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| Subject: Public Information Officer | Page 1 of 1 |
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Section 1700.10 Public Information Officer

Policy

Recognizing the need to establish and maintain a positive and effective working relationship within the community, the Chief of Police maintains the official default function of the Public Information Officer. In the Chief's absence the Major shall assume the duties. The Chief of Police may designate one or more members of the Shively Police Department the duties of Public Information Officer on a temporary or permanent basis.

Duties of Public Information Officer (P.I.O.)

- Being available on a regular and continuing basis to convey information related to the Shively Police Department activity, and having such information available for release to news media on a timely basis.
- Being familiar with the news media organization and members of the working press, making contact with them regularly to explain programs of the Shively Police Department.
- Gathering and selecting photographs and information with related identifying facts for release to the public through the news media.
- Acting as a liaison between the Shively Police and news media representatives at the scenes of incidents or disasters.
- Speaking before civic, business and fraternal organizations, explaining Shively Police programs and encouraging public support for agency activities.
- Making service available to local school systems for assembly programs, classroom presentation and other related activities in the school systems at all grade levels.
- Developing programs which would meet the needs and inform officers of the Shively Police Department as to the ongoing programs within the agency.
- Promoting the agency image in general.
- The Public Information Officer shall inform the Chief of Police of any information from the public or news media that concerns this department.

Guidelines for working with the News Media

The following guidelines are designed to assist public information officers(s) in meeting their responsibility to the media:

- All felony and serious misdemeanor arrests may be reported to both written and electronic media.
- All personnel who are involved in unusual arrests, human-interest stories or other newsworthy activities should relay this information to supervisor or to the public information officer.
- Public information officer and all others who speak to or meet with any group should stress the full service police programs that the Shively Police Department is involved in.