



KANSAS CITY, MO. POLICE DEPARTMENT

SPECIAL ORDER

DATE OF ISSUE

1-7-04

EFFECTIVE DATE

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NO.

04-2

SUBJECT

Strategic Communications Committee

AMENDS

REFERENCE

RESCINDS

S.O. 03-18

On April 9, 2002, the Strategic Communications Committee was established as a part of the department and community's *Kansas City Together* project. The purpose of the Committee was to develop improved methods of communication both within the department and within the community.

The Committee developed eight primary and several secondary actions the department needs to take to improve communications. Those actions, which have been reviewed and approved for development and implementation by Executive Command, are outlined on the reverse side of this directive.

The Committee will continue to exist as a standing Committee. The goal of the Committee shall be to monitor the implementation process to ensure these recommendations and other communication channels are explored, developed, and implemented in concert with the department's Strategic Plan.

The following members will serve on the Strategic Communications Committee until replaced by the Chief of Police:

Major Rick McLaughlin	Chairperson	Training Academy
Commander Media Relations	Member	Media Relations Office
Captain Paul Weatherford	Member	South Patrol Division
Sergeant Janet Hargarten	Member	Juvenile Unit
Sergeant Damon Hayes	Member	Metro Property Crimes
Officer Nancy Felix-Millen	Member	North Patrol Division
Civilian Larry Henderson	Member	Communications Unit

Richard D. Easley
Chief of Police

DISTRIBUTION: All Department Members
Department Elements
Post on all bulletin bards for two weeks.

Strategic Communications Committee Recommendations **Approved for Implementation**

Eight specific actions the department needed to take to improve internal communications:

1. Articulate three major goals to accomplish and articulate throughout the department.
2. Establish a daily electronic communication system to disseminate information.
3. Print Informant on a more frequent basis and include “hard news” in the publication.
4. Prepare detailed memorandum about information and decisions made in Bureau Commanders, Executive Committee, and Staff Management Meetings.
5. At least twice yearly, meet with sergeants and civilian supervisors to discuss goals and other department events. The Chief or a Deputy Chief will be present at the meetings.
6. Informant to have a section devoted to highlighting one unit in the department. Identify the “nitty gritty” of the unit and answer anticipated questions about the unit.
7. Once a year, an event similar to a job fair will be staged in a convenient location that permits department units to show and explain what they do.
8. Chief to create a Community Communications Committee composed of key community leaders to serve as a conduit for information dissemination to the community or as a soundboard. The Committee will be used to share background about sensitive public issues.

The Committee also recommended the following secondary action steps that were approved for implementation:

1. The department mission statement will be reissued annually under signature of the Chief.
2. Ensure commanders and civilian managers have regular meetings with their supervisor subordinates.
3. Expand the mission of the annual report to go beyond what is required by statutory requirements.
4. The Media Office will continue to be more proactive in building a relationship with the media.
5. The department will be more aggressive in responding to allegations from media involving incomplete or misinformation.
6. The department will make better use of Citizens Police Academy graduates and keep them informed about events within the department.
7. Investigate creating a position within the Media Section to deal specifically with internal communications
8. Establish a committee to ensure the recommendations of the initial Strategic Communications Committee are carried out.