

The San Diego Police Department

MEDIA SERVICES UNIT

OPERATIONS MANUAL

Revised April 2024



MEDIA SERVICES OPERATIONS MANUAL

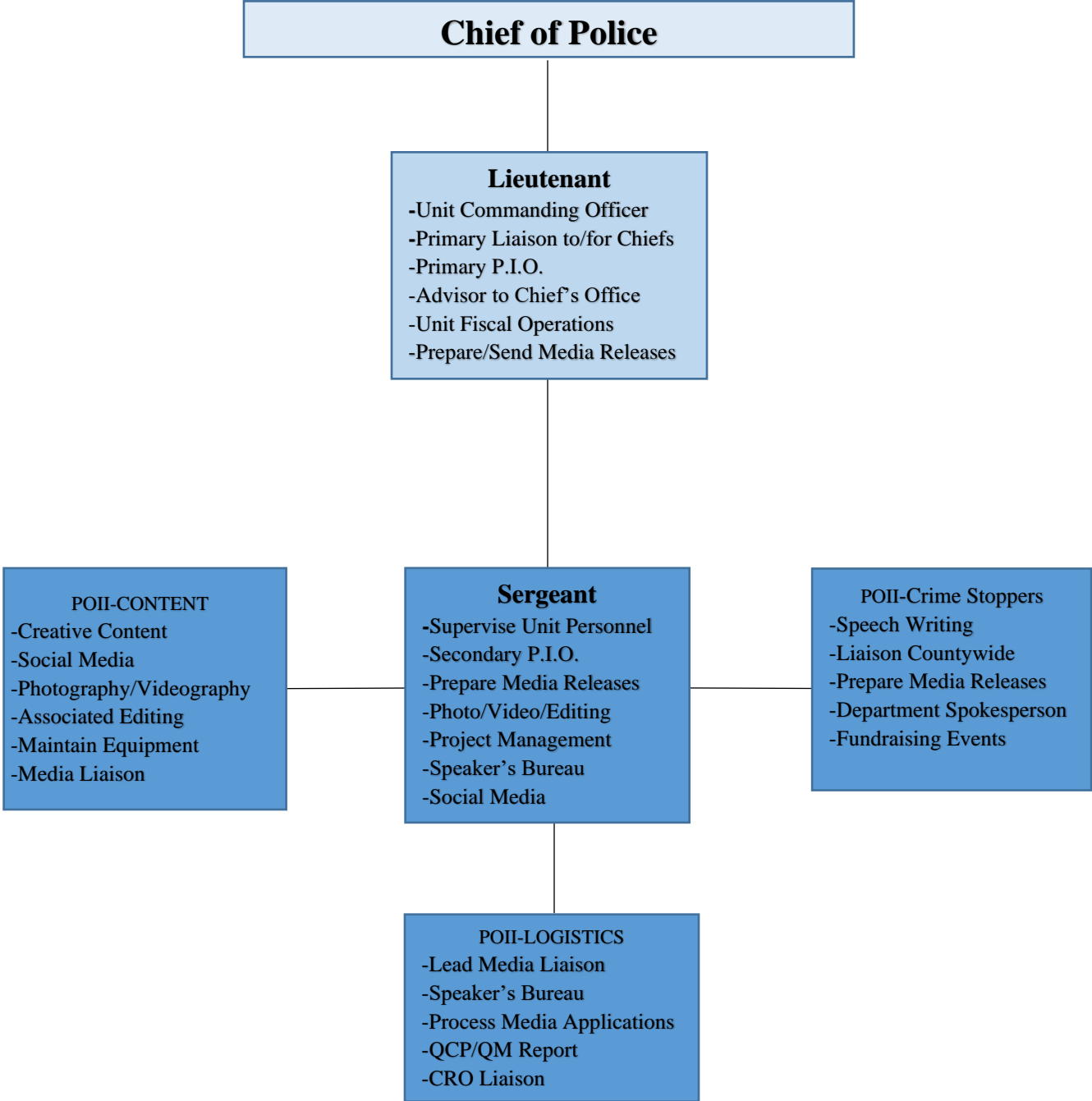
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ORGANIZATION CHART SAN DIEGO POLICE DEPARTMENT



SECTION I

INTRODUCTION

The Media Services Unit (MSU) is responsible for the timely coordination and dissemination of information to the public, the media, and other law enforcement and governmental agencies; training and coordination amongst community relations officers throughout the department; promoting the positive image of the department via social media channels; video production for the department; and maintaining the Crime Stoppers program.

This Operations Manual has been developed to provide a uniform set of policies, procedures, standards, and guidelines under which the Media Services Unit will operate. This document conveys the same authority as other Department rules, regulations, policies, and procedures. Compliance with its standards is required of all personnel assigned to the Media Services Unit.

The members of the Media Services Unit are a team and are expected to work as such. Members of the Media Services Unit are expected to learn the minimum basic skills to perform the all jobs within the unit to ensure the unit continues to function in the absence of any one member.

GOAL STATEMENT

It is the goal of the Media Services Unit to ensure that timely and accurate information is provided to members of the media, community, and other agencies. This information will best reflect the position and standards of the Department, whether it is shared via interview, press release, other document, or social media.

The MSU will provide the highest level of customer service to Department personnel, the media, the general public, and other entities that may request its assistance. The Unit will perform its responsibilities in a timely, impartial, and lawful manner.

Media Services personnel will adhere to existing Department policies and procedures, as well as all local, state and federal laws governing the release of information to the public.

SECTION II

POSITIONS/RESPONSIBILITIES

MEDIA SERVICES LIEUTENANT

DESCRIPTION

This position is responsible for the administrative operation of the Media Services Unit. They report directly to the Chief of Police and is the Public Information Officer for the department.

FUNCTIONAL DUTIES

The lieutenant is responsible for the following:

- Review and approve all Media Services policies and procedures. This includes the review and revision of those Department policies and procedures related to the dissemination of information to the public and media, as well as those governing the issuance of media credentials and vehicle placards.
- Prepare media advisories and news releases for dissemination to the public and media. This includes coordinating with other agencies when incidents or cases have overlapping jurisdictions.
- Is the primary Public Information Officer in any call-out situations.
- Maintain liaison with local, national and international media outlets.
- Is the primary administrator of social media, including overseeing all Department social media platforms.
- Approve and sign all Department correspondence on behalf of the Media Services Unit.
- Advise superiors of significant media-related issues.

- Represent the Department before the media, when appropriate. In instances where the Department's message is delivered by another member, the Lieutenant coordinates the delivery of the message to the media.
- Participate, as requested, in departmental task forces and committees.
- Write and provide voice and on-air interviews/statements for video productions, as needed.
- Write speeches and other material for Chief Officers, as needed.
- Control expenditures and coordinate with personnel from Fiscal Operations to ensure that equipment is maintained and necessary purchases are handled appropriately.
- Maintain liaison between the Department and other departments within the City, as well other law enforcement agencies.
- Perform other duties as requested by the Chief's Office.

MEDIA SERVICES SERGEANT

DESCRIPTION

This position is responsible for the operations of the Media Services Unit. they report directly to the Media Services Lieutenant.

FUNCTIONAL DUTIES

The sergeant is responsible for the following:

- Provide direct supervision to the various coordinators and volunteers in the unit, sworn and civilian personnel, including conducting performance evaluations and required inspections.
- Help prepare media advisories and news releases for dissemination to the public and media. This includes coordinating with other agencies when incidents or cases have overlapping jurisdictions.

- Is the secondary Public Information Officer in a call-out situation.
- Maintain liaison with local, national and international media outlets.
- Is the secondary administrator of all Department social media platforms.
- Photography, videography, and associated editing of media products for distribution via the Department's website or Social Media page(s).
- Write and provide voice and on-air interviews/statements for video productions, as needed.
- Is an administrator of content and update of the San Diego Police Department's webpage at www.sandiego.gov/police.
- Advise superiors of significant media-related issues.
- Represent the Department before the media, when appropriate.
- Participate, as requested, in departmental task forces and committees.
- Write speeches and other material for chief officers, as needed.
- Maintain liaison between the Department and other departments within the City, as well other law enforcement agencies.
- Maintain the coordination of monthly training meetings amongst the Community Relations Officers throughout the department.

Performs other duties that may be requested by the lieutenant or others in the chain of command.

MEDIA INFORMATION OFFICER-LOGISTICS

DESCRIPTION

This position is responsible for the daily release of appropriate information to the media, performs necessary office functions, and is the back-up to the Social Media Coordinator.

FUNCTIONAL DUTIES

- Researches newsworthy incidents involving the Department and responds to media inquiries regarding matters related to the Department or public safety issues.
- Releases appropriate, verified incident information to the media.
- Helps prepare media advisories and news releases for dissemination to the public and media. This includes coordinating with other agencies when incidents or cases have overlapping jurisdictions.
- Coordinates the issuance of media identification cards and media vehicle placards based on Department guidelines.
- Coordinates the scheduling of Speaker Bureau volunteers and events.
- Manages the San Diego Police Department's webpage at www.sandiego.gov/police.
- Assist with media production to include behind the scenes operations.
- Unit's field liaison at critical incidents not requiring a call-out. Will be responsible for providing nearly real-time updates at critical incidents on an appropriate Department social media page.
- Responds to call-outs, as requested.
- Assists the Media Services Unit as needed.

CONTENT CREATION COORDINATOR

DESCRIPTION

This position is responsible for the daily release of appropriate information to the public via the Department's various social media outlets and development of social media content, photography/video production, and manages the content on the public website for www.sandiego.gov/police.

FUNCTIONAL DUTIES

- Maintains and coordinates various Department social media sites, such as Facebook, Instagram, Twitter, YouTube, Nextdoor.com, and online sites related to the Department.
- Updates Department social media resources in a timely manner with content aligned with the Department's Vision, Values and Mission Statement.
- Photography, videography, and associated editing of media products for distribution via the Department's website and all Department social media platforms.
- Writes and provides voice and on-air interviews/statements for video productions, as needed.
- Forwards information from citizens received through social media venues to appropriate investigative units and refers complaints received to the appropriate source.
- Performs as a moderator for the suitability of content contained within the sites and ensures the proper application of behavior and commenting by the public within the sites, in keeping with best practices and current legal challenges.
- Develops positive stories and provides photography and video content regarding department personnel and activities for dissemination on social media and elsewhere as needed.
- Assists the Media Services Unit as needed.

CRIME STOPPERS COORDINATOR

DESCRIPTION

This position manages the operation of the Crime Stoppers office and acts as liaison with all San Diego County law enforcement agencies and the Crime Stoppers Board of Directors. The Crime Stoppers program consists of one coordinator from the San Diego Police Department and one coordinator from the San Diego County Sheriff's Department.

FUNCTIONAL DUTIES

- Enforces department rules, regulations, policies and procedures. They compile monthly statistical data (telephone statistics, reward sheet information, statistics from program inception, etc.) and makes reward recommendations to the Crime Stoppers Board of Directors at the monthly board meetings. They facilitates all informant/tipster rewards/payouts.
- Performs spokesperson duties for the Crime Stoppers Program and gives presentations to law enforcement agencies, community groups, schools, etc. They are responsible for giving media interviews, writing and distributing press releases to all media outlets and making public appearances on behalf of Crime Stoppers, the San Diego Police Department and any other law enforcement agency in the county.
- Works with representatives from all law enforcement agencies in San Diego County to help solve crime and capture fugitives. They must establish and maintain a positive working relationship with investigators. They must follow-up with the case detectives to either assist in the investigation or facilitate positive dispositions for monthly reward/payout recommendations. They also work closely with victims or victim families to handle increased restricted rewards or other community events, such as candle light vigils.
- Assists with managing information received from the tip line.
- Oversees the case information and ensures distribution to the appropriate law enforcement agency or unit. They must follow-up on tips over 90 days old that have not been given a disposition.

- Attends all monthly Crime Stoppers Board meetings. They must present the monthly reward recommendations to the Board of Directors on all canceled cases (positive tips).
- Works with the Crime Stoppers Board of Directors on all annual fundraisers.
- Assists with other projects as needed. They must serve on committees and attend regular meetings (Marketing, Students Speaking Out, Victim Assistance Coordinating Counsel, etc.) sponsored by Crime Stoppers.
- Oversees the weekly media “Fugitive of the Week” program.
- Manages the Crime Stoppers website.
- Manages the Tipsoft Crime Stoppers software and must be trained on its operation and use.
- Assists the Media Services Unit as needed.

SECTION III

GENERAL INFORMATION

DUTY HOURS

1. Daily
 - A. One officer will work mainly in the Media Services Unit office and along with the unit Sergeant will generally work between 0600-1600 hours, Monday through Friday. Hours may vary and individual employees may have different schedules based on the needs of the Unit and the Department.
 - B. Two officers will work 1400-2400 with offset days off to allow for 7 day a week 2nd Watch coverage.
2. All personnel are expected to be punctual when reporting for duty.

- A. Employees will contact their direct supervisor if they will be delayed.
- B. Employees will contact their direct supervisor when calling in sick or otherwise unable to report to work.

CORRESPONDENCE

Official correspondence from the Unit will be signed by the Lieutenant, unless they authorize a subordinate to do so. Drafts of letters or memos must be submitted to the Lieutenant for approval before dissemination.

STAND-BY DUTY

There is no stand-by/on-call duty roster for Media Services personnel. All non-exempt members of the Unit are subject to Call-back and corresponding overtime compensation, as any other Department Member pursuant to Department Procedure 1.20, IV, A and MOU Article 29. Members of the Unit shall not work uncompensated overtime.

CALL-BACK PROCEDURES

Media Services personnel may be called back to work by the Media Services Lieutenant, Media Services Sergeant, the Watch Commander, or any Department official at the rank of Captain or higher, including civilian equivalents.

TAKE-HOME VEHICLES

The Media Services Lieutenant is the only person in the Unit who is assigned a take-home vehicle. Other Department vehicles assigned to the Media Services Unit are not to be taken home by an employee unless approved in advance by the Lieutenant.

SUPPLEMENTAL VIDEO TEAM (SVT)

The Supplemental Video Team is a resource available to the Incident Commander during First Amendment Activity covered under procedure 4.17. The SVT will consist of personnel from the Media Services Unit. The objective will be to use video cameras to capture images, video, and audio recordings

to supplement information captured from officers' Body Worn Cameras (BWCs). The SVT will adhere to Department Procedure 3.26- Media Evidence Recovery and Impounding/Preserving Procedures.

SECTION IV

OFFICE ROUTINES

OFFICE BRIEFINGS AND COMMUNICATION

A Media Services staff meeting is held weekly and is mandatory for all personnel assigned to the Media Services Unit.

Emphasis is placed on the exchange of information between personnel within the unit and other department personnel. Other topics should include social media performance analysis, social media content development and scheduling as well as mid & long-term project planning.

BREAKS

Breaks should not exceed 20 minutes and should be coordinated to maintain minimum staffing and required levels of service in any individual unit at all times.

TELEPHONES

Incoming calls will be answered and handled in a prompt, polite and professional manner. All Unit personnel are responsible for customer service.

Outgoing calls should be business-related. Outgoing personal calls should be kept to a minimum and should be of short duration. Employees may be held responsible for any personal long-distance telephone expenses generated at their Department telephones.

Members shall adhere to Department Procedure 1.30-Press Release and Media Relations as it pertains to the release or non-release of information to the media. Media representatives requesting crime reports, arrest reports, or specific data shall be directed to submit their request via www.sandiego.nextrequest.com.

RADIO UNIT DESIGNATORS

| Title | Unit Designator |
|-----------------------------|-----------------|
| Lieutenant | 2650L |
| Sergeant | 2650S |
| Media Information Officer | 2650 |
| Social Media Coordinator(s) | 2651 & 2652 |
| Crime Stoppers Coordinator | 2653 |

PARKING

The assigned parking spaces for the Media Services Unit vehicle and the Crime Stoppers vehicle are on the P-1 level at Headquarters. Personal vehicles are not to be parked in spaces designated for Department vehicles, unless otherwise approved by the Lieutenant.

VACATIONS/TOS

Annual Leave will be honored in accordance with the Memoranda of Understanding negotiated by the bargaining organization (SDPOA or MEA) for the represented employee. As far as is practicable, employees should be permitted to schedule annual leave at times most acceptable to the employee.

SICK LEAVE

Sick leave will be honored in accordance with the Memoranda of Understanding negotiated by the bargaining organization (SDPOA or MEA) of the represented employee.

DRESS POLICY/GROOMING STANDARDS

While on duty, all personnel assigned to the Media Services Unit will adhere to dress and grooming standards that are appropriate for interacting with the public per Department Procedure 5.10

Sworn members shall wear the Class A or Class B uniform. Civilian members shall wear business attire.

With the approval of a supervisor in the unit, members may be authorized to wear comfortable, civilian attire while working on unit projects. The attire will be commensurate with the Member's role on the

project. The clothing will be suitable to interact with the public and shall not bring the unit or department into disrepute. No clothing with offensive language or images will be permitted.

Fridays have been designated as “business casual” days; employees’ clothing must be appropriate for the workplace and for interacting with the public. Employees may refer to the Uniform Specifications Manual for further clarification and guidance.

OFFICE SECURITY

Each employee should be familiar with station security procedures contained in Department Procedure 8.12, Station Security (Code 100), Police Facility Emergency Plans and Operational Conditions.

Whenever the unit office will be left unoccupied for an extended period, the door should be locked.

MORALE FUND

Is money raised by members of the unit for the purpose of enhancing the office work environment, building comradery, or purchasing equipment that would not normally be purchased by the Department.

The Morale Fund renews annually at the fiscal year. It requires a consensus of members of the unit to be enacted. The cost is \$5.00 per month per person, totaling \$60.00 per person, payable by August 31st. If any member of the unit does not pay by that date, the money will be returned to the paying members and this provision of the Morale Fund will be cancelled.

The Unit Sergeant is responsible for monthly audits of the morale fund. One witness in the unit must verify the funds.

Any equipment purchased using money from the morale fund belongs to the Media Services Unit. The purchase of equipment requires a simple majority of members to approve its purchase.

EQUIPMENT

Each Media Services Unit employee has been issued Department equipment as listed in Department Procedure 1.23-Department Equipment and Accountability.

Each employee is responsible for making certain that their equipment is in good working order and is available for periodic inspections, as outlined in Department Procedure 1.25, Inspections and Audits Protocol.

All members of the unit are responsible for the care and maintenance of unit equipment purchased by the City, Department, or San Diego Police Foundation, to include, but not limited to, cameras, lighting, tripods, microphones, etc.