

# CALIFORNIA HIGHWAY PATROL

## GENERAL ORDER 70.11

REVISED FEBRUARY 2025

### VIDEO AND GRAPHIC SERVICES

1. PURPOSE. The purpose of this General Order is to establish uniform procedures for requesting video and graphic services from the Community Outreach and Marketing Section (COMS).
  
2. POLICY. It is the policy of the CHP to provide video and graphic services to support departmental functions.
  
3. GENERAL.
  - a. Organization. Community Outreach and Marketing Section Video Production Unit (VPU) and Graphic Services Unit (GSU) serve the entire state. Commands are encouraged to utilize these professional services rather than committing local resources.
  
  - b. Definition of Services.
    - (1) The Video Production Unit handles video pre-production, production, and postproduction, and under certain circumstances, script preparation.
  
    - (2) The Graphic Services Unit handles field photography (of significant events), studio photography, studio portraits, web graphics, displays, event booths, vehicle wraps, and all manner of files intended for print.
  
4. PROCEDURES. The following procedures are required for all standard VPU and GSU project requests. To ensure adequate preparation and resource allocation, all requests related to events should be submitted no later than 30 days prior to event date. For expedited requests, approval must be obtained verbally from the COMS commander by calling the COMS main line at (916) 843-3210.
  - a. GSU Graphic Design Requests. Graphic design projects cannot be started without first submitting a Project Request Form (PRF). A PRF is completed through the CHP-COMS SharePoint page located [here](#) (see Annex A). The GSU does not provide printing services. Projects that require printing will need to be routed to the

Reproduction Unit (printing facility) at Headquarters along with a signed CHP 117, Reproduction Request (see Annex B).

b. GSU Photoshoot and Photograph Requests. Photography coverage of significant events must be requested by calling the GSU main line at (916) 309-6490. Examples of significant events are those that involve public officials, executive management, top management, the community, building construction, and natural disasters (such as fires, earthquakes, or floods). Digital copies or photo prints for office use can be requested by calling the GSU main line at (916) 309-6490. Frames for prints cannot be provided by GSU and must be purchased using the Procurement Card Program as outlined in Highway Patrol Manual (HPM) 11.2, Materials Management Manual, Chapter 3, Procurement Card Program.

c. GSU Studio Reservations and Portrait Requests. Portrait appointment requests must be made by calling the GSU main line at (916) 309-6490. Digital copies or photo prints of portraits for office use can be requested by calling the GSU main line at (916) 309-6490. Frames for prints cannot be provided by GSU and must be purchased using the Procurement Card Program as outlined in HPM 11.2, Chapter 3.

d. VPU Video Requests. Prior to submitting any VPU video request to COMS, the request shall be submitted and approved through channels by the Chief of the requesting Division and the Chief of the Departmental Affairs Division. All approved VPU requests shall be submitted by email at [COMSvideo@chp.ca.gov](mailto:COMSvideo@chp.ca.gov). The "Subject" line of the email should include the wording "Video Request" along with the name of the requesting command. The body of the email should include command contact information, a brief description of the project or services requested, and Division level approval(s). Additional inquiries may be directed to the VPU team by calling the VPU main line at (916) 309-6430.

## 5. RESTRICTIONS.

a. Copyrights. The use of copyrighted materials in the production of graphic artwork, photographs, and audio-visual programs, without permission of the copyright owner, is prohibited. It is important that all departmental personnel comply with prescribed copyright laws. Penalties for violating these laws are significant and could jeopardize access to valuable training aids in the future.

b. Liability. Commanders initiating graphic and/or video projects are responsible for the content and disposition of completed materials. Commanders are encouraged to use subject matter experts (e.g., Vehicle Theft, Multidisciplinary Accident Investigation Team) available throughout the Department in developing

these materials. Finished products shall also be carefully reviewed to ensure the accuracy of information and conformance with departmental policies.

c. Confidentiality. Commanders shall ensure personnel who assist in producing, editing, or duplicating restricted or sensitive materials are advised of the need to maintain confidentiality. All confidential materials shall be labeled as such on the product and the container. Distribution of these materials shall be carefully controlled and restricted to appropriate audiences.

6. FIELD EQUIPMENT.

a. Acquisition. Digital cameras (for video and still photography), audio-visual equipment, and other related items are obtained through the budget process as outlined in HPM 11.1, Administrative Procedures Manual, Chapter 1, Budget Preparation and Administration.

b. Maintenance. Maintenance shall be performed in accordance with HPM 11.2, Chapter 8, Equipment.

c. Personal Equipment. Employees electing to use their own equipment do so at their own expense and risk. The Department will not maintain, repair, or replace privately owned non-safety equipment (refer to HPM 11.2, Chapter 8).

OFFICE OF THE COMMISSIONER

ANNEXES A & B

OPI: 035

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## ANNEX A

### COMMUNITY OUTREACH AND MARKETING SECTION (COMS) PROJECT REQUEST (PRF) FORM

Community Outreach & Marketing Section (COMS), Graphic Services Unit (GSU):

# PROJECT REQUEST FORM

Advisory: This Project Request Form (PRF) is to be completed by the originating command for all requested services related to graphic design. The PRF shall not be submitted without first obtaining a supervisory level approval from your command. While completing the PRF, hover the mouse cursor over title text for additional information and examples related to what information is being solicited.

START

## PROJECT REQUEST FORM

All photography requests must be made by contacting the COMS GSU directly.  
To obtain a photo, schedule a portrait, or request a photographer for an event call 916-309-6490.


Requester Name	Requester email address	Requester Phone Number
<input type="text" value="Jane Smith"/>	<input type="text" value="jane.z.m.smith@chp.ca.gov"/>	<input type="text" value="(555) 555-5555"/>
Approving Supervisor's Name	Requester Location Code	
<input type="text" value="Lt. John Doe"/>	<input type="text" value="000"/> ▼	
Project Name	Media Type	Requested Completion Date
<input type="text" value="Memorial Display"/>	<input type="text" value="Graphic Design"/> ▼	<input type="text" value="01/01/2029"/> 📅
Project Description		
<input type="text" value="We are looking to have portraits and bio's printed for a memorial display in our hall, of the LODD officers from our area. The prints and bio's would be similar to what we have seen in other area offices. We are fine with using the bio's that are up on CHP's public facing web page. Please let me know if you need anything else. Thank you!"/>		

SUBMIT

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## ANNEX B

### REPRODUCTION UNIT REPRODUCTION REQUEST FORM (CHP 117)

STATE OF CALIFORNIA DEPARTMENT OF CALIFORNIA HIGHWAY PATROL				<input type="checkbox"/> Color Print	
<b>REPRODUCTION REQUEST</b>				<input checked="" type="checkbox"/> B/W Print	
CHP 117 (Rev. 10-24) OPI 076					
SHIP PRODUCT TO California Highway Patrol Attn: Officer Jane Smith 1234 Five Street Anytown, Ca 55555	DATE REQUEST TYPED 12/04/2024		REQUESTED DELIVERY DATE 2/04/2025		JOB NUMBER
	CONTACT PERSON Jane Smith		LOCATION CODE 000		PHONE NUMBER (555) 555-5555
	FORM/PUBLICATION NUMBER NA	REVISION DATE	PRINT FILE NAME Memorial Poster		
	ORDER QUANTITY 1		NUMBER OF PAGES FOR ONE ITEM 1		FINISHED SIZE (W x L) 16x20
	CHP 29, DISTRIBUTION RECORD, ATTACHED <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		PROOF REQUESTED <input type="checkbox"/> Hard Copy Proof <input checked="" type="checkbox"/> No Proof <input type="checkbox"/> Digital Proof		SAMPLE PROVIDED <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
	DOCUMENT				
<input checked="" type="checkbox"/> E-mailed Print File to PrintCoordinator@chp.ca.gov <input type="checkbox"/> Graphics <input type="checkbox"/> Shared Drive <input type="checkbox"/> Reproduction Unit <input type="checkbox"/> On CD/Flash drive (supplied in PDF format) <input type="checkbox"/> Hard Copy Original (supplied)					
TYPE OF DOCUMENT Posters/Banners/Magnets					
SIZE 16x20					
SPECIAL INSTRUCTIONS Please print on a gloss stock, if possible. Thank you.					
GRANTS NA			TOTALS NA	TOTAL COST	
COMMANDER/DESIGNEE'S SIGNATURE 		EMPLOYEE ID# 000000	EXPEDITE PRINTING (ASD CHIEF)		
<b>OFFICE USE ONLY</b>					
<b>PRINT COORDINATOR</b>		<b>PRE-PRESS</b>	<b>PROOF REQUESTED</b>	<b>REPRODUCTION USE ONLY</b>	
DATE RECEIVED	<input type="checkbox"/> SSU Item CURRENT INVENTORY	INITIALS	DATE SENT TO REQUESTER DIGITAL PROOF:	DATE REPRODUCTION LOGGED IN	PRINTER'S INITIALS & DATE COMPLETED
	MONTHLY USAGE		HARD COPY PROOF:		
DATE SENT TO RU	ITEMS PER BOX	DATE PROCESSED	DATE APPROVED BY REQUESTER DIGITAL PROOF:	DATE RELEASED	
	TOTAL NUMBER OF BOXES		HARD COPY PROOF:		
Destroy Previous Editions <span style="float: right;">Chp117_1024.pdf</span>					

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