



*Kern County Sheriff's Office*  
**Policies and Procedures**

<b>TITLE: MEDIA RELATIONS-PUBLIC INFORMATION OFFICER</b>		<b>NO: I-200</b>	
<b>APPROVED: Donny Youngblood, Sheriff-Coroner</b>			
<b>EFFECTIVE: August 1, 1990</b>	<b>REVIEWED: 1/19/2018</b>	<b>REVISED: 04/01/1996</b>	<b>UPDATED: 1/31/2008</b>

**POLICY**

The Sheriff-Coroner at his discretion may appoint a permanent or temporary Public Information Officer. When so appointed, the Sheriff's Office Public Information Officer (P.I.O.) has specific responsibilities for dissemination of information and provides an agency-wide, limited resource for various commands. However, each division is responsible for establishing appropriate news media relations within that command and it is permissible for the news media to deal directly with division personnel.

Sheriff's Office personnel shall advise the P.I.O. of media requests for assistance in preparing feature stories, "in-depth" articles, or series which require significant Sheriff's Office time and effort or extensive interviews. The P.I.O will review such requests and determine the overall public information value to the Office and the public.

**PROCEDURE**

The P.I.O may be called out to provide liaison with the news media at the discretion of the watch commander. A call-out should be initiated when:

- A command post is initiated to handle a large incident;
- S.W.A.T. operations are undertaken;
- Death or critical injury of a Kern County Sheriff's officer occurs;
- Any incident resulting in the death of a citizen as a result of police action occurs.

A call-out may be initiated for:

- Unusual or outstanding arrests;
- Lifesaving acts;
- Crime series information.