

PUBLIC INFORMATION OFFICE



OPERATIONS MANUAL

FRESNO POLICE DEPARTMENT

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MISSION STATEMENT

The mission of the Fresno Police Department's Public Information Office is to provide a timely response to all media and citizen inquiries regarding our Agency, ensure information released meets both legal and Department standards, maintain a working knowledge of any current news items that may affect the Department or the law enforcement profession.

GOALS AND OBJECTIVES

Goals

1. Answer all media and citizen correspondence with the Department.
2. Advise staff of any current news items that are law enforcement-related.
3. Coordinate press conferences.

Objectives

Ensure calls to the PIO are answered as soon as possible or the caller is advised when they can expect the information requested. Additionally, ensure a timely response to all media calls and make every effort to return their calls within one hour.

Ensure information released to both the media and the public is in adherence to both legal and Department standards. (Policy 346, News Media Relations, and Policy 810, Release of Records and Information).

Prepare the on-site Department press conferences and provide the Chief or other Department representative with speaking points on the subject of the conference.

Respond to off-site press conferences and ensure the podium and equipment are made available. Additionally, provide the Department representative with speaking points on the subject.

ORGANIZATIONAL CHART



All Duties and Assignments are currently shared by all members assigned to the Public Information Office.

I. DUTIES

The Public Information Office is an adjunct assignment of the Administrative Lieutenant to the Chief, and is responsible for the following functions:

- (a) Enhancement of police/community (public) relations;
- (b) Department liaison with all media interests;
- (c) Preparation and distribution of news releases;
- (d) Preparation and coordination of news conferences;
- (e) On-scene coordination of media at major incidents;
- (f) Notification of the Fresno City Public Affairs Officer of major incidents or interviews other than routine field interviews as required by Admin. Order 6-20;
- (g) Clearinghouse for information requests from outside the Department; and
- (h) Other duties as directed by the Chief of Police.

In the field, the Day Field Commander is available to respond and coordinate the dissemination of information to the media during:

- (a) Officer-involved shootings;
- (b) Homicides where there is a need for media coordination;
- (c) Major chemical spills or other major hazards, especially those requiring evacuation;
- (d) Major tactical operations (drug lab raids, search warrant service, major drug arrests, etc.);
- (e) SWAT team operations;
- (f) Major aircraft accidents; and
- (g) Any other situation authorized by an area or field commander.

Responses will normally be restricted to day and swing shifts since those are the hours most likely to result in a media response.

Investigative Services Division (ISD) and other Department staff members will notify the Public Information Office, in advance when possible, of all police action likely to generate interest and/or inquiries from the media.

II. ASSIGNMENTS

Additionally, the daily assignments of the Public Information Office include:

1. Attend weekly staff meetings (currently held Mondays, 0800 hrs.).
2. Attend monthly Staff meetings (all staff invited, date as designated by Chief).
3. Arrange and attend Quarterly Media meeting (date as designated by Chief).
4. Read the local newspaper and review all the local newscasts and monitor media websites to ensure staff is aware if anything Department-related or law enforcement-related receives media attention.
5. Check crime reports for information releasable to media and redact, if necessary.
6. Witness Chief's media interviews and ensure all pertinent information is available for release.
7. Provide the media with copies of reports once they have been reviewed and redacted by the Legal Advisor.
8. Assist media by providing additional information regarding events heard on police scanner.
9. Direct the public to the proper Policing District when they would to speak with an officer, advise of criminal activity or register a police complaint within their living area.
10. Advise the City Public Affairs Officer of any news-related activity concerning the Department.
11. Take into consideration the daily deadlines of the media and attempt to provide all information requested in a timely manner.
12. Forward all citizen correspondence to the appropriate Department representative and ensure the citizen is re-contacted within 24 hours of the time they called.
13. Conduct an annual review of PIO duties and responsibilities. Ensure the PIO position remains consistent with Chief's expectations and the continuance of the unit is justified.