Wichita Police Department
Public Information Office:
STRATEGIC COMMUNICATION PLAN
VISION AND MISSION STATEMENTS

To consistently provide transparent, accurate, and timely information to WPD staff, the community, and stakeholders to educate, train, reduce crime, engage with staff and community members, and build trust.

Mission:

In WPD’s quest to accomplish its communication vision, we will:

• Consistently provide transparent information to staff and the community through both traditional media and social and digital platforms;
• Develop supervision and employee communication skills through education and training;
• Enhance the safety of Wichita by providing information on crime and crime reduction efforts; and
• Engage in open communication with staff and community members to enhance WPD’s mission, build relationships and trust, and promote positive work and interactions among staff and the community.
**Purpose:** The purpose of communication to employees is to provide timely information on the workings of WPD from top to bottom. The effort is to effectively share the progress of the department as it continually evolves and improves. This will also help develop supervision and employee communication skills through regular trainings, and develop trusted voices to help promote positivity internally.

**How:**
- Update Vlogs from executive staff, providing information on the progression of the department. The vlog’s can be viewed by officers at a daily squad meetings or by accessing it through the WPD PIO hub on the WPD portal;
- Send press releases to FOP Lodge #5 president regarding incidents affecting a member of the bargaining unit;
- Send press releases to all WPD staff as soon as possible regarding incidents affecting the organization as a whole;
- Place all press releases on the WPD PIO hub for officers to be altered when posted to view them;
- Utilize the WPD App or technology for Chief Ramsay or administrative staff to quickly send direct messages to staff;
- One-on-one communication by Chief’s office staff at squad meetings to provide information and answer questions. As well as, during ceremonial events such as promotions, graduations, and significant award receptions;
- Email communication from Chief’s office staff to provide updates and information when needed;
- Utilize a PIO page on the secure portal as a hub of all PIO communications; and
- Publication of the annual report.

**Who:** Internal and external stakeholders.

**When:**
- Vlog – as needed;
- Press releases – when applicable;
- Direct messaging – when applicable at the discretion of administrative staff;
- One-on-one communication – when applicable and quarterly visits to squad meetings;
- Email communication – at the discretion of administrative staff and when applicable; and
- Annual report – annually.

**Effectiveness marker:** Developing, sending, and analyzing a five to 10 question survey via Survey Monkey biannually. The surveys will provide a means to gather important and useful information on communication effectiveness and areas for improvement.
Purpose: The purpose of communication to supervision and leadership is to develop supervision and employee communication skills through education and training and help supervisors broaden their views to include promoting the positive work of WPD.

How: Provide regular training to supervisory staff on media relations to ensure supervision understands the vision of the executive staff and the messaging to support the vision. Utilize skills and knowledge of WPD staff in sharing information to the community, and develop supervisory skills in identifying and encouraging staff to promote the positive work of WPD through media and social media.

Who: All WPD supervision.

When: Training provided yearly and utilize staff when applicable.

Effectiveness marker: One-on-one communication through executive staff and command staff. Also, through monitoring of supervisors’ on-scene media briefings.
Purpose: The purpose of the communication to elected officials is to continually provide information on significant events, programs, and projects in the city, so they know the work of WPD in the community.

How: Email communication from the Chief or PIO staff of press releases regarding significant events, programs, and projects. Examples of this include but are not limited to: officer-involved shootings, officers who are significantly injured in the line of duty, officer arrests, the operation “Save a Casing” program, etc. If a news conference is held, elected officials may be invited to attend or speak at the discretion of the Chief of Police or his designee. Significant events, programs, and projects will also be sent to elected officials in the weekly manager’s report.

Who: Mayor, Wichita City Council, City of Wichita Communication Director, City of Wichita Public Information Officer, and outside agency elected officials such as the Sheriff, Sedgwick County District Attorney, or the United States Attorney. City communications staff, Assistant City Manager, and the City Manager will also be included in the correspondence so they are aware of the shared information and can help act as liaisons among police and elected officials if needed.

When: When applicable. The manager’s report is sent weekly.

Effectiveness marker: Through one-on-one communication quarterly among WPD PIO staff and City of Wichita communications team directly asking about the effectiveness of our communication. Also, through one-on-one meetings between the Chief of Police and the City Manager gauging the overall effectiveness of communication to elected officials.
Purpose: The purpose of communication to the community is to provide transparent information to citizens to educate, train, reduce crime, and engage with community members with the goal of winning hearts and minds. Significant information will be shared in multiple languages.

How: Through traditional and non-traditional mediums

Traditional:
- Positive and educational media stories with local TV and print media;
- WPD website;
- Citizen Police Academy;
- Citizen Police Academy Alumni Association;
- Wichita Police Foundation;
- CrimeStoppers; and
- Publication of an annual report.

Non-traditional:
- Facebook;
- Twitter;
- YouTube;
- BOLO’s from investigations;
- Weekly vlog from Chief or Executive Staff;
- Crime Cast;
- Community forums and panels;
- Encourage and develop community engagement;
- Activate liaison officers in needed situations;
- Incorporate Juvenile Intervention and SRO units in needed situations;
- Develop replacement members of the Citizen’s Review Board;
- Develop and implement marketing and branding strategies to positively promote WPD; and
- Utilize budget for social media boosts and community engagement activities.

Who:
- Citizens, to include all minority groups and those who live, work, or visit Wichita;
- Area business owners and employees;
- Social service organizations;
- Neighborhood groups and associations;
- Media;
- Government officials;
- Justice system personnel
- Nonprofit organizations;
- Faith-based communities; and
- Educational institutions.

When: Daily

Effectiveness marker: Development and production of a customer satisfaction survey. Evaluating insights on WPD’s respective social media platforms and one-on-one communication with the respective constituents to gain feedback on effectiveness.
**Purpose:** The purpose of communication to news media is to provide important information regarding police incidents and operations, provide transparency on police actions and operations, and help build positive community relationships and trust.

**How:**
- Organized press conferences;
- Email;
- Crime Cast;
- WPD social media platforms;
- Scheduled interviews;
- On-scene interviews;
- WPD website;
- Communitycrimemap.com;
- One-on-one communication with media staff and leadership; and
- Publication of the annual report.

WPD PIO staff will be available to provide information, updates, and/or answer questions during regular business hours. To obtain information, media are to call or text the media information line at 316-541-0096, or email WPD PIOs in a group email. If media staff are working on a long-term project or have a question for a specific PIO, they may contact them directly.

During a major incident, a PIO member may respond to the scene. If the member is responding, all media will be notified through Twitter. Additionally, all communication from WPD for that major incident will take place through Twitter. If a PIO does not respond, then an on-scene supervisor may provide information to media about the incident or media will be given information through Twitter or email.

The on-call PIO member will monitor weekend incidents and may provide information via email to media or through a press release regarding incidents. Additionally, a press conference may be call if it is warranted through the circumstances of the case.

**Who:**
- Local television media;
- Local print media;
- Outside of Wichita television media; and
- Outside of Wichita print media.

**When:** Daily

**Effectiveness marker:** Regular meetings between PIO staff and local media leadership to address any concerns and gauge current effectiveness.
PIO Media Responses for each media request:

- Gather facts;
- Verify accuracy;
- Develop objectives;
- Develop the message;
- Calm fears (during crisis);
- Seek help (experts, DA, PIO's, commanders, etc.);
- Correct misinformation;
- Identify audiences (minority community, opinion leaders, grassroots leaders, etc.);
- Notify city leadership and communications as necessary;
- Decide on speakers and order of speakers;
  - PIO
  - Field staff
  - Commander
  - Deputy Chief
  - Chief of Police
- Determine the methods of information release.
  - Social media
  - News release
Purpose: The purpose of diversity and inclusion communication is to provide targeted messages and initiatives by WPD tailored to each diverse community group.

How:
- Organized press conferences;
- Through email;
- Crime Cast;
- WPD social media platforms;
- Scheduled interviews;
- On-scene interviews;
- One-on-one communication with media staff and leadership;
- Share the positive work officers do with leaders, community influencers, and religious leaders of minority communities; and
- Develop replacement members of diverse community leadership teams.

Who:
- Local diverse community television media;
- Local diverse community radio media;
- Local diverse community print media;
- Outside of Wichita diverse community television media;
- Outside of Wichita diverse community radio media; and
- Outside of Wichita diverse community print media.

When: Daily

Effectiveness marker: Regular meetings among PIO staff and diverse community local media leadership to address any concerns and gauge current effectiveness.