



GENERAL ORDER

Loudoun County Sheriff's Office

Chapter: Operations

Section: 410.2

Subject: Public Information

Topic: PIO Manager and PIO Positions

Accreditation: ADM.22.01

Revised:

Reaffirmed:

Enacted: 07/30/2015

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I. PURPOSE

The purpose of this General Order is to establish the responsibilities of the Media Relations and Communications Manager ("PIO Manager") and the Public Information Officer ("PIO") positions.

II. JOB RESPONSIBILITIES

Communications, internally and externally, are critical to the successful operation of any organization. With the increasing use of social media and a 24 hour/7 day a week information and news cycle, it is imperative that the Loudoun County Sheriff's Office be strategic, proactive, responsive and accurate when addressing the needs of the community and/or news outlets. As a result, two separate and distinct functions regarding communication issues are necessary.

A. Media Relations and Communications Manager

The individual occupying this position is expected to be visionary, strategic and proactive. Organizationally, the PIO Manager reports directly to the Sheriff providing innovative communication and information delivery strategies. Primary responsibilities include facilitating communication internally between personnel and command staff, serving as liaison with county partners and outside agencies, and promoting a positive image for the Sheriff's Office. This PIO Manager must maintain an understanding of developing technology capabilities and trends to enhance continual, precise communication by conveying, designing, and/or implementing technical resources. This position is considered the primary point of contact for all media initiated Freedom of Information requests ("FOIAs"). The PIO Manager will be responsible for registering, coordinating and obtaining necessary information, and documenting all requests and releases (refer to General Order Section 413.4).

B. Public Information Officer

The individual occupying this position will address media requests, initiate all media releases, disseminate the Daily Crime Report, and assemble and distribute public information requested by media, citizens and organizations. This may include statistical data, records and other information to which the public is entitled. The PIO will collaborate with the PIO Manager, and both will assume each other's role in the event of the other's absence. Both will report independently to the Sheriff, or in his/her absence, the Chief Deputy or Major designated as Acting Sheriff. Direct reporting is

necessary to ensure timeliness of responses.