



MILWAUKEE POLICE DEPARTMENT

STANDARD OPERATING PROCEDURE

570 – PUBLIC INFORMATION POLICY

GENERAL ORDER: 2022-XX
ISSUED: July 20, 2022

EFFECTIVE: July 20, 2022

REVIEWED/APPROVED BY:
Assistant Chief Nicole Waldner
DATE: June 24, 2022

ACTION: Amends General Order 2015-09 (April 2, 2015)

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 ([@milwaukee police](#)), Facebook ([milwaukee police](#)), YouTube ([milwaukee police](#)), Instagram ([milwaukee police](#)), LinkedIn ([Milwaukee Police Department](#)), TikTok (MilwaukeePolice), Traffic Safety Unit webpage ([mpdtsu.org](#)), Office of Community Outreach and Education webpage ([mpdocoe.org](#)), Milwaukee Police Office of Public Relations webpage ([mkepdpio.org](#)) and Atlas One App (Milwaukee Police Department) , and MPD Guardians webpage (<https://mpdguardians.com/>).

B. FIELD INSPECTORS NIGHT WATCH COMMANDER

1. Media inquiries shall be referred to the ~~field inspector~~ night watch commander after normal business hours.
2. The ~~field inspectors~~ night watch commander will update the media via email during their shift regarding any major crimes such as shootings, homicides, serious or fatal traffic crashes.
(WILEAG 8.1.1.1)

570.30 RELEASE OF PHOTOGRAPHS OR VIDEO TO THE MEDIA OR PUBLIC

- A. The manager of the Public Information Office, or a designee of the Office of the Chief, shall be responsible for releasing any digital still photographs and/or video footage of individuals or vehicles wanted in a crime.
- B. The following guidelines shall be followed when requesting a media release of wanted suspects:
 1. The submitting member shall obtain authorization from a supervisor prior to

submitting a media release request to the Public Information Office.

2. The requesting member shall submit a *Media Distribution Form* (form PE-3E) to the Public Information Office. This form can be located in the N:/ drive Forms folder.
3. If the footage needs to be cut or edited, 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.
4. Districts/Divisions that maintain their own social media page shall not create their own media release for wanted suspects. A request shall be submitted to the Public Information Office in accordance with subsection 2 and districts/divisions can share the media release after the media release is posted on the main Milwaukee Police Department social media page.
5. The Sensitive Crimes Division is authorized to release critical missing information to the media.
6. Crash Reconstruction Unit and Sensitive Crimes Division members that issue a Wisconsin Crime Alert Network alert shall also submit media distribution requests to the Public Information Office for distribution to all local media contacts.
7. 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.



JEFFREY B. NORMAN
CHIEF OF POLICE