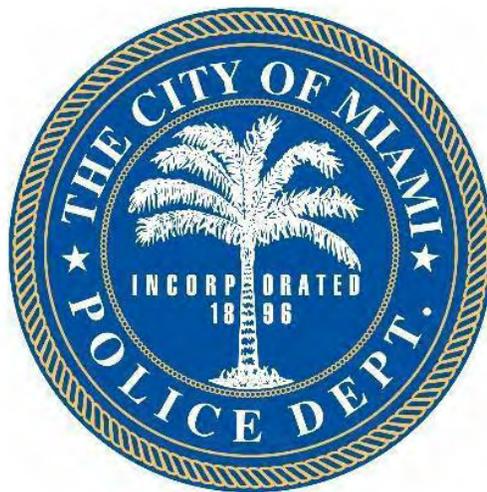


# STANDARD OPERATING PROCEDURES



CHIEF OF POLICE DIVISION

PUBLIC INFORMATION DETAIL

**PUBLIC INFORMATION OFFICE**  
**STANDARD OPERATING PROCEDURES**  
**MASTER INDEX**

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# **PUBLIC INFORMATION DETAIL**

## **STANDARD OPERATING PROCEDURES**



# City of Miami



DANIEL J. ALFONSO  
City Manager

## PUBLIC INFORMATION OFFICE STANDARD OPERATING PROCEDURES ENDORSEMENT SHEET

FIRST QUARTER  
INSPECTION: [Signature] \_\_\_\_\_ DATE \_\_\_\_\_  
UNIT COMMANDER/MAJOR

SECOND QUARTER  
INSPECTION: [Signature] \_\_\_\_\_ DATE \_\_\_\_\_  
UNIT COMMANDER/MAJOR

THIRD QUARTER  
INSPECTION: [Signature] \_\_\_\_\_ DATE \_\_\_\_\_  
UNIT COMMANDER/MAJOR

FOURTH QUARTER  
INSPECTION: [Signature] \_\_\_\_\_ DATE 12/1/17  
UNIT COMMANDER/MAJOR

ANNUAL  
INSPECTION: \_\_\_\_\_ DATE \_\_\_\_\_  
CHIEF OF POLICE



# City of Miami



DANIEL J. ALFONSO  
City Manager

## PUBLIC INFORMATION OFFICE

## STANDARD OPERATING PROCEDURES

## LETTER OF PROMULGATION

TO: All Personnel, Public Information Office

These Standard Operating Procedures are established to provide consistency, uniformity, efficiency and effectiveness to the operation of the Public Information Office of the City of Miami Police Department.

The procedures set forth herein supplement but do not supersede the Departmental Orders, Rules and Regulations or any other departmental directives. Any unforeseen conflicts between these S.O.P.'s and Departmental Orders or directives will be resolved by the Unit Commander.

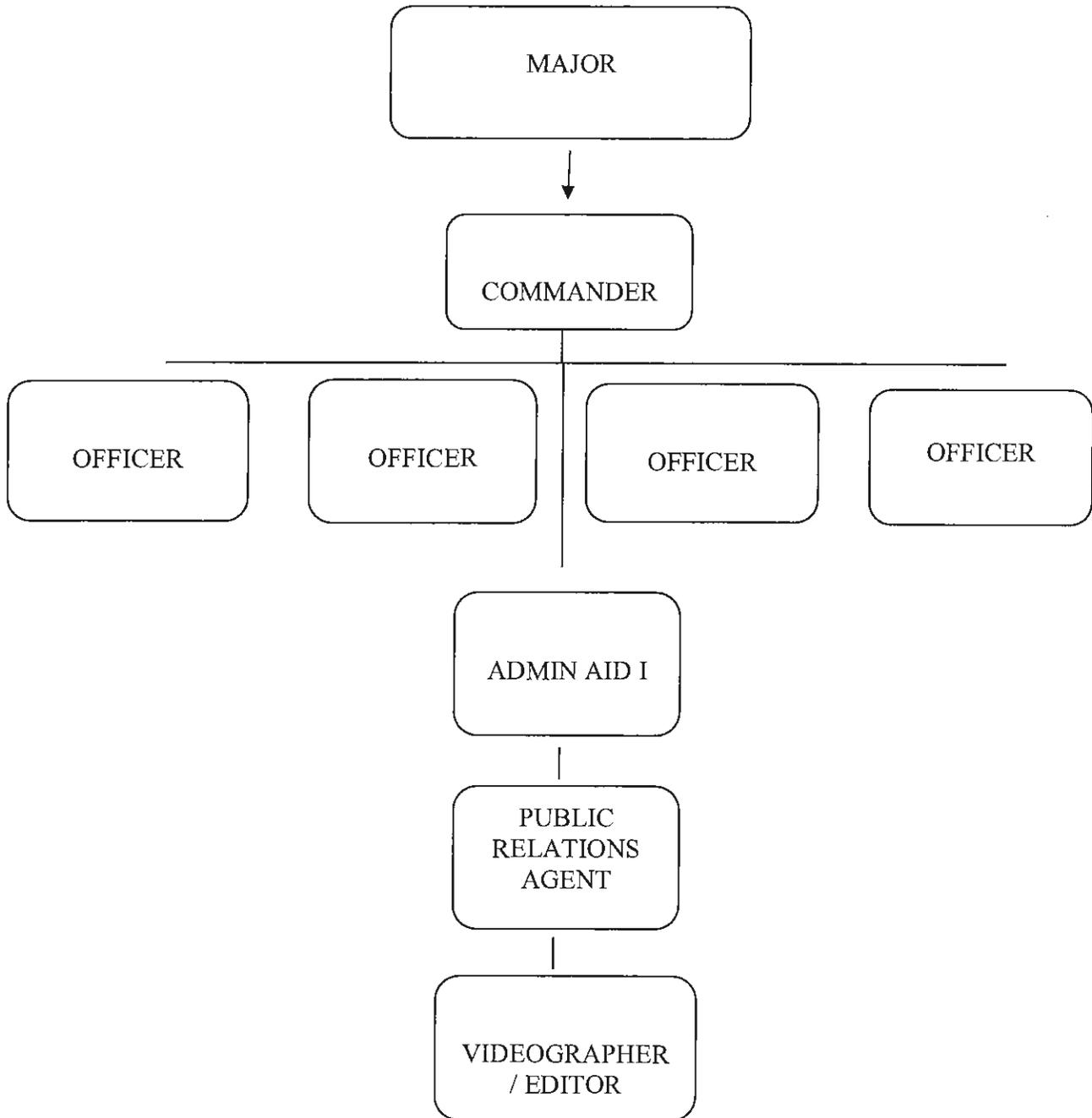
Personnel assigned to the Public Information Office will read and comply with these Standard Operating Procedures.

  
\_\_\_\_\_  
Major Esther Farmer  
Commander  
Public Information Office

12/1/17  
\_\_\_\_\_  
Effective Date



**ORGANIZATIONAL CHART**  
**PUBLIC INFORMATION OFFICE**



# City of Miami



DANIEL J. ALFONSO  
City Manager

## PUBLIC INFORMATION OFFICE

### STANDARD OPERATING PROCEDURES

#### MISSION, GOALS AND OBJECTIVES

##### MISSION

The mission of the Public Information Office is (1) to coordinate the release of accurate and timely information to the news media and the public and (2) to promote the positive image of the Miami Police Department.

##### GOALS

The goals of the Public Information Office are to maintain public support for the Miami Police Department by keeping the avenues of communication among the department, news media and citizenry open.

##### OBJECTIVES

The objectives of the Public Information Office are to:

1. Disseminate accurate and complete information to the news media on matters of public interest and concern in a timely manner.
2. Create a smooth working relationship with the media by providing an informal but direct line of communication.
3. Utilize the media when attempting to stimulate public interest in departmental programs involving the community.
4. Promote a feeling of teamwork between the police and media.

Major Esther Farmer  
Commander  
Public Information Office

12/1/17  
Effective Date



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MISSION, GOALS AND OBJECTIVES  
(Continuation)

5. Review newsworthy items for release to the media.
6. Research reasonable media requests regarding specific facts or general information.
7. Coordinate all news conferences involving departmental personnel and news media.
8. Assist in the release of news information at the scene of major incidents by obtaining information from the investigating officer and disseminating it to the news media or having the investigator do the interview.
9. Coordinate the department's Awards Program, including monthly departmental awards and all outside agency awards.
10. Publish the department's newsletter.
11. Coordinate all television and radio appearances by members of the department.
12. Create and disseminate public service announcements regarding departmental programs and community projects.
13. Coordinate special events and exhibits to promote cultural awareness and establish a closer rapport with the community.

# City of Miami



DANIEL J. ALFONSO  
City Manager

## PUBLIC INFORMATION OFFICE

## STANDARD OPERATING PROCEDURES

### DUTY HOURS AND DRESS

The Public Information Office will maintain regular office hours from 0800 to 2000 hours Monday through Friday. An officer is on call for emergencies during the hours the office is closed.

All personnel assigned to the unit will conform to existing directives and Departmental Orders regarding dress. Members are expected to wear suitable business attire when working out of uniform.

Major Esther Farmer  
Commander  
Public Information Office

12/1/17

Effective Date



# City of Miami



DANIEL J. ALFONSO  
City Manager

## PUBLIC INFORMATION OFFICE

### STANDARD OPERATING PROCEDURES

#### DUTIES AND RESPONSIBILITIES OF MEMBERS

Responsibilities are delineated as follows:

#### Unit Commander

1. Manages the Public Information Office; supervises unit personnel and administers the department's Public Information policy.
2. Acts as chief media spokesman for the department.
3. Develops programs and projects designed to improve public support for the police department.
4. Performs other duties as directed by the Chief of Police.

#### Police Officer

1. Disseminates information to the news media through individual response or the coordination of interviews with other departmental personnel.
2. Responds to the scene of major incidents in order to coordinate news releases and to secure pertinent information to be relayed back to the office for immediate and accurate dissemination to the media; acts as liaison between investigators and the media at the scene.

  
 Major Esther Farmer  
 Commander  
 Public Information Office

12/1/17  
 Effective Date



-- 2 --

Duties and Responsibilities of Members  
(Continuation)

1. Appears on radio and television shows to promote positive stories.
2. Performs other duties assigned by the Unit Commander on a daily basis. These include, but are not limited to, photographing special events, researching case information and creating computer graphics.
3. Admin Aid I

Performs all clerical tasks as they relate to the unit, including, but not limited to:

1. Acting as the unit's receptionist.
2. Typing.
3. Filing.
4. Composing routine correspondence.
5. Arranging appointments.
6. Other duties as directed by the Unit Commander.

# City of Miami

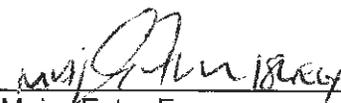


DANIEL J. ALFONSO  
City Manager

**PUBLIC INFORMATION OFFICE**  
**STANDARD OPERATING PROCEDURES**  
**PROGRAMS AND PROJECTS, OR FUNCTIONS**

The following programs are administered by the Public Information Office on a daily basis:

1. Dissemination of Positive Stories.
2. Departmental Awards.
3. Departmental Newsletter.
4. Video Library.
5. Dissemination of Public Service Announcements.

  
Major Ester Farmer  
Commander  
Public Information Office

12/1/17  
Effective Date



# City of Miami



DANIEL J. ALFONSO  
City Manager

## PUBLIC INFORMATION OFFICE

### STANDARD OPERATING PROCEDURES

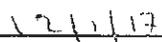
#### POLICIES

The policy of the Public Information Office is to be open and fair to all members of the news media by disseminating information in an accurate and timely manner.

Members of the Public Information Office will assist media personnel in gathering news relating to police matters. Release of information shall be made without partiality. Information will not be withheld in order to favor a particular agency or reporter. Information will be withheld only when its knowledge will compromise an ongoing investigation or when required by law.

When the Miami Police Department is involved in a joint investigation or operation with other law enforcement agencies, the agency designated as the "lead" will be responsible for the release of information to the news media.

  
\_\_\_\_\_  
Major Esther Farmer  
Commander  
Public Information Office

  
\_\_\_\_\_  
Effective Date



# City of Miami



DANIEL J. ALFONSO  
City Manager

## PUBLIC INFORMATION OFFICE

### STANDARD OPERATING PROCEDURES

S.O.P. 1

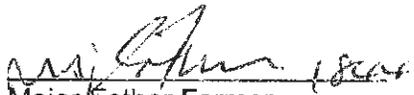
Subject Contacts with the News Media

Purpose To provide accurate information in order to maintain a good working relationship with the news media.

Scope Members of the Public Information Office maintain daily contact with members of the news media, both over the telephone and in person. Most telephone contacts are simple requests from reporters for information. In person contacts may be at crime scenes, in the Public Information Office or during visits to news media offices.

A member of the Public Information Office responds to all scenes where serious incidents have occurred or where news media interest may be generated. The member at the scene obtains all pertinent information from the supervisor/investigator in charge of the scene and relays this to the media, following departmental guidelines and state law as to what may and may not be released. At the member's discretion and based on the lead investigator's availability, brief interviews with the lead investigator may be arranged at the scene. The Public Information Office member at the scene is also responsible for immediately calling the office to relay as much information as possible to other unit members so they may respond to telephone inquiries.

An important method of maintaining good relations with the media is for members of the unit to visit the different media offices on a regular basis. Meeting with reporters and editors demonstrates the department's willingness to be open and helpful with the media and conveys our desires to be treated fairly and cooperatively by them.

  
Major Esther Farmer  
Commander  
Public Information Office

12/1/17  
Effective Date



# City of Miami



DANIEL J. ALFONSO  
City Manager

## PUBLIC INFORMATION OFFICE

### STANDARD OPERATING PROCEDURES

S.O.P. 2

Subject News Releases

Purpose To provide accurate and timely information to the media and community about police department news and activities.

Scope One of the more important responsibilities of the Public Information Office is to produce high quality news releases. A news release should thoroughly describe the event or incident and answer the following questions: "who, what, when, where, why, and how." The release should contain facts obtained from the lead investigator or other person of authority and be written in a clear and concise manner.

The news releases will be saved, along with any additional documentation, within the news releases section of our server under the appropriate year and signal. The files (news release, flyers, pictures and related documentation) will be named using the following format;

Signal – location – case number – (additional information OPTIONAL)

When the release is completed it should be cleared through the unit commander, the lead investigator, or his superior when available.

**Any news release announcing a major program, project, operation, policy change or news of a sensitive or controversial nature must be cleared through the Office of the Chief before dissemination to the media.**

  
\_\_\_\_\_  
Major Esther Farmer  
Commander  
Public Information Office

12/1/17  
\_\_\_\_\_  
Effective Date



# City of Miami



DANIEL J. ALFONSO  
City Manager

## PUBLIC INFORMATION OFFICE

### STANDARD OPERATING PROCEDURES

S.O.P. 3

Subject News Conference

Purpose The purpose for calling a news conference is to obtain the most extensive media coverage possible for major events involving the Miami Police Department.

Scope News conferences may be called when there is a sufficient amount of press interest in a story that members of the department would be hindered in the performance of their duties by constant interruptions from members of the media requesting individual interviews. News conferences serve all reporters at one time. News conferences may also be called to make major announcements of departmental programs or activities. Care must be exercised in calling news conferences—they should be used sparingly so as not to diminish their effect.

When a news conference is necessary, all local media must be contacted. No one is to be left out.

The Public Information Office has the responsibility for arranging all departmental news conferences. Please insure that they are provided with the necessary information in as timely a manner as is possible.

The Office of the Chief of Police will have final approval before any news conference is scheduled.

  
Major Esther Farmer  
Commander  
Public Information Office

12/1/17  
Effective Date



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STANDARD OPERATING PROCEDURES: S.O.P. 3  
(Continuation)

News conferences will be conducted in the following way:

- The Chief of Police will read a prepared statement summarizing the situation that prompted the news conference.
- The Chief of Police will then turn the proceedings over to the lead investigator(s) or individual(s) best qualified to field questions from the media.

In the event that the Chief of Police is not available for a particular news conference, the Deputy Chief of Police will officiate. If both the Chief and Deputy Chief are absent, the commander of the Public Information Office will speak in their place.

# City of Miami



DANIEL J. ALFONSO  
City Manager

## PUBLIC INFORMATION OFFICE

### STANDARD OPERATING PROCEDURES

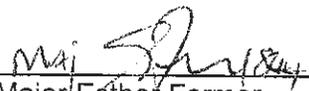
S.O.P. 4

Subject Awards

Purpose To coordinate presentation of awards to Miami Police Department personnel.

Scope 1. Departmental Awards (including Most Outstanding Officer of the Month, Public Service Award, H.E.R.O.S. Awards, Public Service Aide of the Month, Administrative Excellence Award, Unit Citation and Employee of the Month): the following procedures are adhered to in connection with the above awards –

- A. Organize the monthly Awards Selection Committee Meeting. Committee memberships will minimally be comprised as follows:
  - 1) Three designated staff level representatives, or under exigent circumstances, their mid-management level designees.
  - 2) One F.O.P. representative.
  - 3) The P.I.O. Commander (tie breaker).
 Under no circumstances will the committee convene without a staff member being in attendance.
- B. Prepare a memorandum to the Chief of Police notifying him of the committee's recommendation for each award.
- C. Research the personnel file of the officer selected as Most Outstanding Officer of the Month and prepares a letter from the Chief of Police to the Dade County Association of Chiefs of

  
Major Esther Farmer  
Commander  
Public Information Office

12/1/17  
Effective Date



-- 2 --

STANDARD OPERATING PROCEDURES: S.O.P. 4  
(Continuation)

- Police nominating the officer for Dade County Officer of the Month.
- D. Write a memorandum from the Chief of Police to the City Manager advising him of the selection.
  - E. Write commendations from the Chief of Police to the different award winners and runners-up; prepare "Recommendation for Commendation Paid Leave" forms for recipients of compensatory time in relation to each award.
  - F. Order Plaques for the award winners from the vendor (currently Trophy World, Inc.)
  - G. Write news release for each award.
  - H. Arrange presentation ceremony; contact recipients and their supervisors by memo and/or email and follow-up phone call.
  - I. Photograph presentation ceremony.
2. Walter E. Headley Jr. Officer of the Year Award: Each year the Fraternal Order of Police selects 10-15 officers for special recognition and one officer from that group as recipient of the Walter E. Headley Jr. Award as Officer of the Year. A member of the Public Information Office attends the selection meeting and writes a news release announcing the results. However, all selections are kept in strict confidence until the day of the presentation.
3. Awards by Other Agencies (Rotary, American Legion, etc.): Other groups may request information on Miami Police Officers so they may select one for an award. Normally, the Public Information Office will provide these groups with copies of the news releases of the 12 previous months Most Outstanding Officer of the Month and suggest they select from that list.

When the Miami Police Department is asked to submit a nomination for a national or statewide Officer of the year Award (Florida Citizens Against Crime, Parade Magazine, I.A.C.P., etc.), the previous year's Walter E. Headley Jr. Award Officer of the Year is the department's nominee.

# City of Miami



DANIEL J. ALFONSO  
City Manager

## PUBLIC INFORMATION OFFICE STANDARD OPERATING PROCEDURES

S.O.P. 6

Subject Digital News Clip Library (TVEyes, an online paid subscription)

Purpose To maintain a file of police-related news items clips recorded from local television programs.

- Scope
1. The Public Information Office has the responsibility of recording and maintaining digital news clips library of all television news items pertaining to the Miami Police Department.
  2. Digital news clips are maintained on file in the office for a period of three years. A log noting the date of broadcast, T.V. station and type of incident is also maintained as part of the library.
  3. Members will follow the instruction below in order to access the TVEyes online webpage and capture the digital news clips pertaining or of interest TO THE City of Miami Police Department.

A. Log into TVEyes

- 1) Enter log in name and password
- 2) Power search using key words
- 3) Clip new story by start and end time
- 4) Click save clip
- 5) Wait for email on clipped new story
- 6) Download clip onto folder of pertinent case/news story

  
Major Esther Farmer  
Commander  
Public Information Office

12/1/17  
Effective Date



# City of Miami



DANIEL J. ALFONSO  
City Manager

## PUBLIC INFORMATION OFFICE

### STANDARD OPERATING PROCEDURES

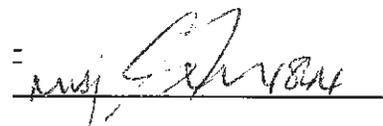
S.O.P. 7

Subject Emergency Situations

Purpose To provide for the operation of the Public Information Office during emergencies.

Scope During emergency situations (civil disturbances, hurricanes, natural disasters, etc.) the Public Information Office takes on greater importance as the "voice" of the Police Department to the news media and general public.

1. When an emergency arises, the unit remains in operation on a 24-hour-a-day basis. Personnel are assigned to 12-hour shifts and days off are cancelled. Once the Unit Commander determines the office will operate under emergency conditions, a work schedule for each employee is posted and remains in effect until the emergency has passed.
2. The Unit commander will notify each employee of their assignment and schedule.
3. The Unit Commander will designate one employee per shift to maintain an information log of all major incidents reported by the Emergency Operations Center (E.O.C.). This log will be used by unit members to keep the news media updated on all incidents which are of vital importance for the safety of the community.
4. For additional information regarding duties and responsibilities during mobilization, refer to Departmental Order 10, Chapter 1, 3 and 4 and/or the appropriate plan (i.e. Hurricane, Civil Disturbance, etc.)



Major Esther Farmer  
Commander  
Public Information Office

12/1/17  
Effective Date



# City of Miami



DANIEL J. ALFONSO  
City Manager

## PUBLIC INFORMATION OFFICE

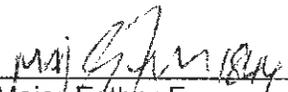
### STANDARD OPERATING PROCEDURES

S.O.P. 8

Subject Field Force Training

Purpose To insure sworn personnel are properly trained in Field Force Operations.

Scope Sworn members of the Public Information Office will comply with Departmental Order 10, Chapter 4, Section 4.4.4 Field Force Training. Eligible employees (able bodied sworn personnel through the rank of captain) will participate in Field Force training, as scheduled by the department's Emergency Planner.

  
\_\_\_\_\_  
Major Esther Farmer  
Commander  
Public Information Office

12/1/17  
\_\_\_\_\_  
Effective Date



# City of Miami



DANIEL J. ALFONSO  
City Manager

## PUBLIC INFORMATION OFFICE

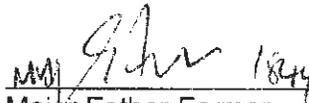
### STANDARD OPERATING PROCEDURES

**S.O.P.** 9

**Subject** Photography

**Purpose** To record, on film and video, departmental events.

**Scope** PIO houses a staff photographer responsible for carrying out ceremonial photographic duties for the department. All special events, ceremonies, promotional materials (newsletters, pamphlets, year book, calendars, etc.) require a photographer.

  
 \_\_\_\_\_  
 Major Esther Farmer  
 Commander  
 Public Information Office

12.1.17  
 \_\_\_\_\_  
 Effective Date



**PUBLIC INFORMATION OFFICE**  
**STANDARD OPERATING PROCEDURES**

<b>S.O.P.</b>	10
<b><u>Subject</u></b>	Gun Buy Back
<b><u>Purpose</u></b>	To collect firearms from the public as a safety measure to deter violent crimes in which firearms are used, in exchange the participants are provided for gift certificates
<b><u>Scope</u></b>	<p>The Public Information Office staff is required to coordinate with all internal and external resources to establish a location, time, and date for the event. The lead PIO assigned to the Gun Buy Back operation will coordinate with sponsors and collect donations and additional presentation of the event. EX. Radio and TV spots.</p> <ol style="list-style-type: none"><li>1. <b><u>Meeting:</u></b> An initial meeting with the Community Relations Section Commander or designee and all resources will be held in order to establish duties and commitment.</li><li>2. <b><u>Location:</u></b> The location of the event will be coordinated with the respective NET Commander and should a safe and open location with ample parking and a reserved work station for firearms. The location should also have a shaded area for the staff and participants alike in the event of bad weather conditions.</li><li>3. <b><u>Time and Date:</u></b> The Time of the event will be coordinated with the NET Commander and will be at an appropriate time for visibility and safety of all personnel involved</li><li>4. <b><u>Resources:</u></b> Training Staff (Firearms Detail) will be assigned to the location in order to ensure that the firearms collected are safe and clear. The officers will secure the firearms with plastic tie wraps and ensure they are placed in city issued labeled plastic bags<ol style="list-style-type: none"><li>a. FOD personnel selected for the operation (PST, BEATS, PATROL, and RESERVE) units will provide inner and outer security and administrative duties including writing reports while on scene of the operation and escort individuals bringing weapons to the command post.</li><li>b. Property unit will be on site to collect and transport the firearms to the property unit for storage.</li></ol></li></ol>

# City of Miami

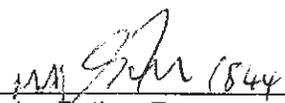


DANIEL J. ALFONSO  
City Manager

-- 2 --

STANDARD OPERATING PROCEDURES: S.O.P. 10  
(Continuation)

- c. The Gun Squad will evaluate and check all weapons for computer hits at the conclusion of the operation
  
- 5. Presentation: The PIO officer assigned to the Gun Buy Back detail will ensure to write a detailed press release and conduct all interviews for the event along with any other designee involved in the detail.
  
- 6. Gift Card Distribution: The PIO officer assigned to the operation or a designee is the sole person in charge of the gift card distribution and pricing in exchange for a firearm.
  
- 7. After Action Report: At the conclusion of the operation, the PIO officer assigned to the event will distribute an updated News Release detailing the results on the event.

  
 Major Esther Farmer  
 Commander  
 Public Information Office

12/1/17  
 Effective Date

