

October 8, 2003

DEPARTMENT MEMORANDUM NO. 03-21

SUBJECT: Strategic Communication Strategy

In accordance with the Strategic Plan, and Strategic Communications Committee recommendations, commanders and civilian managers will ensure when a major announcement or launch of an initiative is anticipated, communications of that specific event will be planned to ensure that dissemination of the information is complete and timely. The communications planning will be part of the initiative's launch plan. This can be accomplished utilizing the e-mail "Daily Informant" group voice mailbox, group page or a combination of all.

The department will create a clear expectation that commanders, sergeants, civilian managers and supervisors take a proactive role in ensuring the timely communication of important department information. To aid in the communication process, commanders and civilian managers will ensure regular meetings are held with their staff to facilitate the transfer of information. Commanders and civilian managers will participate in these meetings to report on information from the Chief or from any relevant meeting.

Commanders and civilian managers will be responsible for establishing accountability mechanisms ensuring the transfer of information is taking place within their elements.

Richard D. Easley
Chief of Police

DISTRIBUTION: All Law Enforcement and Civilian Personnel
Post on bulletin board for two weeks