



MILWAUKEE POLICE DEPARTMENT

STANDARD OPERATING PROCEDURE

570 – PUBLIC INFORMATION POLICY

GENERAL ORDER: 2025-17
ISSUED: June 19, 2025

EFFECTIVE: June 19, 2025

REVIEWED/APPROVED BY:
Assistant Chief Craig Sarnow
DATE: February 27, 2025

ACTION: Amends General Order 2023-20 (May 5, 2023)

WILEAG STANDARD(S): 8.1.1, 8.1.2

ROLL CALL VERSION

Contains only changes to current policy.
For complete version of SOP, see SharePoint.

570.15 STAFF RESPONSIBILITY (WILEAG 8.1.1)

A. PUBLIC INFORMATION OFFICE

9. The manager of the Public Information Office or a designee of the Office of the Chief shall be responsible for posting on the official Milwaukee Police Department sites on ~~Twitter~~ X ([@milwaukeekeepolice](https://twitter.com/milwaukeekeepolice)), Facebook ([milwaukeekeepolice](https://www.facebook.com/milwaukeekeepolice)), YouTube ([milwaukeekeepolice](https://www.youtube.com/milwaukeekeepolice)), Instagram ([milwaukeekeepolice](https://www.instagram.com/milwaukeekeepolice)), LinkedIn ([Milwaukee Police Department](https://www.linkedin.com/company/Milwaukee_Police_Department)), TikTok (~~Milwaukee Police~~), Traffic Safety Unit webpage ([mpdtsu.org](https://www.mpdtsu.org)), Office of Community Outreach and Education Engagement webpage ([mpdcooe.org](https://www.mpdcooe.org)), Milwaukee Police Office of Public Relations webpage ([mkepdpio.org](https://www.mkepdpio.org)) and Atlas One App (Milwaukee Police Department).

570.25 RELEASE OF INFORMATION ON ARRESTED ADULTS AND JUVENILES (WILEAG 8.1.1)

- A. Inquiries regarding arrested adults shall be referred to the Central Booking Division or district arrest blotters which include the following information:

4. Location and time of arrest.

Note: When arrests for sexual assault, physical abuse to child, and child neglect have occurred, the arrest address shall not be included on the blotter.

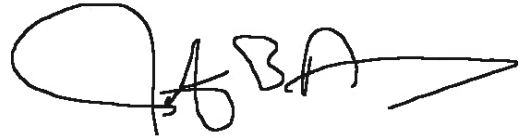
570.30 RELEASE OF PHOTOGRAPHS OR VIDEO TO THE MEDIA OR PUBLIC

- B. The following guidelines shall be followed when requesting a media release of wanted suspects:

3. If the footage needs to be cut or edited to conceal victims, witnesses, or uninvolved individuals, members shall submit a *Forensic Video Request* (form PI-60E) to the Forensics Division. This form can be located in the N:/ drive Forms folder edit the video or contact the manager of the Public Information Office at extension 7209 or

email at mpdnews@milwaukee.gov for assistance.

7. Members of the Criminal Investigation Bureau assigned to showcase a Crime Stoppers story shall have any release of video footage or photographs approved by the manager of the Public Information Office, or his/her designee, prior to release to Crime Stoppers.
87. All media releases must be submitted to the Public Information Office. A copy of the video and/or digital still photographs and PE-3E shall be emailed to mpdnews@milwaukee.gov. The submitting member's authorizing supervisor shall also be included on the email.

A handwritten signature in black ink, appearing to read 'J.B.N.' followed by a long horizontal stroke.

JEFFREY B. NORMAN
CHIEF OF POLICE

JBN:mfk