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911MEDIA Launches Redesigned Website for the Peace Officers Research Association of California

Sacramento, California, June 25, 2015 — The members of California’s largest law enforcement organization now have a new and improved way to connect at www.PORAC.org. Designed and developed by 911MEDIA, the comprehensive website redesign for the Peace Officers Research Association of California (PORAC) was launched on June 17 with an updated look, expanded content and enhanced features to better serve members and provide a voice for law enforcement on a statewide and national scale.

“Thanks to the help and expert technical guidance of our publishing partner, 911MEDIA, our organization now has a fresh and bold face on the Internet,” states PORAC President Mike Durant. “The new PORAC.org will keep members informed about our important efforts on their behalf, while also sharing our expertise on public safety issues with community members and policymakers.”

The reimagined website features a contemporary responsive design with streamlined navigation to help users find information quickly and easily, across a range of screen sizes and devices. A single click leads directly to a member dashboard that consolidates relevant content in one convenient location, offering upcoming meetings and events, member benefits, online issues of the *PORAC Law Enforcement News* magazine, communications from PORAC leadership and a portal to the online membership system. Other highlights include a directory of employment opportunities, updates on PORAC’s legislative advocacy, a training calendar, and the latest association and law enforcement news.

“As the word ‘research’ in its name implies, PORAC delivers a vast amount of resources to its thousands of members, as well as anyone seeking information about law enforcement issues,” says 911MEDIA President Mark Deitch. “It was hugely important to PORAC and 911MEDIA that the updated website reflect the important role that police serve in the community while also providing ready access to benefits and services for association members. By working closely together, our teams were able to present a wealth of material in a highly organized, user friendly and visually appealing way.”

About PORAC

The Peace Officers Research Association of California (PORAC) was incorporated in 1953 as a professional federation of local, state and federal law enforcement agencies. Today, PORAC represents over 67,000 public safety members and over 915 associations, making it the largest law enforcement organization in California and the largest statewide association in the nation.

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