agencies, hospitals, financial services, and secure business communications. With security at its core, Evertel ensures the integrity and reliability of every message, offering a robust platform for both internal and external communication and collaboration.

Unify your organization and facilitate smooth collaboration with external organizations through real-time communication. Drive compliance, including CJIS, FOIA and HIPAA, with record retention policies so your agencies or personnel can communicate in confidence.



*"**LRAD** is a game changer for communication between the police and the public. If we can effectively communicate, we reduce the chances of anybody getting hurt."*

- Sgt. J.E. Armstrong, Greensboro, NC PD

*"When you're on **Genasys Evertel**, you're able to push out updates in real time. To me, that is the value proposition and is worth its weight in gold. It's very cost effective for our team and city."*

- Christopher Cook, Police Chief, White Settlement, TX

## Genasys

### Global Provider of Protective Communications Solutions

Protecting people and saving lives for over 40 years, Genasys Protect covers more than 155 Million people in over 100 countries worldwide



LRAD products are available for purchase through multiple channels including: DLA TLS SOE, GSA Advantage, Federal and State grants, FEMA Authorized Equipment List (AEL), and others. More information: [sales@genasys.com](mailto:sales@genasys.com)

**GENASYS.COM**

© GENASYS INC



REQUEST A  
**DEMO**

