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AREA PUBLIC INFORMATION OFFICER
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CHAPTER 4

AREA PUBLIC INFORMATION OFFICER

1. SELECTION OF PUBLIC INFORMATION OFFICERS/COORDINATORS.

a. Selection Process.

(1) It is the responsibility of the commander to designate a Public Information Officer (PIO) and an alternate. The PIO and alternate are the Area's primary contact with local media, but commanders are encouraged to interact with media representatives as well.

(2) Prior experience in public speaking activities is helpful; however, it shall not be the sole selection criteria at any command level.

(3) The commander should personally make the final selection bearing in mind the person selected will be the commander's advisor on media relations activities, will serve on the commander's personal staff, and will usually be the public image of that command and the Department.

(4) It is important the successful candidate exude the professional demeanor of the Department when interacting with the media.

(5) Upon selection of the PIO, immediate notification should be made to the Division Public Information Officer Coordinator (PIOC), as well as to the Office of Community Outreach and Media Relations (COMR). This will ensure the new PIO is added to the electronic mail messages and other notification lists.

b. Necessary Qualities. The following qualities are deemed necessary to become an effective PIO:

(1) Communication. The officer selected should possess exceptional written and verbal communications skills. The officer should have the ability to make presentations to large groups.

(2) Professionalism/Courtesy. The officer should possess exceptional interpersonal skills and always present a professional image.

(3) Appearance. The officer should have an outstanding uniform appearance.

(4) Awareness. The officer should have a strong sense of the profound impact the news media has on the Department's image and reputation. Newsworthy events can be positive or negative. The PIO should strive to get

the positive news, or a positive message related to the incident, out to the public.

(5) Ability to Make Decisions. The officer should have the ability to cope with many facts; manage many projects at the same time; and analyze complex situations, thereby reaching proper conclusions.

(6) Stability. The officer should be level-headed and not easily rattled or provoked under pressure.

(7) Motivation. The officer selected should be highly qualified and motivated; a self-starter. Personality and motivation are as important as professional skills and experience.

(8) Enthusiasm. The officer should desire the responsibility. Media relations duties should not be arbitrarily assigned to an existing special duty position.

(9) Experience. The officer should be articulate and have public speaking experience as well as some experience in staff work. The officer should have considerable field experience.

(10) Knowledge. The officer should have an excellent working knowledge of departmental policies and procedures.

(11) News Judgment. The officer should have a well-developed sense of what type of activities constitute newsworthy events. The officer should possess the analytical skills necessary to evaluate newsworthy events and develop a communications strategy to effectively present this information to the media and to deal with subsequent media inquiries.

c. Other Desirable Qualities. The following qualities are deemed desirable to become an effective PIO in today's environment:

(1) Marketing. The officer should have knowledge of marketing resources or marketing experience.

(2) Technology. The officer should be familiar with social networking, social media, applicable computer programs, photography, and photography software.

2. ATTIRE.

a. The attire for the PIO shall be at the discretion of the commander.

- b. Appropriate attire will be dictated by the type of story the media is covering.
 - (1) High visibility activities such as television interviews, emergency incidents, DUI checkpoints, etc., are better served by a uniformed officer.
 - (2) It is the PIO's duty to ensure that uniform and grooming standards are met at all times.

3. TRAINING.

- a. Public Information Officers shall attend the Department's Media Relations Training course as prescribed in Highway Patrol Manual (HPM) 70.13, Departmental Training Manual, Chapter 7, Mandated Training. Community outreach officers and EI Protector officers should also attend this training.
- b. New PIOs should complete the PIO Training Checklist located on the California Highway Patrol (CHP) Intranet.
- c. Public Information Officers should also attend the departmental Associate Instructor Training Course to better prepare them when making presentations.

4. ROLES AND RESPONSIBILITIES – EXTERNAL DUTIES. External duties of the Area PIO include, but are not limited to, the following:

- a. Goal Attainment. Planning, developing, and instituting media events/communications related to accomplishing the mission and goals of the Department as specified in the Strategic Plan.
 - (1) Proactively disseminate information vital to the mission and goals of the Department.
 - (a) Media events and news releases.
 - (b) Media sources are the information pipeline to the public, the Legislature and constituents, and other stakeholders.
 - (2) Every proactive media encounter should project a positive and professional image of the Department. Topics may include:
 - (a) Traffic safety messages. Targeted enforcement and education campaigns provide a great opportunity for getting the message out.
 - (b) High profile arrests of wanted subjects, drug interdictions, etc.

(c) Good deeds done by the CHP and its employees. Highlight individual officers or groups of officers involved with community projects, volunteer organizations, etc.

(d) New technology (always approach this subject with budget issues in mind).

(e) Local impact as a result of or related to statewide or national news stories.

(f) Grant-funded projects and related events.

b. Public Information Programs. Planning and conducting media events primarily directed at traffic safety. These should focus on issues in which the news media is likely to take an interest. The goal is to empower the news media to carry the Department's message to the community at large.

c. Media Relations. Establishing and building a positive working relationship with all local news media.

(1) Get to know reporters, editors, camera operators, and their needs. The relationship with local media should not be limited to telephone interviews, press events, and field interviews.

(a) Take the time to visit their studio, newsroom, etc. and learn more about their operations.

(b) Invite them to participate in ride-alongs, including opportunities to observe daily happenings within the Department.

(2) Stay informed on local, statewide, and national issues that have the potential to impact or require a response from law enforcement.

(3) Be a useful resource and a professional expert.

(4) Provide accurate information. Never guess or mislead.

(5) Understanding the needs of the media and what they want.

(a) Respond to requests in a timely manner. They have deadlines.

(b) Latest data statistics or trends.

1 The media will frequently request statistics, regarding collision or traffic citation data, from the Area PIO.

2 The Area PIO should then forward the media request to California Statewide Integrated Traffic Records System at (916) 843-4230.

- (c) An interesting, brief quote or sound bite.
- (d) Compelling story of interest for their audience.
- (e) Attention-grabbing visuals for video cameras and still photos.
- (f) Invite the media to participate or get close to the action whenever possible.
- (g) Explanation in common “everyday” language, not “government jargon” or “cop talk.”
- (h) Competitive pressure - The media may contact the Area PIO looking for the “scoop” or a fresh angle on a story or subject that has appeared in another publication or from another media outlet.

d. Media Contacts.

- (1) Maintain a current contact list of all local media contacts for reference at the office and in the field.
- (2) The list should be available for Area sergeants or another designee who can access the list in the absence of the PIO.
- (3) The list should include the organization name, contact name, title, electronic mail address, business telephone number, and cellular telephone number (if available).
- (4) Any changes or corrections to the list should be forwarded to the Division PIOC when the list is updated.

e. Maximum Enforcement Periods and Special Days of Interest.

- (1) The COMR will disseminate a statewide news release for all Maximum Enforcement Periods (MEP).
- (2) When sending out a local news release or soliciting media involvement during a MEP, the following enforcement efforts have been established. (Refer to General Order [GO] 100.90, Deployment of Field Officers During Maximum Enforcement Periods.)

(3) Other special days of interest allow for an opportunity to engage in a special enforcement effort and/or a media/educational campaign that will draw the public's attention to traffic safety. Examples of such days include, but are not limited to: Super Bowl, Saint Patrick's Day, Cinco de Mayo, and Halloween.

g. Coordination with Other Organizations. Coordinating specific news media events with our partners - allied agencies, news media, and civic groups.

(1) Interaction with these groups will provide opportunities for positive media coverage of departmental activities.

(2) Maintain a current contact list of all allied agency PIOs and spokespersons for local civics group for reference at the office and in the field.

(a) The list should be available to the Division PIOC or Area designee who can access the list in the absence of the PIO.

(b) The list should include the organization name, contact name, title, electronic mail address, business telephone number and cellular telephone number (if available).

(c) Any changes or updates to the list should be forwarded to the Division PIOC.

h. Key Contact Program.

(1) The Key Contact Program is a networking system for departmental representatives and elected officials, carried out at the local level, intended to augment the state-level activities of Office of Special Representative (OSR).

(2) Visits by PIOs shall supplement, rather than replace, visits by commanders.

(3) Key contact activity shall be reported on the CHP 320, Public Affairs Activity Summary, as well as required reporting to OSR. (Refer to GO 120.4, Legislative Program.)

i. Recruitment Program. Division and Area PIOs can provide recruitment assistance through their public and media contacts. Their knowledge of the area can be very valuable for recruiters participating in local events. (Refer to HPM 70.16, Recruitment Program Manual.)

j. Awards Presentations. When an Area is presenting a departmental award to a civilian, local news media should be contacted for news coverage. A media advisory would be appropriate in this situation.

k. Community Involvement Programs. Planning, developing, and implementing community involvement programs. (Refer to HPM 22.8, Community Outreach Manual.)

l. School Programs. Arranging school traffic safety programs for students at all grade levels, on an as-needed basis. The Department has developed programs geared to different grade levels. (Refer to HPM 22.8, Community Outreach Manual.)

m. Exhibits. Whenever appropriate, arranging and preparing exhibits for local, county, and district fairs, shows, events and other similar events. These are excellent opportunities to showcase the Department.

n. Educational Material. Maintaining and coordinating the distribution of materials for public and media relations displays.

o. Other High-Profile Public Events. Planning, organizing, and preparing for high-profile events such as an Area open house, uniformed CHP employee funeral, etc.

5. ROLES AND RESPONSIBILITIES – INTERNAL DUTIES. Internal duties of the PIO include, but are not limited to, the following:

a. Notifications. Timely notification to the Division PIOC regarding significant incidents or newsworthy incidents that may be carried by a media outlet. The Division PIOC will then contact the COMR for inclusion in the Day Ahead Report (DAR).

(1) Electronic mail notification – a short synopsis (who, what, when, where) of the incident should be sent by electronic mail to the Division PIOC and COMR.

(2) This will ensure that the COMR has time to prepare a response to inquiries by the Office of the Commissioner, the California State Transportation Agency (CalSTA), and the Governor's Office.

(3) The DAR is a report prepared for Executive Management, commanders, PIOs, the CalSTA, and the Governor's Office that identifies statewide issues/incidents which have the potential to appear in the press the evening of or the following day(s).

b. Incident Alert. Keeping the Area commander informed of incidents or possible situations that may adversely affect the public image of the Department. The PIOC shall also be informed, and if not available, then COMR shall be notified.

c. Cooperative Attitude. Assisting Area personnel in maintaining cooperative attitudes with the news media, other agencies, the general public, and other Area personnel.

d. Training of Area Personnel. Providing media relations guidance and training to all Area employees, including nonuniformed employees.

(1) The PIO should provide training on how to deal with the media in the absence of a PIO or until the PIO arrives on scene (for example, providing a basic preliminary statement and setting up a media staging area).

(2) The PIO should encourage positive interaction with the media at incident scenes. The media plays an important role in providing information to the public and usually only needs basic information at the beginning of an incident.

(3) This training is included in performance appraisals.

(a) Officer's Critical Task – Emergency Incident Management. Central to rating this critical task is the involvement of the officer in the management of traffic collisions and other emergency incidents. Included in this task is the officer's understanding of the role they play and their relationship with the media.

(b) Officer's Critical Task – Special Duty Assignments. Officers may be assigned and rated in duties that are in addition to their regular duties. An officer, not in a full-time position as the PIO, may be tasked with the following:

1 Dissemination of information to media/public regarding road and weather information, traffic incidents, injuries, victim/suspect information, etc.

2 Presentations to the public, community groups, and schools regarding departmental information, public safety programs, etc.

(c) Sergeant's Critical Task – Emergency Incident Management. Does the sergeant recognize the need to establish and maintain a desirable working relationship with the media? Does the sergeant conform to departmental policy when releasing information to the media?

e. Grants Management.

(1) Public Information Officers may be tasked with managing PIO-related traffic safety education and community outreach grants.

(2) Review all grants for public education requirements. Other grants (Driving Under the Influence, speed, special enforcement, etc.) may have a public education component which the PIO should be aware of and may also be responsible for fulfilling.

(3) Utilize the media to disseminate the message of the grant to the public and to announce any scheduled public education presentations, events, or enforcement campaign efforts.

f. Other Internal Activities.

(1) Submit photographs of employees engaged in departmental activities and events, public interaction, etc., to departmental publications (e.g., Zenith 12000), the California Association of Highway Patrolmen "APB," and any other Area or Division generated internal publications.

(2) Develop and distribute announcements for employee events, retirements, promotions, awards, etc.

g. Documentation on CHP 415, Daily Field Record. An officer's or sergeant's time assigned to provide information to the public and news media relating to departmental operations, programs, or objectives should be documented under Beat 809 – Public Information.

h. Documentation on CHP 215, Notice to Appear. PIOs are specifically assigned to beat 809 (an 800 series beat). When issuing CHP 215s and other enforcement documents, in the Area of assignment, PIOs shall enter Beat 809 on all documents. When issued outside of the assigned Area, enter Beat 904.

6. RESOURCES.

a. Web-Based Resources. Web-based resources are located on the CHP Intranet.

(1) The PIO Toolkit.

(2) Talking Points.

(3) Documents such as, CHP 939, The CHP Departmental Overview Pamphlet, are downloadable on the CHP Intranet with the ability of the PIO to personalize Area contact information.

(4) Public Information Officers are encouraged to provide frequent input on these tools to COMR to ensure their relevance and usability.

b. Personal Resources.

(1) The Division PIOC should be the first contact for any questions or concerns.

(2) The COMR is available to answer questions or assist the Area PIO (contact the Division PIOC prior to making contact with COMR).

(3) Utilize other Area PIOs throughout the Division and state. There is a vast amount of knowledge available.

7. CHP 320, PUBLIC AFFAIRS ACTIVITY SUMMARY.

a. Commanders shall ensure they are fully informed of the media relations/public relations activities within their command.

b. Public Information/Community Outreach Officers shall utilize the CHP 320, Public Affairs Activity Summary, (refer to Annex A of this chapter) to prepare and forward a quarterly Public Affairs Activity Summary report to their respective commanders. The CHP 320 is accessible through the Area forms folder. (Refer to HPM 22.8.)

c. Completion of CHP 320 - Side 1.

(1) Location and Month. Fill in the indicated blanks with appropriate information.

(2) Date. Enter date of program or presentation.

(3) Activity and Audience. Enter activity and audience in the appropriate spaces, using the following indicators as a guide. These listings are not all encompassing, and should not prevent recording of activities or audiences.

(a) Activities.

1 Speaking. Include any program where public speaking is the major emphasis of the activity.

- 2 Demonstration. This covers most "hands-on" programs.
- 3 Exhibit/Display. Include use of static displays for career days, fairs, law enforcement days, etc., where the presentation is a booth-type setup.
- 4 Departmental Representation. Used when the major public relations involvement is attendance and not participation.
- 5 Radio Program. Used where a radio interview is conducted. Public Service Announcements, (PSA) will not be used in this category. Record PSAs in subject column (number present is not required).
- 6 Television Programs. Used where a television interview is conducted. Public Service Announcements are not to be recorded here. They should be recorded in subject column (number present is not required).
- 7 Special Projects/Campaigns. Any Department, Division, or Area projects directed at a specific task or problem.
- 8 Internal Relations. Record those instances where the PIO performs any function that promotes the Department's image internally on matters of policy, programs, and new projects or in any other field of interest directed by the Area commander.
- 9 Media Relations. Document those instances where the PIO assists in developing media relations by providing information to promote better understanding of departmental operations.
- 10 Other. To cover any activity not included above.

(b) Audiences.

- 1 Elementary School. Will normally include grades K-5.
- 2 Junior High School. Will normally include grades 6-8.
- 3 High School. Will normally include grades 9-12.
- 4 College. To include both two and four-year institutions.

5 Youth Groups. Examples of these groups are scouting organizations, Young Man's Christian Association/Young Woman's Christian Association, church groups, Big Brother/Big Sister, etc.

6 Service Organizations. Any program to community service groups should be documented.

7 Employee Groups. Labor organizations, utility companies, truck owners associations, etc.

8 Military. Self-explanatory.

9 Senior Citizen. Self-explanatory.

10 Radio or Television. Identify and define type of station.

11 General. Includes fair booths, or public at large.

(c) Subject. Titles appearing in this section are self-explanatory, but not all inclusive.

1 Distracted Driving.

2 Driving Under the Influence.

3 Speed-related topics.

4 Safety equipment (seat belts, helmets, child restraint seats, etc.).

5 Defensive driving.

6 Commercial vehicles, buses.

7 Current CHP campaigns (give specific campaign name).

8 Pedestrian safety.

9 Motorcycle/moped safety.

10 Vehicle theft.

11 Bicycle safety.

12 Recreational Vehicle/Off-highway vehicle.

13 Media contact, PSA, or news release.

14 The CHP.

15 Career opportunities.

(d) Speaker Name. Person giving presentation (title if other than PIO - Mobile Road Enforcement Officer, Accident Investigation Officer, etc.).

(e) Number Present.

1 Estimated number of people addressed.

2 No entry is necessary for radio/television shows or large events such as fair booths or displays. If a number is recorded in this section, indicate estimated number of people actually impacted (spoken to, given pamphlet, listened to presentation, etc.) and not the general attendance of the event.

(f) Program Time. Time expended on-site of the planned activity. Record program time to the nearest one-half hour.

(g) Preparation Time. Time expended in collecting background information in preparation for an activity. Include travel and officer time for completion of reports. Record preparation time to the nearest one-half (.5) hour.

(4) Goal.

(a) Strategic Plan. Enter Strategic Plan in this column for those activities which specifically address the Department's Strategic Plan goals.

(b) Area Concern. Enter Area only for those activities which address specifically concerns of a short- or long-term duration which have been identified by the Division chief or Area commander.

d. Completion of CHP 320 - Side 2.

(1) Legislative Contacts. "Key Contacts" shall be made on quarterly basis. Area PIOs should record the following information given to them by their commanders on the CHP 320 - Side 2.

(a) Date of Contact.

(b) Name of legislator or administrative assistant. List negative contacts here if no contact is made.

(c) Number of the Assembly or Senatorial District.

(d) Subject - List items discussed.

(2) Local Officials. The CHP 320 should also be used to document contacts with local officials such as Board of Supervisors, City Council members, county Sheriff, or other political figures.

(3) Notes. Make any notes that would be of importance to explain an activity or lack of activity (PIO on vacation, extended illness, etc., and names of officers filling in during future absences).

8. PUBLIC INFORMATION OFFICER DUTIES WITHIN THE INCIDENT COMMAND SYSTEM.

a. Emergency Incidents – Media Liaison. The PIO is responsible for coordinating the news media in the event of disasters, riots, major traffic incidents, etc.

(1) Utilization of the PIO during an emergency will relieve the field supervisor and Area commander of the burden of answering inquiries from the news media.

(2) Should this type of event occur outside the PIO and the alternate's normal duty hours, the commander may authorize overtime consistent with Department policy.

b. Responsibility.

(1) The purpose of this section is to familiarize PIOs with the basic components and functions of the PIO's role within the Incident Command System (ICS). (Refer to HPM 50.1, Emergency Incident Management Planning and Operations Manual, for complete policy and PIO checklists.)

(2) The PIO should be ready to respond to critical incidents, large-scale incidents, and local incidents to fulfill the roles and responsibilities as identified below.

c. Policy.

(1) Area commanders are responsible for emergency incident planning and overall coordination of emergency incident activities occurring at all locations within their Areas where the Department has primary investigative authority.

(2) The ICS shall be used as the response mechanism for all emergency incidents. Uniformed employees of the Department shall exercise incident command responsibilities and manage emergency incidents where the Department has primary investigative authority.

(3) California Highway Patrol uniformed personnel shall assume incident command at emergency incidents where the Department has primary investigative authority. Incident command shall be assumed in a timely, decisive, and vigorous manner upon arrival to alleviate confusion and increase the effectiveness of emergency services' response and on-scene operations.

d. Public Information Officer Role in the Incident Command System.

(1) Command or Command Staff. Includes the individual in charge of all emergency operational and tactical decisions, the Incident Commander, and the necessary support staff (PIO, safety officer, liaison officer, agency representatives, scribe).

(2) The PIO is a member of the command staff responsible for interfacing with the public and media or with other agencies requiring information directly from the incident.

(3) There is only one PIO per incident. The PIO may have assistants.

e. Division Emergency Operation Center.

(1) The Division Emergency Operation Center (DEOC) is used to coordinate the procurement of resources necessary to fulfill CHP responsibilities during emergency incidents within their jurisdiction. Involvement will be limited to the coordination and supply of resources and/or the exchange of intelligence or other information necessary to supplement Division Areas and their support of command and tactical operations at an emergency incident. It is not the role of the DEOC to oversee or direct command and control operations for the field. The role of the DEOC is to:

(a) Provide support requested by field commands and incident commanders.

(b) Serve as an information clearing center between departmental Areas, and as the liaison with allied agency representatives at the local level.

(c) Develop and submit initial, progress, and final reports of Division-wide departmental emergency operations.

(2) The Division PIO serves as the primary point of contact between the DEOC, the media, and the public. The Division PIO will prepare news releases, brief media representatives, and assist with press conferences.

f. Critical Incidents. Officer-Involved Shooting.

(1) If possible, designate a specific area for the press to meet with the designated spokesperson. Ensure the media is kept outside the crime scene area. (Refer to Section 409.5 Penal Code.)

(2) Statements to the press shall be made by one person, preferably the commander or a representative from the agency with investigative authority. Prior to providing a statement, the allied agency having jurisdiction and the district attorney should be consulted.

g. Available Training. Federal Emergency Management Agency (FEMA) Emergency Management Institute training courses are recommended and available online. The following are interactive web-based courses and can be found on the FEMA Web page:

(1) IS-29 – Public Information Officer Awareness Training.

(2) IS-702.a – National Incident Management System Public Information Systems.

(3) IS-42 – Social Media in Emergency Management.

9. EMPLOYEE DEATH AND FUNERAL PLANNING.

a. General. The death of a law enforcement member is both tragic and traumatic. The tragedy of the event can be softened through compassion and efficient handling. The foundation for such actions must be built on having a plan of action that is known and accessible to all supervisory personnel. The following is meant to be a guideline for PIOs and their role(s) in the funeral planning and implementation. (Refer to Highway Patrol Handbook [HPH] 10.13, Guide to Employee Death.)

(1) The PIO should realize that emotions will be a large part of this process and should expect to personally experience the normal pain and loss that are associated with the loss of a fellow officer.

(2) The primary PIO, assigned to this detail, may be from the Area or Division. A second PIO, at minimum, should be assigned to assist the primary PIO (more PIOs may be needed depending on the volume of inquiries from the public and the media).

(a) The PIO should work closely with COMR throughout the entire process. This includes immediate notification, planning and conducting the service, and any follow-up requests from the media.

(b) Expect an initial "telephone explosion" in which there will be a high volume of calls from media, both local and national.

(c) The secondary PIO should handle all telephone inquiries and return all telephone calls. This may necessitate the secondary PIO taking possession of the primary PIO's cellular telephone. Obtain and keep a log of names, news affiliation, telephone number, and electronic mail (e-mail) address.

(d) The secondary PIO can also assist with social media, news releases and/or advisories, and written announcements.

(3) Collect news articles, photographs, letters, notes, and anything else that may be important for the family. Attempt to secure recordings of news station broadcasts. These will be very important for the family.

(4) Keep a list of names and items donated for thank you letters. The PIO may assist in the writing of these letters.

b. Notification.

(1) In the event of the death of an employee, the commander shall be notified immediately. In the event contact cannot be made in a timely manner, assistance should be requested from the communications center.

(2) The appropriate chain of command should be followed whenever possible unless circumstances require the Division chief or appropriate Assistant Commissioner to be notified directly (e.g., the media has obtained information or key personnel are not available).

- (3) With the advent of social media in today's society, information has the potential to spread rapidly. Assume the media will rapidly acquire information about the incident.
- (4) All media inquiries should be forwarded to the designated Division or Area contact as described above.
- (5) The commander, or designee, should send out an immediate statewide e-mail message requesting that no interviews be given and that no employees provide any information through departmental or personal social media until the information is released through the commander (this is for consistency, not control).
- (6) The PIO should accompany the Area commander to all meetings or briefings to ensure the consistency of released information.
- (7) The employee's CHP 369, Authorization To Release Medical Information For Public Disclosure, must be checked immediately to determine what information may be provided. Be aware the family will be reading and/or hearing this information.
- (8) Prior to a news release being provided to the media, family and all commanders in the Division and previous Areas worked should be briefed on the incident. Employees statewide, especially Academy classmates and previous coworkers, will be seeking timely information. Sensitivity to these needs should also be a priority.
- (9) The media will want the employee's name, age, time on the job, assignments worked, marital status, number/ages of children, city of residence, and an employee photograph. The family should make the determination on what initial personal information is released.
- (10) Prior to addressing the media, the PIO and the investigating agency PIO should coordinate the message so it remains consistent. The PIO may discuss the officer involved but should not discuss the investigation.
- (11) Be prepared to respond to inquiries from the media in a timely manner. Initial releasable information will be limited, but it can slow speculation that will occur if all information is withheld.
 - (a) Initial News Release – include very basic information and PIO primary contact number.

(b) News Release – send out updates as necessary. Periodic and timely news releases or statements, even if no new information is provided, should assist in keeping inquiries to a minimum.

(c) Media Advisory – send out an advisory to announce an initial and/or subsequent press conference(s).

c. On-Scene.

(1) Crime scene restrictions apply to the media. (For more information refer to Chapter 5, paragraph 10.)

(2) Establish a press area outside of the crime scene.

(3) The press area should be used for all press conference(s) at the scene.

(4) Remain aware of the background. Ensure that the back drop for a press conference is not of a sensitive or shocking nature.

(5) Areas are authorized to maintain a California flag for use at the scene of a law enforcement Line-of-Duty Death (LODD). The purpose for the flag is to be used in covering the body of an officer who has been killed in the line of duty if the body of the officer remains at the scene during the course of the investigation. (Refer to GO 70.2.)

d. Hospital.

(1) In cases where the employee is transported to the hospital, the PIO should be assigned to managing the media at the hospital.

(2) The PIO's duties include not only managing the media and release of information, but may include diverting the media away from the family or speaking on behalf of the family, if necessary.

(3) Establish a press area outside the hospital, with the assistance of hospital staff, and ensure the PIO or alternate remains available at all times. This area should also be used for any press conferences.

e. Funeral Planning.

(1) The PIO is responsible for the following:

(a) All news releases.

(b) Media inquiries.

- (c) Television coverage.
- (d) Videotape for family (if requested).
- (e) Photographs.
- (f) Other duties the PIO may be responsible for are listed in HPH 10.13.

f. Funeral Service.

(1) The funeral service is considered a private event, although special consideration must be given in the event of a LODD. The public and media have an interest in attending as part of the local community being served by law enforcement.

(2) Every effort should be made to keep the interest of the family and the command foremost when planning this event. Many law enforcement attendees may not have known the deceased officer; they are attending the service to honor a fallen comrade.

(3) The media will be interested in who is attending the service.

(a) Assign an officer to keep a list of all allied agencies represented at the funeral, especially those attending from long distances.

(b) Keep a list of all dignitaries and law enforcement chiefs.

(c) The media will also be interested in the estimated number of people attending.

(4) Identify two or three people who are willing to speak to the media on behalf of the officer; officers from the Area, friends or family. They should be staged near the press area and available. This will preclude the media from arbitrarily talking to someone in attendance.

(5) Planners should be sensitive to the public's perception of the appropriate use of publicly owned vehicles and aircraft, and use of departmental personnel. Whenever possible, four officers should be seated in each patrol vehicle that is used in the procession.

g. Media Participation at the Funeral Service.

(1) Commands should discuss media participation with the family. If the family is agreeable to media participation, planners should make specific

arrangements to accommodate media needs, as well as respect the family's privacy.

(2) Media will want to know about the church or other venue and may want to visit the facility ahead of time. Be aware the media may even visit during practice sessions. Coordinate with the facility staff to ensure that no media are allowed during any practice sessions or planning meetings.

(3) Consider a press pool if the venue is small or at the request of the family. There should be a minimum of three television cameras - two inside the venue and one outside. There should be a minimum of two still photographers - one inside and one outside. There should be a minimum of two radio stations - one inside and one outside.

(a) Meet with the press pool prior to the service to ensure coordination and know what to expect during a law enforcement funeral. The media should be made aware of the sequence of events that will take place prior to, during, and after a law enforcement officer's funeral.

(b) If possible, provide CHP identification, on a lanyard, that can be worn by the press pool. (Refer to Annex B, Press Pool Identification Badges, for an example of a CHP identification card that can be laminated.)

(c) Allow the television cameras to be set in place before guests begin arriving.

(4) The Department will assign at least one photographer and videographer to the service.

(5) The family may have their own videographer and/or photographer inside the service.

(6) Have the funeral services videotaped, and either obtain copies of the press photographs or have a professional photographer photograph the services. These pictures and videotapes are invaluable for the employee's children or grandchildren, who may not be old enough to remember the services.

(7) Designate the press pool area and secure with signs. (Refer to Annex C, Press Pool Sign.)

(8) Be aware that media will arrive extremely early.

(9) Designate and secure the parking area. (Refer to Annex D, Media Parking Sign.)

(10) Designate a press area for media personnel not in the press pool. Have the location clearly marked and arrive early to provide interviews. Media may desire several interviews with CHP personnel and/or different agencies. A bilingual officer should be present for interviews. (Refer to Annex E, Media Personnel Sign.)

(11) Be aware that live television recording is taking place inside and outside the service.

(a) The recording is being streamed live, via the Internet, and is available worldwide.

(b) The live recording may begin fifteen minutes or more prior to the service.

(c) Brief all Department members to remain professional at all times – upon arrival, and even after the casket has left the ceremony site.

ANNEX B

PRESS POOL IDENTIFICATION BADGES



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ANNEX C
PRESS POOL SIGN



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ANNEX D
MEDIA PARKING SIGN



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ANNEX E
MEDIA PERSONNEL SIGN

MEDIA PERSONNEL



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