



GENERAL ORDER ADM-59 PUBLICATIONS AND FORMS CONTROL

EFFECTIVE DECEMBER 18, 2006

This General Order contains the following numbered sections:

- I. POLICY
- II. DEFINITIONS
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I. POLICY

The Howard County Department of Police (HCPD) shall ensure that all publications, presentations and forms are consistent with Howard County Government policy and convey an accurate message and professional image to both personnel and the public.

II. DEFINITIONS

- A. Form – Any printed document containing blank spaces to be completed with information relevant to the need for recording.
- B. Publication – Any printed document designed to market or provide information through distribution to the public and/or media. Types of publications include, but are not limited to, the following:
 - 1. Brochures
 - 2. Newsletters
 - 3. Flyers
 - 4. Fact sheets
 - 5. Press releases
 - 6. Notices
 - 7. Reports
 - 8. Logos
 - 9. Display Booths
- C. Electronic Media – Digital Video Disks (DVD) and Compact Disks (CD) that contain information or presentations intended for use by HCPD members or the public.

III. PUBLICATIONS CONTROL

- A. Any organizational component of the HCPD desiring to create or revise a publication for public release must do so through their chain of command and the Office of Public Affairs (OPA). The component must have approval of content and design concept from their Bureau Commander. The component should then present the concept to the OPA, which will create and submit a draft back to the Bureau Commander and to the Chief of Police for approval. If the draft is approved, OPA will return it to the component with acknowledgment of its acceptance.
- B. The responsibility and authority to design professional marketing materials and publications, to promote the HCPD, ultimately rests with the OPA.¹ Members of the OPA are responsible for the following:²
 - 1. Editorial assistance (to include proofreading of all publications)
 - 2. Writing, editing, layout and design of the HCPD Annual Report
 - 3. Writing, editing, layout and design of the HCPD monthly newsletter, “The Beat”

¹ CALEA 11.3.1 a

² CALEA 11.3.1 b

4. Developing and producing proactive promotional/marketing material such as postcards and brochures about the HCPD
 5. Selection of photographs
 6. Illustrations and artwork
 7. Ensuring the continuity of publication design
 8. Cost and time estimates.
- C. The OPA is responsible for maintaining a master file, which will include the original of each final publication utilized throughout the HCPD.
- D. Any HCPD publication that will be utilized by citizens must include the HCPD logo, full mailing address, phone number, and website information. This information is mandatory to allow citizens to contact the agency to obtain assistance regarding the publication or to obtain further information.
- E. Approval from the Chief of Police is necessary in order to minimize the cost attached to the production of different types of publications with limited uses or special applications.³

IV. FORMS CONTROL⁴

- A. The following procedures will be utilized for developing new forms for both external public use and internal HCPD use.
1. Any member may develop a new form as long as he maintains adherence to basic font usage and design consistent with other HCPD forms. Form design shall promote ease of readability and completion.
 2. All HCPD forms shall include the HCPD logo, preferably in the top left corner.
 3. HCPD forms that will be utilized by the public must include the HCPD full mailing address, phone number and the HCPD website address. This information is mandatory to allow citizens to contact the agency to obtain assistance regarding the form or to obtain further information.
- B. The following procedures will be utilized for modification of HCPD forms.
1. Any member wishing to modify an existing HCPD form will contact the Research and Planning Section to determine if the form is available in an electronic format.
 2. Modification should be considered whenever the appearance and functional efficiency of a form could be improved, or the information becomes outdated.
 3. All modifications must maintain adherence to basic font usage and design consistent with other HCPD forms.
- C. Form Approval
1. Any member who develops or modifies a HCPD form must submit the form, via the Chain of Command, to the appropriate Deputy Chief of Police for approval. For components within the Office of the Chief of Police, the Chief of Staff will be responsible for the approval process.⁵
 2. Both internal (those used by HCPD members) and external (those used by the public) forms require R&P review. The OPA may be asked to comment on external forms during R&Ps review.

³ CALEA 11.3.1 a

⁴ CALEA 11.4.2

⁵ CALEA 11.3.1 a

3. Once the appropriate Commander has approved a form, it will be forwarded to R&P, in both electronic and hardcopy format, with a complete explanation and illustration of its proper use. R&P will ensure that the form is consistent with all applicable policies, procedures, laws and Accreditation standards. As appropriate, R&P will also staff the form for review by personnel most likely to utilize the form.
4. When a form has been approved by R&P, it will be forwarded to the Quartermaster, who will assign a control number. The control number and revision date must appear in the bottom right-hand corner of all HCPD forms.
5. R&P shall maintain electronic copies of all approved forms in the network's shared directory. The Quartermaster shall be responsible for maintaining a clean hardcopy of all approved forms for submission to the print shop.

D. Form Printing & Stocking

The printing of approved forms shall be the responsibility of the applicable organizational component. Normal requisition procedures should be followed when placing orders with the print shop. The approving Commander should confirm appropriate quantity and paper designations (multi-part NCR paper, etc.) and assign appropriate staff to monitor stock and place re-orders as needed.

E. Form Review

HCPD forms will be periodically evaluated to ensure that they currently meet HCPD needs and standards. If a policy is reviewed and is found to contain forms, those forms will be reviewed and assessed for current applicability.

V. **AUDIO/ VIDEO CONTROL**

Audio/video (A/V) presentations (which would include Power Point presentations) created for public presentation must represent the same high standards for appearance and professionalism (which would include the display of the HCPD logo) established for HCPD publications. A/V presentations for the public must be reviewed for content and format, in advance, and approved through the member's appropriate Lieutenant.

VI. **CANCELLATION**

This General Order cancels and replaces Special Order 2006-03, Forms Control, dated February 8, 2006.

AUTHORITY:


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Chief of Police