2-04/070.20 - Sheriffâ€™s Information Bureau

The Sheriff's Information Bureau (SIB) is a 24-hour operational unit responsible for strategic communications, coordinating media relations, disseminating timely and accurate information, addressing media inquiries, and supporting the Department's reputation management efforts. All other Department units should coordinate with SIB with respect to these issues.

SIB services include:

- Issuing code 20 and news releases to journalists and representatives of the media;
- Creating, updating, and distributing Department brochures;
- Coordinating Department press conferences;
- Producing and hosting all large-scale events and manages the official awards program for the Department, through the executive projects team;
- Issuing press credentials and maintaining liaisons with representatives of the media;
- Accepting public requests for Department speakers;
- Addressing ADA access issues for Department information distribution efforts;
- Maintaining the Department Master Calendar of events;
- Coordinating and overseeing all Department digital signage projects;
- Managing the Department's intellectual property;
- Managing film requests for television, shows, or documentaries;
- Maintaining and monitoring the functionality and engagement of all Department social media accounts;
- Conducting all training for media relations, First Amendment auditor, social media, and Public Information Officer (PIO) classes;
- Assisting Department units and stations with public safety informational publications and Public Safety Announcements (PSA's);
- Handling internal Department-wide notifications;
- Responding to inquiries from the general public, law enforcement agencies, and government agencies regarding a variety of law enforcement issues and Department policies and procedures;
- Researching concerns and issues raised by the public, composing letters and other forms of correspondence including interdepartmental bulletins, electronic messages, and news releases;

- Maintaining the LASD website management/graphic design;
- Maintaining the LASD Museum’s archives and historical collections, ensuring the preservation of Department memorabilia and providing research assistance to the public and personnel; and
- Handling the Department’s legal obligations involving foreign nationals, facilitating information sharing with other police agencies and government entities, providing internal Departmental support on international matters, and maintaining the international social media presence for the Department – which is done through SIB’s International Liaison Unit, the official departmental point of contact between LASD and foreign police and government entities.

During critical incidents or newsworthy events, SIB staff members will be available at SIB offices, Field Command Post, and/or the Emergency Operations Center, to gather, develop, and disseminate information. SIB personnel will also be available to assist incident commanders and/or unit commanders and serve as a liaison to the news media as necessary.

Under the Incident Command System (ICS), SIB staff will be part of the incident commander's command staff and will be referred to as Public Information Officers (PIO).