

From the Sheriff's Desk . . .

by Jeff Dickerson, Sheriff
Columbia County



Image is Important

"Perception is reality," is the mantra in many different circles in our society these days. At its core, the phrase is saying that what people perceive about something is as good as reality, because they act on that perception as if it was true.

This is why advertising companies spend billions of dollars each year pumping up the images of the products they are selling.

They build perceptions of products and hope that perception cre-

ates enough interest to buy.

Governments also get into the act: Remember the slogan campaign fostered by the public employees in Portland who were caught drawing a paycheck without earning it? The city took corrective action, but couldn't get rid of the bad publicity without countering with their own perception campaign: "Portland – the city that works." The slogan serves as a reminder to employees that they have a reputation to uphold, and to citizens that the city is working to ensure [that] their scarce tax resources are not wasted on lazy workers.

When we went about the process of changing the image of the sheriff's office, we wanted our deputies to have improved perceptions of their jobs and the ability they have to be proactive prob-

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Police/Court Abbreviations

Abbreviations: A&D, Alcohol & Drug; DUII, Driving Under the Influence of Intoxicants; BUII, Boating Under the Influence of Intoxicants; CCSO, Columbia County Sheriff's Office; DWS, Driving While License is Suspended; MIP, Minor In Possession of Intoxicants; MVA, Motor Vehicle Accident; PCS, Possession of Controlled Substance; ODL, Oregon Driver License; FTA, Failure to Appear in Court; NTSI, National Traffic Safety Institute; DA, District Attorney; VIP, Victim Impact Panel; FF&A, Fines, Fees and Assessments.

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