



# GENERAL ORDER

Loudoun County Sheriff's Office

**Chapter:** Operations

**Section:** 410.3

**Subject:** Public Information

**Topic:** ECC Public Information Responsibilities

**Enacted:** 07/30/2015

**Last Review:** 07/02/2025

**Review:** 04/01/2027

## I. PURPOSE

The purpose of this General Order is to establish responsibilities and define procedures relating to the release of information to the news media by Emergency Communications Center ("ECC") personnel, and the circumstances under which they must contact the Media Relations and Communications Director ("PIO Director") or Manager ("PIO Manager").

## II. POLICY

It is the policy of the Loudoun County Sheriff's Office to provide the appropriate and timely notification of Sheriff's Office events and community news to the public and media.

## III. PROCEDURE

The following guidelines establish the responsibilities and procedures relating to the release of information to the news media by ECC personnel, and the circumstances when they must contact the PIO Director or, in his/her absence, the PIO Manager.

- A. ECC personnel may release a statement to news media representatives concerning an incident after receiving approval for the contents thereof from the Sheriff, the PIO Director or, in his/her absence the PIO Manager.
- B. ECC personnel shall be responsible for providing timely information regarding traffic conditions to the news media upon request. ECC staff may release traffic crash or traffic obstruction location information, e.g., road closures due to flooding.
- C. After receiving authority and approval from the incident scene commander, ECC personnel shall notify the PIO Director or, in his/her absence, the PIO Manager, upon the occurrence of the events listed below.
  1. Homicide or malicious wounding with serious injury
  2. Kidnapping or verified abduction
  3. Any prisoner escape or jailbreak occurring in Loudoun County
  4. Barricade or hostage situation
  5. Any Tactical Support Unit ("TSU") activation

6. Robbery of a financial institution
  7. Burglary or larceny when the value of stolen property exceeds \$25,000
  8. Aircraft crashes
  9. Drowning
  10. Missing persons when foul play is suspected, or when an extensive search is involved, or a juvenile has been missing for several hours
  11. Demonstrations, strikes or disorder involving a large group of people or significant injuries to deputies and/or citizens
  12. Death by any cause other than suicide, or natural causes, except as specified herein
  13. Suicide when committed in a public place or manner that may attract attention, e.g., in a shopping center, parking lot, from a tall structure, etc.
  14. Fatal traffic accidents
  15. Bombs that have been detonated, explosions involving injury or major property damage, or attempted bombings where an explosive device has been located
  16. Natural or man-made disasters resulting in loss of life, multiple serious injuries and/or extensive property damage
  17. Any incident involving an individual of interest by virtue of his/her position in society, including any appointed or elected county, state or federal official or other prominent person
  18. Death or serious injury to, or any critical incident involving, a deputy sheriff or other Sheriff's Office employee
  19. Fires involving fatalities, serious injuries or major traffic disruptions. (Normally for information only, unless there is significant Sheriff's Office involvement)
  20. Any event that has attracted or is likely to attract significant media attention, whether through telephone inquiries or on-the-scene coverage
- E. The PIO Director and/or the PIO Manager have the responsibility to serve as the conduit for the timely notification of news to media representatives. Outside of normal business hours, the PIO Director or, in his/her absence, the PIO Manager, will be

notified by the ECC, after being instructed to do so by the incident scene commander, regarding the following events:

1. All crashes involving Sheriff's Office vehicles or any injury to Sheriff's Office personnel.
2. Bomb threats and evacuations thereof.
3. School bus crashes with injuries.
4. Missing persons under 12 years of age.