2-04/070.60 - Notifications to SIB

When a station or bureau intends to make a formal statement, issue a press release, or participate in a media interview, the station or bureau shall notify the Sheriff's Information Bureau (SIB) prior to the engagement or immediately after. Notification to the Sheriff's Information Bureau ensures departmental consistency and the accuracy of information disseminated to the public and the media.

Personnel shall contact SIB as soon as a media request is received. In cases of high-profile incidents or matters impacting Department-wide operations, SIB will assist in facilitating and, if necessary, coordinate a press release, press conference, and/or media availability. This protocol ensures messaging aligns with departmental goals, policy, and procedures.

For pre-arranged interviews or specialized features, Unit Commanders or their designee shall obtain concurrence from SIB and their respective Division Headquarters before proceeding.

Emergency Exception: In spontaneous, on-scene "breaking news" situations, the Detective or Supervisor on scene may provide preliminary information to the media but must notify SIB immediately following the interview to provide a summary of the information shared.