



# 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 ([mpdocoe.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.

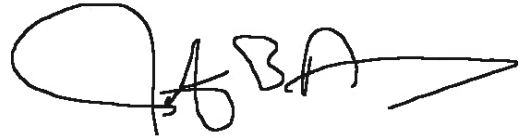
#### 570.30 RELEASE OF PHOTOGRAPHS OR VIDEO TO THE MEDIA OR PUBLIC

- 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](mailto: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](mailto: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