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# Mediated Access

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Police Public  
Information Officers'  
Media Management  
Efforts, Use of Social  
Media, Handling of  
Body Camera  
Footage and Public  
Records

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## Summary

Law enforcement public information officers (PIO) have in place a number of policies that allow them to manage the messages being sent to the news media, the most potent of which are the policies to require reporters to go through them to talk to any member of the police force. Most monitor the interviews that officers give to reporters, mostly so they can manage the messages that are being given out. About half of the police PIOs surveyed by the National Information Officers Association and the Society of Professional Journalists said that they have stopped their officers from talking to some reporters or media outlets because of problems they've had with those reporters/outlets stories in the past. Virtually all of the PIOs view it as their job to make sure accurate information about the agency is conveyed to the public.

On other topics, about half of the PIOs are working with records management software that is over seven years old and only about half of the systems allow them to easily locate and separate public records from investigatory or private documents. Most received at least a little instruction on how to use the software or public records system. About two-thirds said they did have some training in their state's open records laws as it applies to police records.

Body cameras are employed by about one-third of the PIOs' agencies and so far those PIOs are only getting a few requests for footage, mostly from the media. Most commonly the media were asking for footage where a member of the public was killed or an officer used force.

PIOs devote some of their resources to updating the agency websites and posting information on Twitter, Facebook or other social media sites. Most often, they post news releases with a good bit of detail. Even so, they report that social media has either had no impact on the amount of contacts they have with the media, or the number of contacts has actually increased.

## Study Sample

The survey was conducted online from January 11, 2016, to February 9, 2016. An email invitation was sent by NIOA to its membership roster of 783, with two reminder messages. We received 181 responses, for a response rate of 23.1 percent. The margin of error for a sample size of 783 is 3.5 percent.

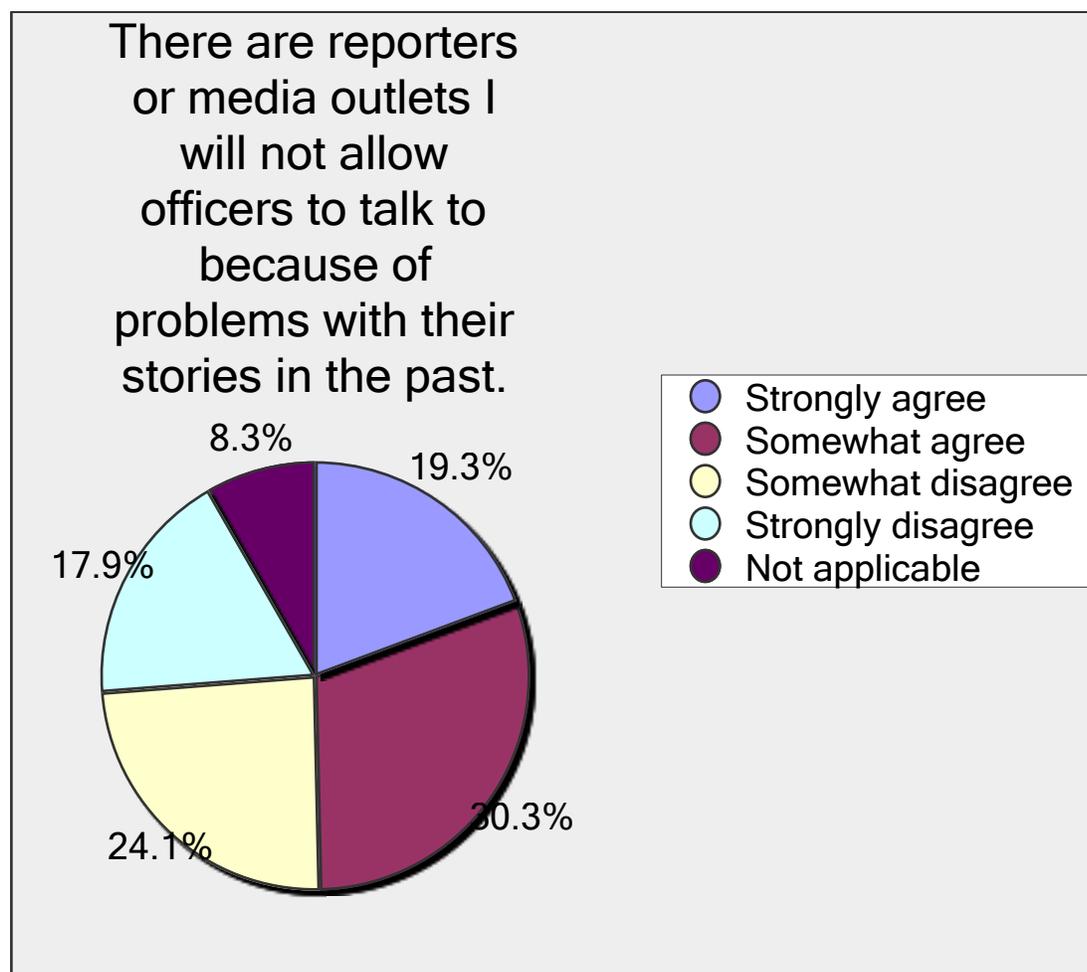
Of the respondents, 95.6 percent work full-time for a law enforcement agency as a PIO. The rest worked as a PIO as only part of their duties. One described themselves as a freelance PIO. Over half the respondents (56.2%) have six or fewer years of experience working as a PIO. Nearly a fifth (18.1%) of the respondents have been working as a PIO for more than 15 years, 14.2 percent with seven to nine years' experience and 11.6 percent with 10 to 15 years' experience. Over half (57.8%) worked in law enforcement before working as a PIO, 16.2 percent worked in journalism and 9.7 percent worked in public relations; the rest worked in other fields or were students.

The largest portion of respondents (42.1%) work in the South, 21 percent in the Midwest, 13.1 percent in the West, 11.2 percent in the Southwest, 10.5 percent in the Northeast and 2.1 percent worked either internationally or nationally. Nearly 100 (92) out of 129 respondents are between the ages of 37 and 56.

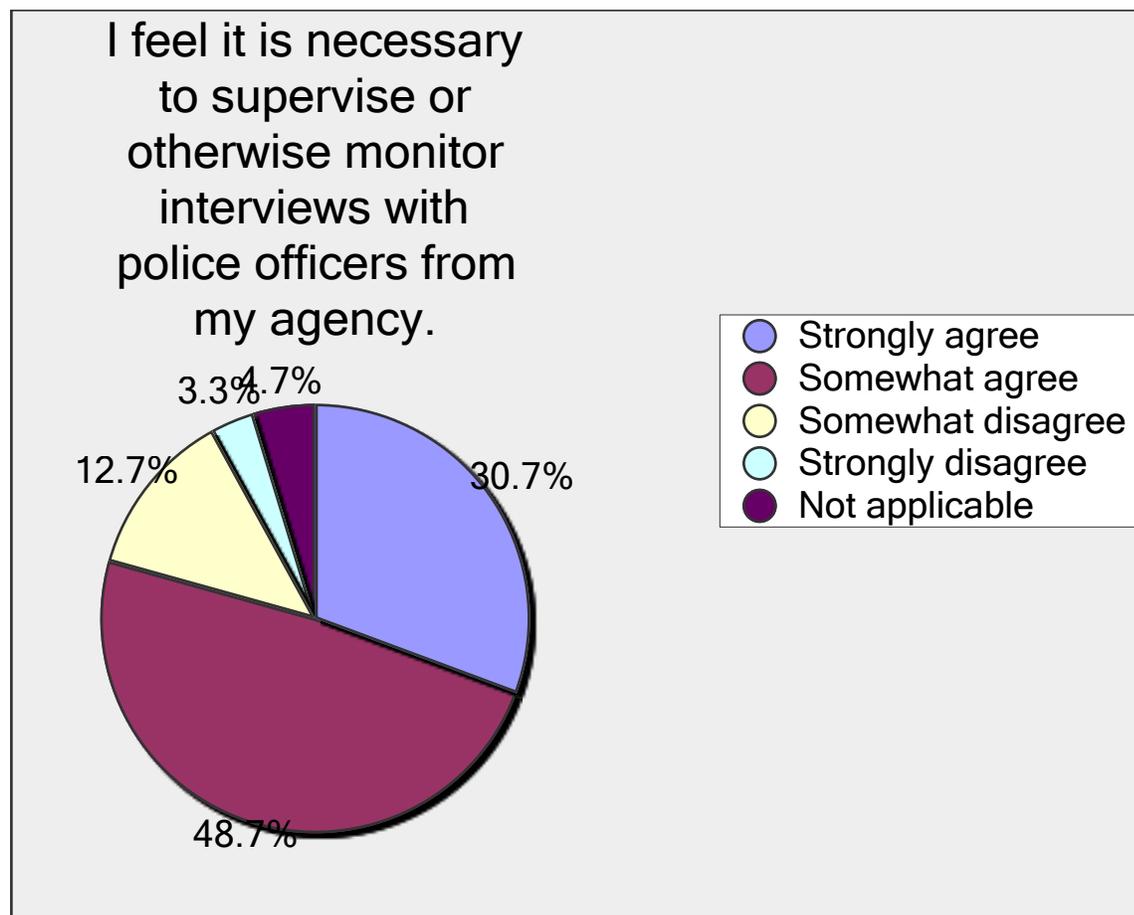
### General Findings

Almost all the law enforcement public information officers surveyed believe it is their job to make sure accurate information from their agency is conveyed to the public (98%). They try to manage the message that goes out to the public by instituting policies that require the officers in their agencies to refer reporters to the PIO when they are contacted directly by reporters (74% strongly agree, 26% somewhat agree).

When there have been problems with a reporter's or media outlets' stories in the past, about half of the PIOs will not hesitate to ban the reporter or the outlet from interviews with their agency's personnel (strongly agree 19.3%, somewhat agree 30.3%).



Three-fourths feel it is necessary to supervise or otherwise monitor the interviews with police officers that they do grant (30.7% strongly agree, 48.7% somewhat agree).



Asked for their reasons for monitoring interviews, 111 gave an answer and 70 of those mentioned a need to control the message being given out. Thirty-five said they were there to provide comfort and support to the officer being interviewed. And six said they just wanted to make sure the reporter “stayed on track”.

In the area of controlling the message, here is a sample of some of the PIO comments:

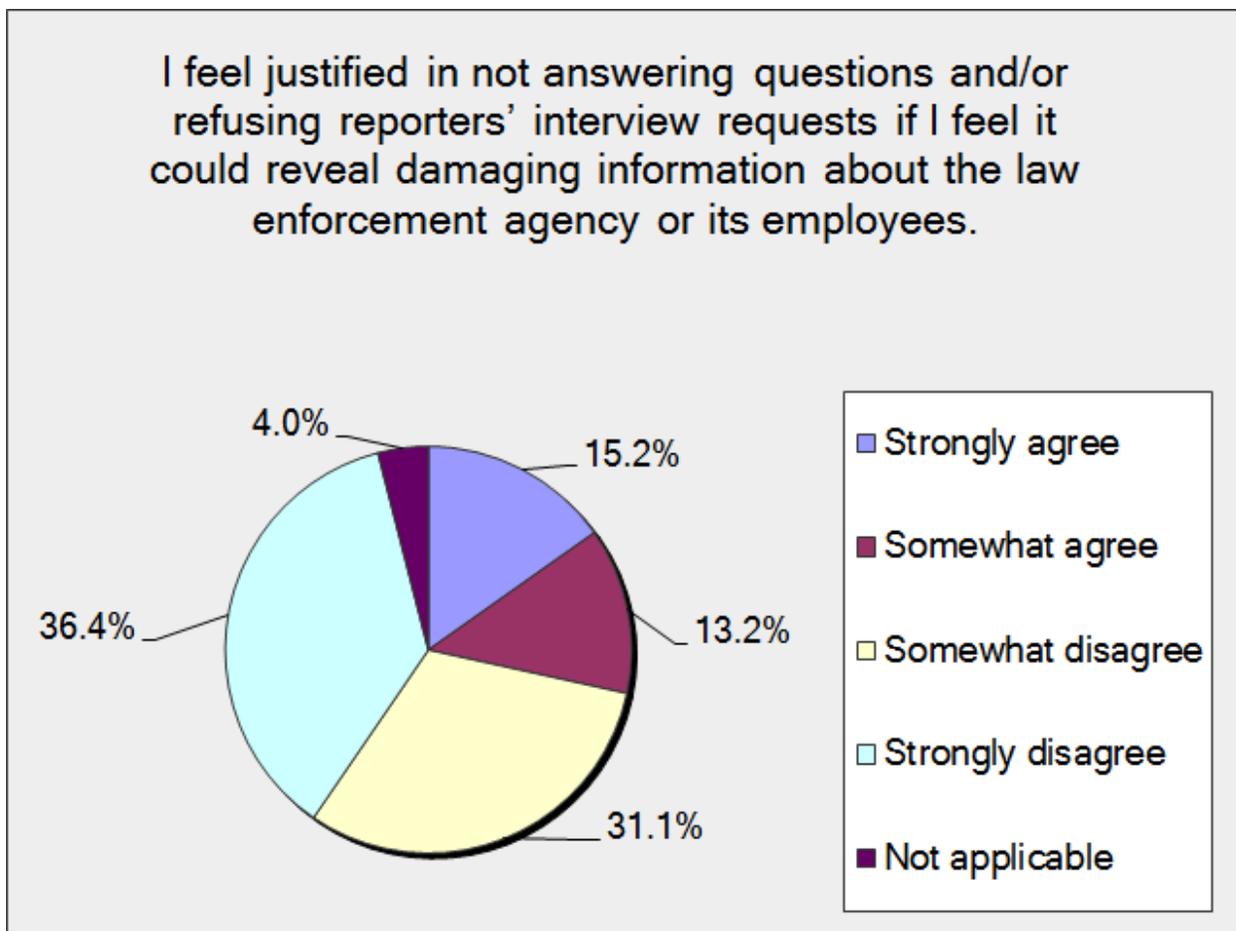
- One PIO said they monitored “to ensure that the correct message is getting out. Also, making sure that they (the officers) are not revealing information that is not releasable.”
- Another said they wanted “to ensure that the interviews stay within the parameters that we want.”

- Another explained that “if there is a particularly contentious or complicated topic, I prefer to be there to assist with answers/clarification.”
- One PIO said they needed “to make sure the media does not try to ask questions that may jeopardize an investigation.”
- Another PIO was concerned about “information and continuity for requests from numerous news organizations. News organizations can be jealous if they perceive there is ‘playing favorites’ or providing details to one reporter that is not provided to another upon request.”

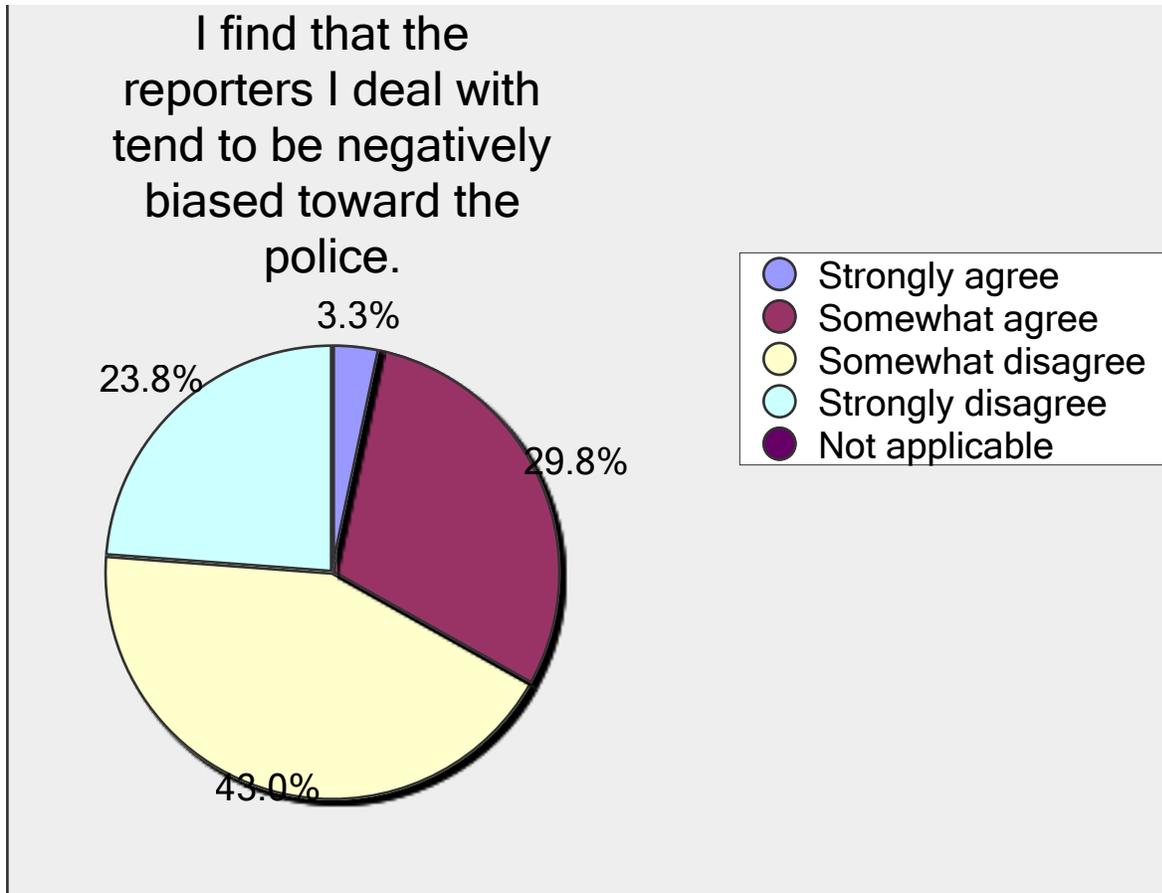
In the area of comfort and support, several PIOs mentioned that some officers either didn’t like or were afraid of the media and they wanted to ensure that the officers were comfortable and had a positive experience.

“Our officers and detectives are just that -- officers and detectives,” one said. “They do not have experience in giving interviews. They are generally not comfortable in front of a camera. My presence gives them that extra sense of security that if a reporter tries to ask them a question that is off limits, I will step in and handle it for them.”

While the PIOs wanted to closely monitor the message the agency was sending to the public, the majority of police PIOs did not, however, feel it was their job to protect the agency from negative publicity. Only about a quarter of the PIOs agreed with the statement that they felt justified in not answering questions or scheduling interviews that could reveal damaging information about the agency or its officers.



Three-fourths view their relationship with the reporters they deal with regularly as professional and courteous (73.8%). And only a few thought reporters were negatively biased toward police (3.3% strongly agreed, 29.8% somewhat agreed).



Most PIOs thought the reporters who cover the PIOs' agency had a good understanding of the law enforcement process and the legal system (8.5% strongly agree, 67.3% somewhat agree). Those who thought the reporters didn't understand identified as common areas of misunderstanding the investigative process and legal restrictions on what can be released. Several suggested that beginning crime reporters take a citizens police academy course or do a ride-along with an experienced officer.

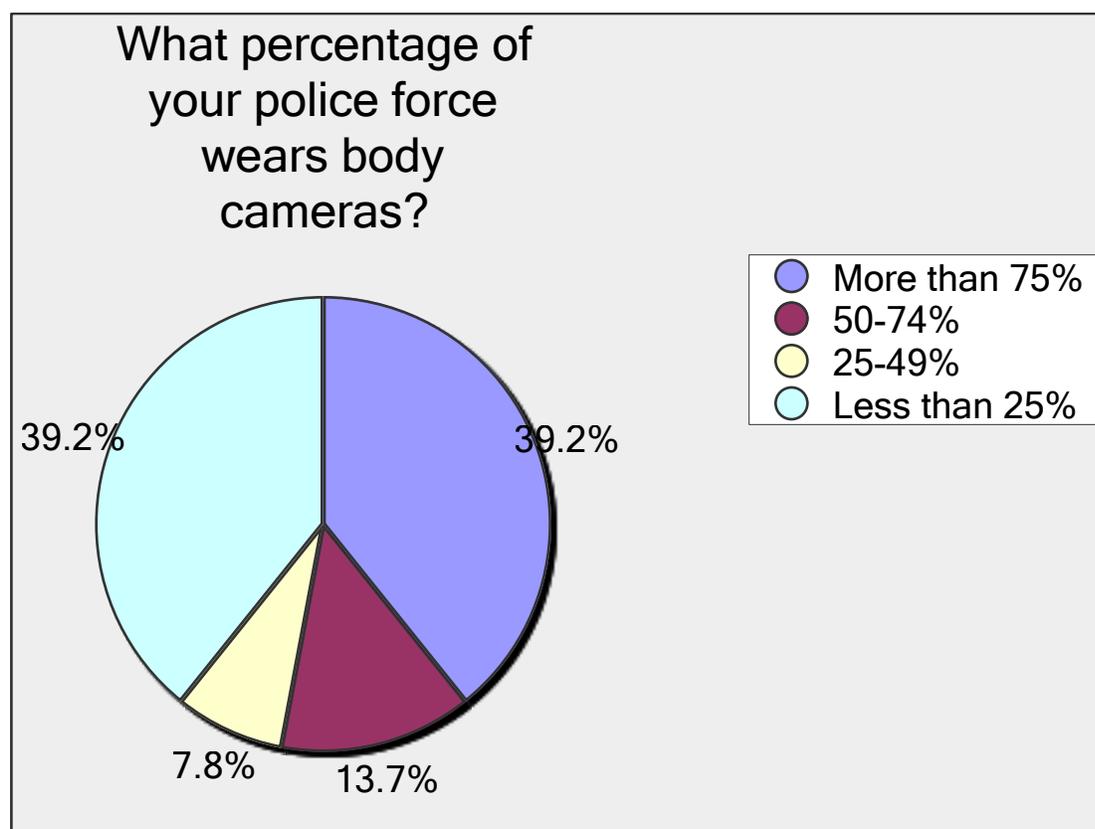
Not all PIOs are the public records custodians for their law enforcement agencies, but most have to deal with media requests for public records. Many are burdened with old computer systems. Half of the 145 responding said their records management software ranged from four years old to more than 15 years old (14.5% 4-6 years, 12.4% 7-9 years, 14.5% 10-15 years and more than 15 years 6.9%). Only one in five (21.4%) had records management software newer than three years old.

About half (50.4%) said the system allowed them to easily locate and separate public information from private and investigatory documents. Some said the system was only partially accessible, mostly because they still had to redact unreleasable information, like driver's license numbers, manually.

Only a handful (15.5%) said their agency worked with an organization that specialized in public records, such as SPJ or others, to develop the system that easily provided public records to the public and journalists.

Most PIOs said they received instruction on how to use the records management software and public records system (53.2% yes, somewhat, 29.8% yes, thoroughly). And two thirds (67.3%) said they have had training in the state's open records law as it applies to police records. Some received the training from city, county or state attorneys, some from state agencies or police training facilities, some from self-initiated study and a few from sessions with First Amendment organizations or media outlets.

Only about one-third of the PIOs reported that their department employed body cameras (34.3%). Of that proportion, about 40 percent said more than 75 percent of the force wears the body cameras (39.2%), and the same amount said less than 25 percent wears body cams (39.2%).



Most of the agencies represented by the respondents have some policy or law governing the release of body cam footage (78.4%), mostly their regular open records law, but apparently they don't get requests for footage very often. Thirteen said they had never gotten a request (27.1%), while 12 said they only got one every few months (25%) and 10 said they tended to get one once a month (20.8%). No one reported getting requests every day.



Most commonly they were asking for footage where a member of the public was killed, an officer used bodily force or there was a confrontation between an officer and a member of the public.

Which of the following situations or cases has your agency had that have prompted requests for body camera footage: (click as many as apply)		
Answer Options	Response Percent	Response Count
A shooting where a member of the public was killed after being shot by a law enforcement officer	48.3%	14
A shooting where a member of the public was injured after being shot by a law enforcement officer	24.1%	7
A shooting where a law enforcement officer was killed	0.0%	0
A shooting where a law enforcement officer was injured	13.8%	4
A call for service response where there was alleged racial or ethnic remarks used	31.0%	9
A call for service response where there was a need for bodily force to be used by a law enforcement officer	62.1%	18
A call for service involving a member of the public considered a celebrity, politician, etc.	20.7%	6
A road-related event such as a vehicle accident	34.5%	10
A confrontation between a law enforcement officer and a member of the public	51.7%	15
A protest or demonstration	20.7%	6
Other (please specify)		12
	answered question	29
	skipped question	152

Of the requests they received, 30 percent said they are unable to grant any of them (29.3%), while about half were able to grant at least some of them (19.5% some, 19.5% most, 12.2% almost all and 7.3% all). More than half of the requests came from the media (58.3%), with the rest coming from lawyers (36.1%) and the public (5.6%).

Before the body camera footage is released, however, the footage is reviewed and sometimes edited, or redacted. Most of the time, they would redact the faces or identities of

undercover officers or informants (81%), the faces of victims (71.4%), or the faces of people who were involved in the call but were not arrested or considered a victim (66.7%). Most would delete what the departments considered to be graphic images of injuries (52.4%) or inappropriate language or unnecessarily embarrassing footage, such as a naked person (47.6%). Most would NOT redact the faces of officers or those arrested, however.

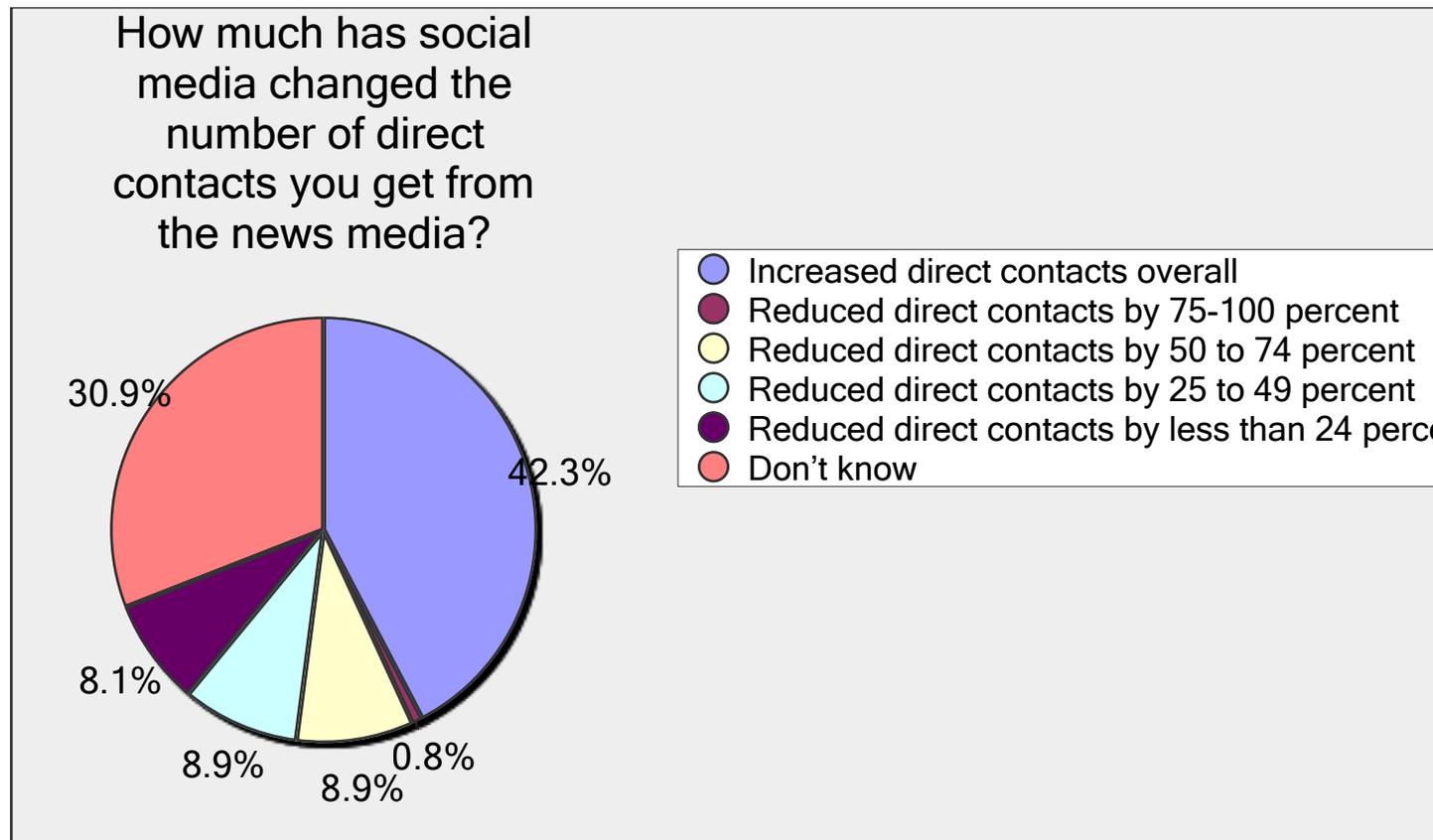
Which type of the following scenes captured on the body camera footage are most often redacted, or edited out, before the footage is released to the public? (click as many as apply)		
Answer Options	Response Percent	Response Count
Faces/identities of officers	23.8%	5
Faces/identities of those arrested	19.0%	4
Faces/identities of victims	71.4%	15
Faces/identifies of people involved in the call for service who were not arrested or considered a victim	66.7%	14
Faces/identities of undercover officers or informants	81.0%	17
What the department considers graphic images of injuries	52.4%	11
What the department considers to be inappropriate language or unnecessarily embarrassing footage (such as a naked person)	47.6%	10
Location identifying information, like street signs, house numbers, etc.	14.3%	3
License plate numbers	33.3%	7
Other (please specify)		15
answered question		21
skipped question		160

About half of the PIOS post a news release with detailed information about crimes and incidents on their agency's website, e-blast list or social media accounts such as Twitter or Facebook (47.9%). Some post a short synopsis with a link to the more detailed crime incident report (17.6%), and some just post the synopsis with no links (16.9%). Very few will post the crime incident report itself (7.7%) or no information at all (9.9%).

Most are posting the basic information on their agency's social media accounts within minutes (35.8%) or at least within hours (43.1%) after police learn of the incident. Most judge the newsworthiness or impact of the event or crime in deciding what to post. The next consideration is public safety. When a reporter asks for information in addition to what has been posted, the PIOs say they typically can respond within minutes (53.2%, or 11.3%

immediately) if the information is available for release, although sometimes the response is within a few hours (29.8%).

Interestingly, more than 40 percent say using social media has actually increased the number of direct contacts they get from the news media (42.3%) rather than decreased them, although 30.9 percent said they did not know what impact social media has had on the number of media contacts. The rest said it decreased the number of requests.



One PIO said, “It really has not changed much. Reporters still want additional information, and ask questions that are not answered in the media release.”

Another respondent said, “Tweets both increase and decrease the number of contacts. A tweet will often cause an immediate rush of direct phone calls. But many times, tweets in general decrease the number of calls over time as our agency provides more information via social media.”

Several pointed out that many of their postings created a story that the media did not already know about. “We are able to share more information that would not have otherwise been shared in traditional media,” one PIO said. “Traditional media monitors our SM accounts and builds stories from them. We have become more proactive.”

Police public information officers will devote much of their resources, as in man-hours, to keeping the social media accounts and websites updated. About 10 percent say 75 percent of

their resources go to social media (9.8%), while one in five say it's over half (21.1%) and about one-third say they spend 25-49 percent of their resources on social media (37.4%).

It's hard to tell how effective their social media efforts are, however. Only 8 percent use an outside media monitoring service to measure the return on the investment the office is putting into social media, while 30.1 percent use in-house analytics. Most rely on anecdotes (23.9%) or casual observation (38.1%).

## **Conclusion**

Police PIOs try to control the messages being sent to the news media by requiring reporters to go through them to talk to any member of the police force, and by being present when those interviews take place. However, most said they would answer questions and schedule interviews even if they knew it would reveal damaging information about the agency or the officers. But if they find problems with a reporter's stories, at least half said they would ban that reporter, and sometimes the media outlet, from any further interviews. They all believe it is their job to make sure accurate information about the agency is conveyed to the public.

PIOs thought most of the reporters they dealt with regularly had a good understanding of police processes. Some suggested that beginning reporters could learn more by attending a citizen's police academy course or doing a ride-along with a seasoned officer.

It is really too early to measure the impact of body cameras on the handling of public records. Only about one-third of the PIOs said their agencies employed body cameras and those that had them said not all of their officers were wearing them. They are getting a few requests for body camera footage, mostly from the media, but not an overwhelming number, and mostly when there are cases involving the death of a member of the public or an officer using bodily force.

In today's world, PIOs post their news releases on the agencies website and send links to Twitter, Facebook and other social media sites. The amount of information posted to social media varies, but the PIOs report that the use of social media has generally increased the number of calls they get from the news media, rather than reduced it. The PIOs devote a considerable number of man-hours to keeping the website and social media up to date, but most do not measure the effectiveness of their efforts in any scientific manner.

PIOs are not always the records custodian for their agencies, although they sometimes look for records to answer questions by the media. About half report that the software they are using is rather dated and doesn't make it easy to redact the private information. There's not a lot of training going on for the software, although most report that they did get some training on the state's open records law as it applies to police records.

## **Sponsors and Authors**

The survey was conducted by Dr. Carolyn S. Carlson, an associate professor of journalism in the School of Communication and Media at Kennesaw State University and a member of the Society of Professional Journalists' Freedom of Information Committee. Paymon Kashani is a graduate student in the Master of Arts in Integrated Global Communication program in the School of Communication and Media at Kennesaw State University, and a graduate research assistant to Dr. Carlson.

The National Information Officers Association is dedicated to helping public information officers learn how to effectively deliver the messages of their organization, with speed and accuracy. The NIOA was founded in 1989 as the only national organization devoted exclusively to representing and meeting the needs of emergency services and public safety information officers. For more information about NIOA, visit [nioa.org](http://nioa.org).

The Society of Professional Journalists is also a sponsor of this project. Founded in 1909 as Sigma Delta Chi, SPJ promotes the free flow of information vital to a well-informed citizenry, works to inspire and educate the next generation of journalists; and protects First Amendment guarantees of freedom of speech and press. For more information about SPJ, visit [spj.org](http://spj.org).

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## Appendix A: Survey Questions

How long have you worked as a police PIO?

0-3 years	50	32.3%
4-6 years	37	23.9%
7-9 years	22	14.2%
10-15 years	18	11.6%
More than 15 years	28	18.1%

What was your work experience prior to becoming a law enforcement PIO?

Public relations	15	9.7%
Journalism	25	16.2%
Law Enforcement	89	57.8%
Other	25	16.2%

Did you have any training in your state's open records law as it applies to police records?

Yes	103	67.3%
No	50	32.7%

What state is your agency located?

International	1	0.66%
Mid-West	32	21.05%
Nationwide	2	1.32%
North East	16	10.53%
South	64	42.11%
South West	17	11.18%
West	20	13.16%

I think the reporters I deal with typically understand the law enforcement process and legal system.

Strongly agree	13	8.5%
Somewhat agree	103	67.3%
Somewhat disagree	26	17.0%

Strongly disagree	11	7.2%
Not Applicable	0	0.0%

What are the typical areas of misunderstanding and what suggestions would you offer to correct them? Please specify:

Misunderstanding: Court procedures	4	11.76%
Misunderstanding: General Knowledge	5	14.71%
Misunderstand: Information Released	8	23.53%
Misunderstanding: Investigation	2	5.88%
Misunderstanding: Jurisdiction/Records	2	5.88%
Misunderstanding: Other	7	20.59%
Suggestion: Take a Course	6	17.65%

I find that the reporters I deal with tend to be negatively biased toward the police station.

Strongly agree	5	3.3%
Somewhat agree	45	29.8%
Somewhat disagree	65	43.0%
Strongly disagree	36	23.8%
Not Applicable	0	0.0%

I believe my job is to make sure accurate information from my agency is conveyed to the public,

Strongly agree	148	98.0%
Somewhat agree	2	1.3%
Somewhat disagree	1	0.7%
Strongly disagree	0	0.0%

I feel justified in not answering questions and/or refusing reporters' interview if I feel it could reveal damaging information about the law enforcement agency or its employees.

Strongly agree	23	15.2%
Somewhat agree	20	13.2%
Somewhat disagree	47	31.1%
Strongly disagree	55	36.4%
Not applicable	6	4.0%

My officers know to and will refer reporters to me when they have been contacted directly by reporters.

Strongly agree	111	74%
Somewhat agree	39	26%
Somewhat disagree	0	0.0%
Strongly disagree	0	0.0%
Not applicable	0	0.0%

I feel it necessary to supervise or otherwise monitor interviews with police officers from my agency.

Strongly agree	46	30.7%
Somewhat agree	73	48.7%
Somewhat disagree	19	12.7%
Strongly disagree	5	3.3%
Not applicable	7	4.7%

What is your reason for monitoring interviews? Please specify:

Comfort/Support	35	31.53%
Control the Message	70	63.06%
Keep Reporters on Track	6	5.41%

There are reporters or media outlets I will not allow officers to talk to because of problems with their stories in the past.

Strongly agree	28	19.3%
Somewhat agree	44	30.3%
Somewhat disagree	35	24.1%
Strongly disagree	26	17.9%
Not applicable	12	8.3%

My relationship with the reporters I deal with regularly is best described as:

Trusting and friendly	34	23.4%
Professional and courteous	107	73.8%
Strictly business	4	2.8%
We tolerate each other	0	0.0%

Adversarial	0	0.0%
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How old is the records management software in the computer system being used by your police department?

1-3 years	31	21.4%
4-6 years	21	14.5%
7-9 years	18	12.4%
10-15 years	21	14.5%
More than 15 years	10	6.9%
I don't know	43	29.7%
Our records are not computerized	1	0.7%

Does the system allow you to easily locate and separate public information from private and investigatory documents?

Yes	70	50.4%
No	38	27.3%
Partially	31	22.3%

Does the system allow you to easily locate and separate public information from private and investigatory documents? If "partially," please explain.

Redactions	13	54.17%
Other	11	45.83%

Has the department worked with organizations specializing in public records, such as SPJ or others, to develop a system for easily and quickly providing public records sought out by the public and by journalists?

Yes	22	15.5%
No	63	44.4%
I don't know	57	40.1%

Were you instructed on the use of records management software and public records system?

Yes, thoroughly	42	29.8%
Yes, somewhat	75	53.2%
No, not at all	24	17.0%

Does your department employ body cameras?

Yes	49	34.3%
No	94	65.7%

What percentage of your police force wears body cameras?

More than 75%	20	39.2%
50-74%	7	13.7%
25-49%	4	7.8%
Less than 25%	20	39.2%

Does your department have policies (or laws) regarding release of body camera information to the public or the media?

Yes	40	78.4%
No	4	7.8%
Don't know	7	13.7%

Does your department have policies (or laws) regarding release of body camera information to the public or the media? If yes, how does the policy on the body camera footage address public access to the footage? Please specify:

After Investigation Request	12	33.33%
Law	6	16.67%
Other	18	50%

On average and not taking into account special cases, how often do you get requests for body camera footage?

Every day or nearly every day	0	0.0%
At least once a week	5	10.4%
At least once a month	10	20.8%
At least once every few months	12	25.0%
At least once a year	8	16.7%
Never	13	27.1%

Which of the following situations or cases has your agency had that have prompted requests for body camera footage: Click as many as apply

A shooting where a member of the public was killed after being shot by a law enforcement officer	14	48.3%
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A shooting where a member of the public was injured after being shot by a law enforcement officer	7	24.1%
A shooting where a law enforcement officer was killed	0	0.0%
A shooting where a law enforcement officer was injured	4	13.8%
A call for service response where there was an alleged racial or ethnic remarks used	9	31.0%
A call for service response where there was a need for bodily force to be used by a law enforcement officer	18	62.1%
A call for service involving a member of the public considered a celebrity, politician, etc.	6	20.7%
A road-related event such a vehicle accident	10	34.5%
A confrontation between a law enforcement officer and a member of the public	15	51.7%
A protest or demonstration	6	20.7%
Other	12	

Which type of the following scenes captures on the body camera footage are most often redacted, or edited out, before the footage is released to the public? Click as many as apply

Faces/identities of officers	5	23.8%
Faces/identities of those arrested	4	19.0%
Faces/identities of victims	15	71.4%
Faces/identities of people involved in the call for service who were not arrested or considered a victim	14	66.7%
Face/identities of undercover officers or informants	17	81.0%
What the department considers graphic images or injuries	11	52.4%
What the department considers to be inappropriate language or unnecessarily embarrassing footage (such as a naked person)	10	47.6%
Location identifying information, like street signs, house numbers, etc.	3	14,3%
License plate numbers	7	33.3%
Other	15	

What proportion of the request for body camera footage are you able to grant (even after editing)?

All	3	7.3%
Almost all	5	12.2%

Most of them	8	19.5%
Some of them	8	19.5%
Few of them	2	4.9%
Hardly any of them	3	7.3%
None	12	29.3%

The requests for body camera footage most often come from

Media	21	58.3%
Public	2	5.6%
Lawyers	13	36.1%
Other	7	

How much information about crimes and incidents do you post on your agency's website, e-blast list or its social media accounts (Twitter, Facebook)?

We post the crime incident report and a news release	11	7.7%
We post a news release with detailed information	68	47.9%
We post a short synopsis with links to the crime incident report and/or a detailed news release	25	17.6%
We post a short synopsis with no links	24	16.9%
We typically do not post information on our website and/or social media accounts about crime and incidents.	14	9.9%

How quickly after police learn of the incident are you typically able to post the basic information on the website or social media accounts?

Within minutes	44	35.8%
Within hours	53	43.1%
Within a day	23	18.7%
Within a few days	3	2.4%

What are the criteria that trigger a social media posting? Please specify:

Newsworthy/Events/Impact	59	51.75%
No Criteria/NA	5	4.39%
Other	7	6.14%

Press Release	5	4.39%
Public Safety	33	28.95%
Vetted/Personal Choice	5	4.39%

If a reporter asks you for information not included on the website or social media accounts, how quickly are you typically able to respond to the query if the information is available for release?

Immediately	14	11.3%
Within minutes	66	53.2%
Within hours	37	29.8%
Within days	1	0.8%
At least before their deadline	6	4.8%

How much has social media changed the number of direct contacts you get from the news media?

Increased direct contact overall	52	42.3%
Reduced direct contacts by 75-100 percent	1	0.8%
Reduced direct contact by 50-74 percent	11	8.9%
Reduced direct contacts by 25-49 percent	11	8.9%
Reduced direct contacts by less than 24 percent	10	8.1%
Don't know	38	30.9%

How has the nature of your media queries changed since you started putting information out on social media?  
Please specify.

Creating a Story	11	10.48%
Decreased Requests	12	11.43%
Increased Requests --	25	23.81%
No- or Little- Change	16	15.24%
Other	15	14.29%
Request for More Information	16	15.24%
Unknown/NA	10	9.52%

What percentage of the public information office's resources (i.e. man hours) is spent on an average week updating the website, sending e-blasts and updating the social media accounts?

More than 75 percent	12	9.8%
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50 to 74 percent	26	21.1%
25 to 49 percent	46	37.4%
Less than 24 percent	39	31.7%

How do you measure the effectiveness or the return on the investment your office is putting into social media efforts?

Anecdotally	27	23.9%
By casual observations	43	38.1%
In-house analysis	34	30.1%
Outside media monitoring services	9	8.0%
Other	14	

At what level of government do you work?

Federal	3	2.2%
State	18	13.1%
County	48	35%
Municipal	68	49.6%
Tribal	0	0.0%
Other	4	

What is your gender?

Male	80	58.4%
Female	57	41.6%

## Appendix B: Open-ended responses

### Question 11

What are the typical areas of misunderstanding and what suggestions would you offer to correct them? Please specify:

How the justice system works. Media feels that we are "against" them and don't want to provide information.
They do not understand what information can be provided under Florida records law.
Patrol response and duties. Investigative procedures. Case law
Reporters don't know basic laws or what police do on a day to day basis. They should take training on state and local laws and do a ride along with a policeman.
The processes do not seem distinct to reporters. Crime, investigation, arrest, interrogation/interview, booking, bail, arraignment, etc.
Use of force, rules of evidence, probable cause, terminology. There's also a general misunderstanding of overall procedures which, just like the public, stems from relying on TV shows and movies as their basis for how police work is done.
Question is too all inclusive. Understanding varies greatly among different journalists.
Reporters don't understand the difference between an arrest document and an indictment. No lurking about judicial process
releasing certain information as it pertains to the investigation
The need to protect the integrity of the investigation by not releasing certain details. Taking the time to explain instead of just saying no often helps.
Jurisdiction, open records
They often don't understand our need for keeping investigative details private. They don't understand the jobs of an officer/detective, what goes into a call for service, an investigation, why things can take longer than they think they should, etc. I do my best to explain to them in general terms why things are the way they are, and sometimes I use past (adjudicated) case examples to make my point.
There seems to be little training or even passing along of information to new hires in the media. I spend a lot of time explaining processes and terminology as it pertains to LE.
No understanding of the court system and very little of law enforcement. Have been instructing reporters on a one on one basis.
The role of law enforcement in the criminal justice system; our release of information and how it works with an investigation; and the definition of a real story. All journalists could benefit from a citizen's police academy course, a greater understanding of what police do, such as through ride alongs and looking at the bigger picture of issues rather than just trying to find a story to meet their created deadline
The reporters in our agency are very young and inexperienced. They typically don't understand jurisdictional differences. I don't have suggestions for correction. I think education of the media is part of our job.
Typically the judicial process is poorly understood. From warrant to arrest to court proceedings.

<p>Laws, policies, use of force matrix, the daily dictates of law enforcement. A number of area PIOs have tried to hold educational forums - not for only the crime reporters, but for editors, columnists, opinion writers and such - but they cannot be bothered to learn. The institutions refuse to participate.</p>
<p>They should learn the difference between a burglary and a robbery - number one error made by TV reporters; They should take a citizen's police academy to learn about the agency he or she covers; they should also do ride alongs or ask to attend trainings.</p>
<p>Jurisdiction clarification and public records training</p>
<p>agency confusion, pulling records, accessing information.</p>
<p>Colorado Open Records Laws - Criminal Justice Records Act - specific disqualifiers for release of information. The process of criminal charges throughout the Criminal Justice System. Joint trainings on the laws they want to exploit and circumvent. Training on Criminal Justice Records Act and our limitations regarding the release of information.</p>
<p>More understanding of police operations and the Criminal Justice system would be helpful. Attending Citizen Police Academies and other learning opportunities can be helpful.</p>
<p>The time it takes to get a case from arresting a suspect to that suspect being formally charged with the crime. One potential solution would be to have a quick 1-2 hour training class once a year for local journalists, or at least the new ones.</p>
<p>Because there are no beat reporters in the media markets I deal with, few if any understand law enforcement, the judicial system or the law. With an area of interest so consequential, having beat reporters or even a baseline of understanding would be beneficial. I spend a lot of time educating reporters which I'm happy to do, but they could find this information on their own with a little direction from their management, which also isn't occurring.</p>
<p>Reporters in this market are generally right out of college with no experience. Many are from other states because of our proximity to Camp Lejeune USMC Base. I would suggest that reporters and journalists educate themselves and ask questions.</p>
<p>General law enforcement and court procedures.</p>
<p>Jurisdiction, release of information related to victims and juveniles, release of information critical to the integrity of an investigation. I would recommend required training for journalists to be able to request information from law enforcement agencies.</p>
<p>Just a general lack of knowledge in procedure, terminology, and etc.</p>
<p>Information about a case, is usually still in progress. Stick to the basics.</p>
<p>Reporters often do not understand the role of the DA as it relates to case management; and, courts as it relates to pre and post-trial actions. Processing of juveniles is even more confusing.</p>
<p>I think some of them do not understand the difference between an arrest and booking the suspect into a jail facility and an arrest in which the person was issued a summons (mostly with misdemeanor arrests. Some do not take the time to understand or research the criminal statutes to understand why a person was charged with what they were charged. In quite a few instances I would have to explain specifically what the statute stated for them to understand the reasoning. Statute titles don't always encompass all of the actions that a person can be charged with for that particular statute.</p>

IPRA laws, HIPAA laws, and general privacy act laws.

Reporters don't know the difference between a criminal complaint and an indictment. Most reporters do not understand the judicial system, and few, if any, have a grasp of the processes that govern the law enforcement community

## Question 17

What is your reason for monitoring interviews? Please specify:

More so to make the officer more comfortable with the media and answer any questions.
To ensure that the correct message is getting out. Also, making sure that they are not revealing information that is not releasable.
Be there if they have a question or need additional information
To ensure the reporter is fair and accurate. To assist the law enforcement officer in case he has issues with the reporter.
Make sure they stay with in policy
Consistency in information released. Observe the reporters' demeanor. Future training purposes.
Primarily to provide support for the staff member speaking to the media and to ensure that a reporter stays on topic.
Because I work directly for the Chief of Police who should always know when a member of his/her department is conducting an interview
To make sure the appropriate information is provide and that the message is conveyed appropriately.
So I know what has been said to represent the agency. The PIO is responsible for Media contact.
To ensure consistent, accurate information is conveyed.
The Sheriff requests that I do that.
Make sure they do not reveal any information that is exempt from public record, so as to not violate the law or compromise a criminal investigation
Information and to ensure that the interviews stay within the parameters that we want
To make sure that the reporter stays on topic and so does the officer.
Usually at the request of officer and ensure they did a good job to relay to the Chief
To ensure the flow of information is appropriate given the circumstances of the case involved
To maintain consistency in messaging.
The interviewee's lack of media experience. To assure that my agency's message was conveyed properly. To assist if needed.
reporters can take advantage of those that are not familiar with the process and what may or may not be released
It is important for me to know what information they are relaying to make sure message is consistent throughout the department.
For follow up questions and to keep reporters on topic
Depends on the interview. Some cases we don't want certain things revealed to the public

To ensure uniformity of information release and consistent messaging if more than one person is giving an interview or statement.
Keep the interview on track
It makes them more comfortable. They feel like they have an expert to guide them. They ask for advice and assistance on how to interact with the reporters. Also, if they say something unexpected, I'll know right away instead of catching it on the news. If I'm present, usually I can talk the reporters into not using sound bites that we're not comfortable with.
Information for media monitoring
Standardize message and prevent gaffes
If there are follow up questions or issues with what was said, I am the one that will be questioned. Many officers do not trust reporters.
To ensure that the officer conducting the interview does not reveal information which would be a detriment to an ongoing investigation.
Being aware of what is said, messaging
To offer helpful advice for later interviews, critique responses and ensure accuracy
Unity of message refrain from discussing policy.
If there is a particularly contentious or complicated topic, I prefer to be there to assist with answers/clarification
Keeping journalists on topic and in-bounds
to ensure the release of accurate info ensure reporters are acting within parameters
Mostly, our officers are uncomfortable speaking to the media. I am there to re-assure them. I may also add in information or clarify statements if I feel the reporter could misinterpret them.
sometimes only specific information should be released, some officers do not like to speak to the media
Accuracy, agency messaging, protection of agency & staff. Truthfulness
making sure I know what information is getting out so we are all giving the same information
The first time they do an interview to make sure they understand and are comfortable
Most of the time it's because the officer is not comfortable doing an interview even though they are usually a subject matter expert. Sometimes I will monitor if the topic is sensitive, just to play the 'bad guy' behind the camera that can tell the reporter what can or cannot talk about.
I monitor the interviews to keep the reporter on task to why the interview was requested. I've had reporters attempt to fish for information on other incidents instead of focusing on the current interview.
I want to be there if they need assistance with their responses, and I want to make sure that the information they are putting out to the media is consistent with what I or other representatives are putting out.

Road officers are not accustomed to being interviewed by the media as the PIO or Command Staff are. I am there to be more of a comfort to the officer so they are more open to the reporter than they normally would be if I were not there.
To make sure the officer feels comfortable that they are not "left to the wolves" and to make sure the reporter is not asking questions that we are not allowed to answer according to Open Records Laws, department policy, and state law.
To maintain a record of the interview. Often sound bites and supposed quotes are out of context or inaccurate and my administration wants a precise record of what was discussed in the interview.
To make sure I know what is being put out.
Accuracy and to make the officer feel comfortable about the answers given.
To make sure the officer stays on message and is not put on the spot on another topic.
So I know what is asked and answered
Stylistic instruction, educating Officers in providing the best information, encouraging a positive interaction with journalists.
Monitoring accuracy in reporting by the interviewing journalist; also as a "fall back" source should the interviewee need assistance with answering questions.
Because officers are not accustomed to speaking with journalists and they might not understand something that has been asked of them.
To be sure our officers are conveying proper messaging.
To make sure the interviewee is comfortable and understands the questions; to assist the reporter with answering questions that person may not know the answer to; and to be able to brief my command staff on the story
I want to be familiar with any public information that's going out about our agency, no matter from whom it originates. I also want to be available to assist if our officers are asked questions they aren't equipped or comfortable answering. Lastly, if I ask an officer to do an on camera, it's important that I make myself available to them.
Officer is comfortable with interviewer Consistency with message Overall support
To ensure accurate statements are being recorded
Not necessarily "monitoring" - just being there for the officer's moral support and to object to any "out of line" questions.
to make sure the media does not try to ask questions that may jeopardize an investigation
PAO support
I mainly monitor because an Officer requests me to be present during an interview with the media.
to help ensure accuracy of the responses provided during the interview process

In case assistance is needed and to reassure those with little media experience.
Ensure accurate information is provided, ensure accurate information is reported, and be available if the person being interviewed does not have an answer.
To avert any unintended misleading or incorrect information. To ensure all essential information is given. To ensure journalist questions are fair and that we are the appropriate agency to be giving a response.
If media management is my primary responsibility I cannot effectively fulfill that responsibility without monitoring agency/media interactions.
More to keep them on track than anything else. What's more important is to coach them before the interview is conducted to make them familiar with any red flag indicators.
To ensure our mission and goals are properly communicated to the public.
For reporting of what is being said to my Chief and also to vet any concerning questions that might not need to be answered
Officers inexperience with interviews
Uniformity and conformity
Our officers and detectives are just that - officers and detectives. They do not have experience in giving interviews. They are generally not comfortable in front of a camera. My presence gives them that extra sense of security that if a reporter tries to ask them a question that is off limits, I will step in and handle it for them.
To be involved in what information is spoken on behalf of our agency.
Interviewees inexperienced and be a resource for those being interviewed, ensuring the message we want to convey is clear, monitoring.
So that I am aware of what information is being provided
I like to hear what is being said, be there to answer additional questions and clarify anything that needs to be clarified.
To ensure the integrity of active investigations. Some of the Deputies are not aware of what is public information and what is not.
To make sure that information that should not get released does not get released improperly
Information accuracy and continuity for requests from numerous news organizations. News organizations can be jealous if they perceive there is "playing favorites" or providing details to one reporter that is not provided to another upon request.
Compliance with law regarding confidentiality
Ensure accurate information is conveyed, provide support and assistance, document statements for record retention and further clarification, if necessary.
I like to know what officers are saying in case I get questions from my superiors or from City Hall. I also like to make sure the reporters aren't trying to take the interview in a different direction than what they requested.

I like to ensure that our agency conveys one like message. The topic of the interview may arise again with another media outlet and the message needs to be the same even if the same person is unavailable for the following interviews.
To ensure that a reporter is not setting up an officer for a failed interview
To insure that no information is released that may compromise an ongoing investigation
It depends on the situation, and the level of trust with the reporter, but I do this when personnel doesn't have media training or understand the intricacies of an interview.
Our policy requires that only supervisors or those designated by the Chief are authorized to speak on behalf of the agency. From time to a time, a line officer is utilized for interviews. My reason for monitoring interviews is to provide support and ensure that we are within policy regulations.
Per our policy I or the Sheriff speak to the media but I have enlisted subject matter experts in some cases when appropriate
Record interviews with Staff members to ensure the message conveyed by the reporters has not been distorted
depends on the officer, but mainly to be in the know
to ensure they don't provide information that is not releasable
Usually they want me there. It puts them at ease, and it puts me and the administration at ease to know I am there with them.
To ens"ure the correct intimation is provided in a professional manner.
Our officers tend to go into "cop-speak." Most don't want to be involved with reporters
Identify information needed for follow-up, learn more about subject matter experts' information, provide clarification if the interview subject isn't familiar enough with topic, support nervous employees, identify future potential PIOs, build a relationship with reporter and subject matter expert.
To ensure that the information to be given is properly presented so that the public cannot be misled by our (dept.) statements
To help officers feel more comfortable in situations where they cannot answer a question. I have found it is easier for me to stop the reporter when they start asking questions that could damage an investigation. Officers tend to not be knowledgeable in the overall big picture of the department and my presence can supplement answers that they don't know which gives the reporter a better overall interview.
My responsibility as a P.I.O.
Make sure reporters stay within the preset boundaries and provide additional context when necessary.
To be sure that officers are adhering to legal restrictions on releasing information.
To provide the officers with a level of comfort that I am there to support them, to ensure that their messaging is accurate, to ensure that I am apprised of the nature of the questions that may necessitate any follow-up on my part, and to ensure that the journalist acts appropriately and stays within the interview guidelines that were agreed upon.

It would depend on the individual officer. It may be the officer is newer to the department or simply that some officers are very blunt in their delivery and what and how they say something while accurate can be taken completely out of context. And in some cases the officer may have a lot more working knowledge of the subject matter than I do. For instance when talking about K-9 operations, that officer knows more details than I do as I have never been a K-9 officer. Even then all officers tend to get nervous in front of a camera and may not say what they mean. I did it when I first started as PIO, but with time and experience comes calm and better relaying of information. That way the information is accurate and better understood.

To make sure officers are not misquoted

To ensure that accurate information is given. Also to ensure the media doesn't ask questions in an attempt to get information we wouldn't ordinarily supply.

They have no training and may say something that should not be public information at the time.

In case my officer runs into a problem; to act as a witness

I monitor interviews to be aware of the information the interviewee is putting out on behalf of the agency, but also to limit the disclosure of confidential or privileged information

Unless they are given by the agency head or command staff, to ensure the proper message is given to the reporter and public

Troopers are not trained to deal with the media

## Question 21

Does the system allow you to easily locate and separate public information from private and investigatory documents? If "partially," please explain.

There are redaction functions but we still have to use Adobe to ensure it is fully redacted as allowed by Georgia Open Records Act.
Manual tracking
If there are additional documents attached in the original report. All public records requests are handled by our records bureau/city clerk's office. Not the PIO for official records
Some items are automatically redacted and some items must be done manually
Everything documented by a law enforcement agency has the potential to be considered investigatory.
Information in our records system must be redacted by computer software or by hand depending on the type of record. Personal identifying information is not automatically redacted either.
There is a redact feature listed but not used.
Based on Louisiana public record laws, some things are obvious (black and white) as to whether they can be released publicly, while others are up for interpretation. Ultimately, I only release what I KNOW to be public record. Otherwise, I would have the reporter make an official records request which is handled by our staff attorney, not me as the PIO.
I still have to use my own judgment or get advice from detectives on whether certain information can/should be released.
It has redaction built in, but not perfect - records staff and I still have to do hand redaction. Working on this with software company.
Our RMS generates PDF documents. We use a combination of RMS tools and PDF redacting tools to ensure only "right to know" information is released.
I don't know if I can accurately explain.
For media distribution, I must redact phone numbers on reports and social security numbers and driver license numbers on warrants.
We have public copies of reports but often provide additional information upon request if it doesn't interfere with an investigation or violate confidentiality or privacy laws.
There are different access levels in the program, so the investigatory product is generally not accessible, but sometimes too much information is put in the initial report which is accessible to the public.
It is incumbent on my office to look at what is investigative, cleared, expunged or sealed, etc.
The system we use was originally started in 1993 and has had numerous updates and upgrades over the years. Some of the functions are sometimes sketchy.
Must be able to determine public and private copies of reports.
If an investigation is still on-going I confer with the detective to ensure evidentiary information is not released if it is included in the initial police report.

Information on public versions of reports differs slightly depending on which modules of the system you use. We do have a very user-friendly public-facing module that allows people to get crash reports and public case reports. I strongly encourage departments to get crimemapping.com so residents can see what crime trends are in their neighborhood.

Some information still has to be redacted manually

Phone information is present on incident reports and must be redacted before forwarding to the media. Social security numbers and driver's license numbers are present on warrants and must be redacted before forwarding to the media.

I have a section I can utilize that most others cannot access.

I can find the information but I must redact or limit what is put out

## Question 27

Does your department have policies (or laws) regarding release of body camera information to the public or the media? If yes, how does the policy on the body camera footage address public access to the footage? Please specify:

Footage is considered investigatory in nature and not released under Georgia Open Records Act. Once the case is disposed of the footage is open to the public upon request.
Footage falls under the Open Records Act which is very specific on what is releasable.
regulated by Washington state law
<p>451.9 BWV FILES REQUEST</p> <p>Agency Content</p> <p>A. Departmental Requests</p> <p>1. Any request shall be completed by the assigned case agent with supervisor approval.</p> <p>B. Non-Departmental Requests</p> <p>1. All other requests for a BWV file shall be accepted and processed in accordance with federal, state, local statutes and departmental policy (public records act, etc.) as set forth in Departmental Policy 810 – Records Release and Security.</p> <p>2. Media inquiries and/or requests shall be received and processed in accordance with Departmental Policy 346 – Media Relations.</p> <p>3. All Non-departmental requests shall be approved by the Chief of Police or designee.</p> <p>C. Request for Deletion of Accidental Recording</p> <p>1. In the event of an accidental activation of the BWV where the resulting recording is of no investigative or evidentiary value, the recording employee may request that the BWV file be deleted by submitting an email request with sufficient information to locate the BWV file to the Shift/Division Lieutenant. The Shift/Division Lieutenant shall review the file, approve or deny the request and forward to the System Administrator for action.</p> <p>D. Copying Procedures</p> <p>1. Copying of videos from Evidence.com will be done on a very limited basis. Requests to share video evidence made by the District Attorney’s office or allied agencies should be done electronically through evidence.com unless a special circumstance arises. If the recording is downloaded to a device/cd, a note shall be attached to the recording in evidence.com stating the purpose for the download and the supervisor authorizing the download/copying.</p>
We follow Florida statute 119 and will cite the exemption if we refuse to release any video.
It will be treated the same as camera footage that originated from a vehicle. Released upon request, unless it's part of an ongoing investigation or non-adjudicated case.
We are just starting in the use of body cameras. Our footage is kept for 90 days unless needed evidence or other purposes. The public can request footage in the same manner they would request any other information that is available to the public.
Access is granted on a limited basis as related to as prefix cases that are clearly not vvuri partt. Of an active and ongoing investigation
same as dash cam videos and other records
no public access
Supervisor review to make sure the footage is not evidentiary in nature

Follows the state open records act
All footage is considered investigatory in nature until any and all pending court action is completed or footage has been deemed not integral in the investigation or footage is necessary to release for the public's welfare.
Anything that would otherwise be open to the public is not releasable such as inside a home or a hospital.
As long as the video is not part of a lawsuit it is accessible.
Too long to list
It is releasable when the incident investigation is complete.
As any record, on a case by case basis, considering whether or not it is considered as evidence.
Recent enacted state law does not allow for general public access.
All requests must go through our Open Records Unit.
It depends on the case and the investigation. Nothing is released externally until the internal investigation is completed.
Footage is part of the criminal investigation file so it is not public information.
The same as any other public record. All video and audio falls into this category. Exceptions are court holds and active investigations.
Public Records Law of NC
no
If the footage taken is under investigation for a crime, pending court or under internal investigation the public will not have access. As we all know this is a gray area across the country.
Footage is only for court procedure.
Regarded as evidence in the case. Media must obtain a court order or permission from the Chief to release.
I'm not sure of the policy per se. They are deployed in other units of the department. Not mine as of yet.
Requests for footage is made through Records Staff as a records request and each is approved or denied by a division commander.
Currently no public access. Footage may be part of a criminal investigation, personnel record, or both. We are working with legislators for a less restrictive laws.
Through Georgia Open Records
Open records request is required through the city attorney's office
OPEN INVESTIGATION ARE KEPT AS EVIDENCE UNLESS DISTRICT ATTORNEY ALLOWS RELEASE
Footage must be requested under the state's open Public Records Act (OPRA) and must not be part of an ongoing investigation.
Case by case basis



## Question 36

What are the criteria that trigger a social media posting? Please specify:

Safety concerns
Shootings, major accident, weather related issues, traffic related issues
Fatal crashes, some of the more serious injury crashes
news worthy or significant events
public concern/safety
Anything that may be of interest to the public
Major events, good PR for the department, newsworthy events
Danger to officers or the public Public information about agency services
Incidents requiring rerouting of traffic, major crimes, incidents that represent a threat to the community.
If it is useful to the safety of the public, such as traffic fatalities, street closures, dangerous situations.
Anything that could inform public to be safe in a situation. Also, any accolades or good deeds done by the Sheriff's office or personnel.
A threat to the community, or video footage of a suspect where their identify is unknown
Number one reason - Public Safety. Whether is a traffic issue, active shooter, or any incident involving public safety, it's the priority. Number two reason - Education. Such as a scam (IRS calling to say you have to send money), a rash of crime (vehicle burglaries), or general safety info.
We know what makes an incident newsworthy in our area. This could be based on suspect's or victim's occupation, the location of incident, the "strangeness" of the crime, nature of the crime, are there outstanding suspects? We also post incidents that align with our crime-fighting initiatives: Elder abuse, property crime, human trafficking, etc.
Pattern crimes, large public interest, etc. We assess on a case-by-case basis.
Our City Manager does not like arrests to be posted on social media. He doesn't want the PD to have its own Facebook. We post positive or emergency info on the City's Facebook. The PD only post its press releases on our website.
Important information
Incidents regarding felony crimes, traffic alerts, and community outreach stories
If it directly benefits the safety of the public is our main criteria.
Serous incident that could lead to a news story, either print or other
Any information or story that the Sheriff or his two PIOs feel is of interest to the public.
notable arrests and incidents; road closures; community events; officer interactions with public

Significant arrests, major crashes, missing/endangered persons, soliciting tips on unsolved cases, natural or manmade disasters/emergencies, notable departmental or individual employee accomplishments, etc.
Crimes that involve video of criminals
News. Arrests etc.
Public's right to know
Anything of public interest is posted to our website.
Any danger to the public such as local crimes, scams etc. "Good news" stories as well as community events and daily safety tips based upon the time of year; i.e.: Halloween, Winter weather.
Positive story
immediate danger, request for info
Severity or Public attention to the crime/incident
Need to communicate in an expedient fashion with the public; rumor control, danger to public
Arrests of interest, PUBLIC safety or scam issues
Violent crimes against persons, trends, crimes with descriptive information on suspects/vehicles, requests
Public safety concerns
worthiness public's interest information
Our press releases are automatically posted to social media. Otherwise, we would only post incident-based information outside a press release if there is an ongoing incident that could be dangerous to the public and/or openly viewable by the public.
no specific criteria
depending on the crime and if I start getting calls from media
We do not have a social media account
We don't post crime related info daily, most often when police need help identifying a suspect. Right now, the PIO is the only one authorized to post onto social media. That will be changing in the next few months allowing officers and supervisors to post. The guideline will be anything of interest to the public, crime prevention tips, on-going incidents where there may be a danger to the public.
Homicide, traffic fatality, missing/endangered person, crime spree or trend, hazardous driving conditions, or other incidents that garner much media attention
Public Safety, Traffic, Crime Stoppers postings,
Seriousness of crime and any danger to the public's safety.
If a media release is published, I will utilize social media. Road closures, inclement weather, etc.

Someone has been involved in an incident resulting in severe injury or death or suspect at large and seeking information from the public.
The Patrol Lt. or the Criminal Investigations Division want something released, they contact me.
None.
Anything I release to the media I also post on social media.
Breaking news, something unusual, or something that puts the agency in a positive light.
All press releases are posted to social media
Significant events, media contact.
Major felony crime involving injury / death; critical incident that potentially affects the safety of a community.
The importance of the community knowing the information, assisting law enforcement investigate a crime or incident, and connecting with our community to remind them that we're human and more than just a badge, uniform and gun
Anything breaking that directly affects the public (i.e. traffic closures), good police/investigatory work, high profile crimes (felonies, crimes of violence), anything related to a public education initiative (ex. auto thefts in the winter, due to cars left running and unattended), anything the community may find interesting
impact to community
Confirm the info (with a W/C) in the post is accurate before posting
Major Crimes, Suspects at Large, Missing/Endangered Persons, High Priority Cases, etc.
anything that may have a direct effect on the public
Major crimes, traffic alerts, missing children/adults, everyday engagement with our followers.
Incidents of heightened interest or uniqueness
Major crimes, public/media interest, positive information regarding the agency/employees.
Impact on public
Major unsolved crimes, good arrests, new initiatives, officer commendations, incidents/stories that put the agency in a good light or have a high human interest component.
We know the public we have a strong interest in hearing about crisis situations, and situations that deal with homicide, armed robbery, etc.
Based on my discretion or a request from a detective
Anything from news to features.
No set criteria
Anything that is of importance to the public; would cause traffic concerns; would generate media attention; is a threat to public safety.

Affects to traffic flow/ road closures, concerns for public safety, needing public's assistance, weather concerns, human interest, community relations/marketing,
Information is passed through to our headquarters. They make the decision.
seriousness
public safety, calendar events
Our FB is typically for "good news stories", traffic alerts, missing persons, or incident updates. Twitter is used for traffic alerts and real time updates on active incidents. Occasionally I will post a press release on both if appropriate.
Major event or anything that may impact traffic
Dangers to the public or suspect arrests.
If we are asking for the public's help to identify a suspect or suspect vehicle captured on surveillance camera.
Arrests & community events, mostly
Federal Legal Requirements
Public safety concerns or endangerment, help in identifying suspects, road closures, evacuations, etc.
Type of event. Scope of the event. Time of day.
Anything that is news worthy or a community awareness issue
Citizen safety, dispelling rumors
Not possible in a simple answer box, but immediacy is determined by whether we are looking for a suspect, roads are closed, or a situation is occurring in a very public location. Otherwise we post information on incidents or arrests that have a less pressing nature as the investigation takes its course, usually within the first hour or so.
safety issues, public interest, major cases, public notification
Public Safety threat is a primary criteria. Secondary criteria is any release that is provided to the media is generally posted on official agency FB page.
Whatever we deem appropriate.
On major incidents and events of community interest or concern
Road closures, high profile arrest, fast moving event that has triggered attention.
no set criteria but typically if we think it's information the public wants/needs
Something interesting; a court case that a variety of media outlets are following.
Urgency to the needs of the agency and/or the public, such as missing persons, etc.
Felony cases or deadly traffic crash
The community impact by the incident.

Public Safety, Public Interest, Significant Incident, Road Closures, Special Instructions, Location of missing person, witnesses, evidence, etc...
Emergency information, threat to public, public safety. Incidents in remote areas of the state are slower to be posted on social media, but as soon as the PIO learns the info, it can go on social media.
We have no social media presence
All news releases are posted.
All of our content must be vetted by our sole client prior to posting. There is a significant lag time because of this.
Public concern and safety.
Current, news worthy, citizen safety
A serious part one offense or other crime/incident that directly affects the public or that we are receiving many inquiries about.
Changes based on the situation.
The nature of the incident, any possible "hold-back" or concerns about releasing information about the investigation, and what the current 'state' of social media is.
Armed suspect in an area, missing person, dangerous conditions such as traffic or weather
Threat to public safety, The need to get information out, to reduce the risk of rumors or miss information
SUSPECT IMAGE, LOST OR MISSING PERSONS, CRIME SPREE, PUBLIC SAFETY ANNOUNCEMENTS
Dangerous situations and suspect arrests.
Severity or Degree of the crime
Anything that we feel is newsworthy depending on the day.
Looking for suspects, drug arrests, major collisions,
depends on the nature of the incident or event
As determined by me and our social media team. The value of the information to the public.
road closings

## Question 39

How has the nature of your media queries changed since you started putting information out on social media? Please specify.

Has remained the same or increased.
Yes...the officers think they need to post everything which can be a problem if they don't tell the PIO
more specific information
Media sometimes calls wanting more information for a story we've posted on social media
We get more to ask more specifics on what we were limited to 140 characters
Our agency is new to social media. It hasn't reduced most of the traditional media contacts as of this time.
Private citizens often notify the media through social media websites of incidents that are occurring, or have just occurred. I often get media inquiries about events I haven't yet even been told about by my agency.
Media would to have information in a more timely manner, which sometimes is unrealistic.
More people are concerned about how the department is being managed and how personnel are doing.
It has increased the number of contacts dramatically. They see the story on social media and contact me for further information.
It's primary anecdotally, but since we started posting on social media (primarily FB and Twitter), there has been a bit less contact from media. However, what's interesting is that I will post something on FB that I didn't necessarily deem worthy of a news release, and the media pick it up and use accordingly. Example: We had a large horse get stuck in the pond. This was a LARGE horse, and our deputies and firefighters were on scene getting the horse out. A deputy sent me a few photos, and I placed them on FB with cutline info, but did not send a news release. Next thing I know, I see it on TV and even get a call from a horse magazine in the northeast (remember, we are in Louisiana) asking to interview the deputy. All good stuff. Similar thing regarding the time our deputies removed an alligator from a woman's residence.
Sometimes the newsrooms/reporters did not know about an incident until I posted it on social media. After it's posted, they will ask me for charging documents.
We get a lot more positive news coverage and spend less time answering the same questions repeatedly. We can direct all media to the same source.
It has helped with emergency information posts
More frequent
Very rarely get called for additional information
It has increased our media request. It has also increased our social media following.
There is much more conversation and much less fact finding
Not much noticeable change.
more requests based on information that is posted
Has changed at all

Decreased the number of questions
Reporters use as story ideas
I do not post on social media other than our web site.
Both my position as the PIO and the dept.'s social media account were created at the same time.
Less calls
about the same
Increased request for visuals
More on-camera interviews
Journalists have a better basis in which to ask their questions. We also get fewer "hey, got anything going on today" questions
not sure
The best situation I can point to is that reporters tend to obtain their news tips from social media postings. We have local residents who form Facebook groups, for example, in which they simply post things heard over the scanner or say they "saw 4 police cars heading north on ___ Street... anyone know what's going on?" Reporters see these posts and it triggers a call to me.
no change
media always wants more information and calls for it after sending out a press release via social media
N/A
Not much yet. I'm guessing when we have other officers posting, the queries will increase.
If something is very time sensitive, I tell media to watch our Twitter/Facebook for updates rather than waiting on news releases which take longer to prepare and send.
None
They want more details.
We only began using social media 3 weeks ago
There is more "just seeking clarification" inquiries than lengthy requests.
It seems easier for the media to monitor what is put out. If they see something that is interesting, they contact us.
N/A
Sometimes the media takes what we put on social media and makes it a story line.
No change, still call.
They have just called more often
We get contacted to provide on camera appearance or radio interviews probably more often.

Social media has accelerated the media inquiry process.
On the one hand, it cuts down on the number of inquiries initially because we put out information immediately to everyone, but on the other hand, they still have follow up queries.
Whatever I put out on our social media outlets typically prompts a request for an on camera from the local television stations. Often, local media will cover information that I put out, without ever contacting me, just based on the content of our blog.
demand for quicker response regarding details
Most direct contact is to ask for a quote about the incident
Usually generates more inquiries. They see the post then call with questions.
unknown
Since we've started using social media, phone calls from the media on minor events (example traffic crashes) are down because basic information they are looking for is already on social media.
Very little overall
More inquiries regarding positive stories
Anecdotally I think there has likely been an increase in media response and an increase in media monitoring of our social media
N?A
Reduced because they get a lot of info based on the post
Little has changed.
Just requesting additional information usually
We rarely hear from reporters unless it's a big breaking news story with a crime scene; otherwise, they just use the photos and videos we post on our social media.
Often social media postings result in more interest in media. Sometimes they just share our information, other times, it catches their eye and it becomes a story.
Unknown
Requests have increased
It is a good way to streamline info going out so that incoming calls are reduced. Twitter especially has been helpful to let reporters know I am en route to a scene or to alert to traffic issues such as road closures.
There has been an increase....especially when something of interest is posted.
More non reporters calling with questions
More requests for follow-up information.
I usually send a news release out at the same time as posting to social media unless it's a traffic accident where we want to let people know about traffic problems but don't have all the accident report information yet.

Not much
More inquires via social media sites and via email.
More information to inquire about or follow up with stories and interviews. More request from the public seeking additional information and public safety advice.
We are able to share more information that would not have otherwise been shared in traditional media. Traditional media monitors our SM accounts and builds stories from them. We have become more proactive.
Increased due to the fact local news has increased dramatically. Local evening news tends to be at least 2-3 hours with teasers and media is constantly calling for stories
I don't believe it has changed. In addition to posting to social media, we provide additional information including incident reports/arrest affidavits and video links to the media via an email blast to our media list, so they have everything they should need without asking.
Once I put something newsworthy on our social media accounts, I can expect a call within a few minutes. Most reporters watch our feeds and respond immediately to them without being assigned the story from their office
More inquiries directly from the public. Also reporters contacting with limited information based on rumor, conjecture or perception of what someone else saw on Facebook.
About the same, they just seek more details.
It has increased significantly
Queries have changed but not based on our social media postings but other "groups" on social media that don't typically get the information correct but news media use these groups as "tipsters"
media scans our social media accounts for potential stories then contacts us
It hasn't changed much.
It really has not changed much. Reporters still want additional information, and ask questions that are not answered in the media release.
Generally always get additional questions. Believe a check to see if we included all information. The media has to ask at least one question!
None, the media still prefers the personal contact.
We have more positive stories generated from social media postings.
Tweets both increase and decrease the number of contacts. A tweet will often cause an immediate rush of direct phone calls. But many times, tweets in general decrease the number of calls over time as our agency provides more information via social media.
No social media presence
Social media posts have spurred some story interest.
Asking for clarification and/or more info of the incident or event.
Many are guided by our tweets and posts. We create the story in a lot of cases.

Major events can spark National attention.
More inquiries based on the information already beigh u there.
They are less frequent and those queries not asking for more information, are generally asking for enhanced social media platforms (e.g. to use an Instagram, SoundCloud, etc.)
Usually get a request a day after the post is made for interviews
Quickly gets information to media. Response from the media is largely positive
WITHIN MINUTES OF CERTAIN POSTS, MEDIA OUTLETS CALL FOR MORE INFORMATION OR ON-CAMERA INTERVIEWS
Media requests include more in-depth follow-up information.
Do not know
Lots of information flow out resulting in increased inquiries incoming.
Media watches social media and then contacts us for further information if needed
Lessened the number of reporters who ask for the information. The traffic distance limits those who ask for on camera soundbites
They get the initial heads up on a situation we're working but it doesn't slow down the number of follow up inquiries to determine victim information suspect information etc.