

CHAPTER 3
MARKETING AND PUBLIC RELATIONS
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CHAPTER 3
MARKETING AND PUBLIC RELATIONS

1. DEFINITION.

a. Public relations is a general term that describes the activities used to manage the image of the California Highway Patrol's activities directed toward accomplishing the departmental mission, meeting objectives, and attaining departmental goals through information dissemination and enforcement. Specifically, it is the development of a sustaining mutually beneficial communication and action between the Department and the public.

b. Public relations can be divided into two separate, yet intertwined areas: they are external and internal information efforts used to promote the efforts of the Department.

(1) External public relations deal with image management outside the Department. The following are some of the external public relations activities that promote the Department's image:

- (a) News media events.
- (b) Public information and support.
- (c) Traffic safety and education.
- (d) Goal attainment.
- (e) Legislative information and support.
- (f) Departmental image enhancement.
- (g) Partnering with local organizations or community groups.

(2) Internal public relations deal with image management within the Department. It includes, but is not limited to, the following activities:

- (a) Dissemination of information on activities internally within the Department.
- (b) Image building/employee support.
- (c) Employee recognition.

c. Marketing is the proactive promotion of the Department's life-saving activities, traffic safety programs, and personnel. Social marketing is the planning and implementation of programs designed to bring about social change using concepts from commercial marketing. Social marketing is the primary conduit used to promote the Department's ideas, issues, and practices in order to change community behavior for the betterment of society.

2. PURPOSE. The purpose of public relations is to disseminate information concerning the activities of the Department and its employees both externally and internally. An effective public relations program will use a variety of activities to promote the efforts of departmental programs and personnel. It can be the primary conduit that generates support from the communities served.

3. OBJECTIVE. The objective of public relations is to generate positive external and internal support for the goals and objectives of the Department through information dissemination.

4. POLICY.

a. The Department shall pursue a creative, proactive, and coordinated public relations program as a means of attaining its goals and objectives.

b. The responsibility for pursuing an effective public relations program is vested in every employee, at every level, uniformed and nonuniformed.

c. Commanders are accountable for the effectiveness of their respective public relations programs. This accountability includes:

(1) Ensuring they have an active, effective public relations program.

(2) Ensuring public relations activities are actively directed toward achieving departmental goals and objectives.

(3) Becoming personally involved in the public relations activities of their respective commands.

d. Restrictions for public relations include:

(1) Written or oral material prepared as part of public relations activities shall be confined to subjects pertaining to departmental activities, activities of employees, and goal attainment. Such material shall comply with departmental policy. All publications, except local press releases of routine

items, shall be cleared through Community Outreach and Marketing Section (COMS) prior to dissemination. All headquarters' releases are to be approved and disseminated through COMS.

(2) Personnel shall not comment on personalities, divulge confidential information, or render personal opinions on matters of policy.

(3) Personnel shall not discuss matters of a politically sensitive nature without approval from COMS. Only the rank of commander or above shall discuss personnel issues other than critical incidents such as shootings, collisions, etc. When in doubt about any public dissemination, coordinate with the commander for discussion or guidance.

5. ADVERTISING.

a. Advertising is a valuable component of any successful media relations program. The type of media outlet selected (e.g., radio, television, print) will be determined by the intended audience and the specific message being communicated.

b. All departmental-related advertising will be coordinated through COMS. Any grant and program-related advertising will be coordinated through the grant and program public information officer.

c. All departmental-related advertising shall be facilitated by the public relations firm in possession of the departmental media services contract managed by COMS. All statewide, departmental media purchases shall be made through this contract.

6. MEDIA CONTRACT.

a. The Department has a media contract which allows grant and departmentally funded advertising promotions, website development, and special program conceptual design.

b. This contract is open for bid approximately every two years, and the service provider may or may not change. For the current contract vendor or questions regarding the contract, contact the media contract administrator in COMS at (916) 843-3210.

c. Area/Divisions are required to utilize this contract.

d. All paid media placement negotiations shall be coordinated through the current contract holder.

e. Examples of paid media include, but are not limited to, public service announcements (radio and television), print advertising, Internet advertising, and billboards.