

OFFICE OF THE CHIEF OF POLICE

NOTICE

December 22, 1997

1.1.4

TO: Concerned Commanding Officers and Section Officers in Charge

FROM: Chief of Police

SUBJECT: DIVISIONAL WEB PAGE GUIDELINES

The Office of the Chief of Police and Community Affairs Group (CAG) are finalizing plans for the establishment of the Los Angeles Police Department's World Wide Web site, which will vastly improve the Department's communications capabilities through the use of the Internet. The goal of the Department Web site will be to promote public safety, provide frequently requested information, and create a greater sense of community for all those who live, work, and visit the City of Los Angeles.

I am aware that in the past several years, many Department employees have spent a significant amount of their own time and money creating and supporting Area/Divisional Web pages in order to enhance the image of the Department. I commend those under your command for their selfless dedication to advancing our Community Policing objectives. Due to a lack of funding in the past, this "ad-hoc" approach was necessary for us to join the "information superhighway." However, with the advent of this exciting new project, it becomes necessary for all individual entities within the Department to join forces and come together under the umbrella of a united and coordinated Web site. In order to ensure uniformity and consistency of information to be disseminated to the public, all Area/Divisional Web pages shall be hosted on the Department's Web site, which will be coordinated through Public Affairs Section, Community Affairs Group, Office of the Chief of Police.

Designated Web Site Participants

The following entities have been designated to participate in the first phase of the Department's Web Site project:

- Board of Police Commissioners
- Office of the Chief of Police
- All Geographic Bureaus
- All Areas (including Traffic Divisions)
- Detective Headquarters Division (all entities will be listed on the same Web Page)
- Records and Identification Division
- Communications Division

Concerned Commanding Officers and Section Officers in Charge

Page 2

1.1.4

- All entities within Detective Services Group (each will have their own Web Page; a separate page will be designated for the Bomb Squad)
- Metropolitan Division (separate Web pages for Mounted, SWAT, K-9)
- Training Division
- Narcotics Division
- Air Support Division
- Transit Group (one Web Page for all entities in Transit Group)
- Juvenile Division (including Abused Child Unit, Sexually Exploited Children's Unit, Youth Programs Unit)
- Anti-Terrorist Division
- Organized Crime and Vice Division
- Property Division
- Jail Division
- DARE Division
- Community Affairs Group (each CAG section to have their own Web page)
- Personnel Group, (EODD-Recruitment and Reserve Coordination Section)

It is expected that the Department Web site will be launched sometime in early 1998. Toward that end, I am directing all concerned commanding officers to implement the following policies and procedures:

1. All commanding officers shall carefully select an Area/Divisional Web Site Coordinator (Coordinator hereinafter). This person will be responsible for promoting your Area/Divisional image to the world and should be very computer literate. The selected Coordinator must be familiar with the Internet and knowledgeable about Area/Divisional operations. Additionally, a second employee in your command who can act in the absence of the primary Coordinator shall also be named.
2. Commanding officers shall assign appropriate administrative time to Web Site Coordinators in order to maintain, support and update their Area/Divisional Web pages.
3. The below listed material shall be provided in a single document on diskette to Public Affairs Section (PAS) in Microsoft Word format. Graphic materials such as photographs may be submitted for scanning or saved to a disk in either ".gif" or ".jpg" file format.

Note: To properly implement these policies, the aforementioned required material shall be submitted to Public Affairs Section (PAS) on diskette no later than Wednesday, **January 14, 1998**. On the same date, all Web Site Coordinators will be required to attend a meeting in Parker Center, Room 618, at 1300-1500 hours.

Required Content on Area/Divisional Home Pages

All Department Area/Division Home pages *shall* include:

1. A current biography of each commanding officer (Area and Operations Support) submitted in paragraph format. The following are *suggested* items which may be included in the biography: a commanding officer's current and past assignments, number of years of service, outside interests, marital/family status, and education. In addition, each commanding officer shall include some reference to his or her Area/Divisional policing projects, as well as crime fighting and Community Policing plans for the future. Generally, portions of the Area/Divisional plans and goals should suffice for this purpose.
2. A current photograph of each commanding officer must be submitted to PAS to be posted on the Department Web site.
3. A section listing the Area/Divisions "Three Most Wanted" suspects. Commanding officers shall submit photographs, physical descriptions, and crime related information for the posting in the Area/Division's "Most Wanted" section. A minimum of three individuals should be profiled on the Area/Division Web page and this information shall be maintained and updated at least monthly. More frequent updates are encouraged and the Coordinator should communicate routinely with Area/Divisional detectives to ensure that the Internet is used to facilitate their search for wanted suspects. To prevent the Department from incurring unnecessary liability, the suspect's photograph shall be marked "in custody" once he or she has been apprehended. This will also have the effect of informing the public of our progress in taking wanted suspects into custody.
4. General basic Area/Divisional information such as:
 - Station address
 - Commonly used public telephone numbers
 - Location of substations and drop-in centers, including hours of operation
 - Neighborhoods and communities served (i.e. for Rampart Area—Pico-Union, Echo Park, Westlake, etc.)
5. At least one primary photograph which graphically represents your Area/Division to the public. This picture may be of a significant public landmark in your Area, such as the Hollywood Sign or the Watts Towers. Other photos, particularly those that show the nature and character of an Area and its neighborhoods should also be included.

6. A Community Recognition Section to encourage the Department's Community Policing efforts (optional for traffic divisions). Commanding officers shall highlight at least one member of the community who has significantly contributed to the Department and the community. This can be a C-PAB member, Reserve Officer, block club captain, or any other civilian volunteer who has distinguished themselves through their public service to the Department. A photo shall be included in this section, and should be updated at least on a quarterly basis (more often if desired). Written permission shall be obtained from any community member prior to posting their photograph on the Internet.

Optional Content on Area/Divisional Home Pages

There must be a certain amount of standardization on all Department Web pages. Although final authority for Web site content and design shall rest with the Commanding Officer, Community Affairs Group, Area/Divisional commanding officers are encouraged to consider the following items for inclusion on their Home pages:

- Police officer commendations
- Officer/Civilian of the Quarter
- C-PAB or other Advisory Board Members
- Highlights of Area/Divisional programs, such as Jeopardy, Operation Sparkle and/or other special projects you wish to introduce and explain to the public
- Individual SLO officers and their Basic Car areas (bureau commanding officers may at their discretion make this mandatory)
- What's "hot" in your community, special events, meetings, other gatherings
- Interesting facts, tidbits, and historical information about your Area/Division

Public Affairs Section will ensure that both quarterly statistics and the Area/Basic Car maps are included in all Area Web pages. Furthermore, PAS shall continue to exercise overall responsibility for designing, maintaining, and upgrading the Department's Web site.

For further information or suggestions, please contact Sergeant Marc Goodman, Internet Project Team Leader, Community Affairs Group, or Charlene Klink, Public Relations Specialist II, Public Affairs Section, at (213) 485-3281.



BERNARD C. PARKS
Chief of Police