



GENERAL ORDER ADM-59 PUBLICATIONS AND FORMS CONTROL

EFFECTIVE JANUARY 14, 2022

This General Order contains the following numbered sections:

- I. POLICY
- II. DEFINITIONS
- III. PUBLICATIONS CONTROL
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- VI. CANCELLATION

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 HCPD members and the public.

II. DEFINITIONS

- A. Electronic Media: Any type of device that stores and allows the distribution or use of information electronically, including but not limited to digital video discs (DVDs), compact discs (CDs), thumb drives, USB flash drives, etc.
- B. Form: A printed document containing blank spaces to be completed with relevant information that needs to be recorded.
- C. 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:
 - 1. Brochures;
 - 2. Display booths;
 - 3. Fact sheets;
 - 4. Flyers;
 - 5. Newsletters;
 - 6. Press releases; and
 - 7. Reports.

III. PUBLICATIONS CONTROL

- A. The responsibility and authority to design professional marketing materials and publications to promote the HCPD rests with the Office of Public Affairs (OPA).
 - 1. Members of the OPA are responsible for:
 - a. Editorial assistance, including the proofreading of all publications.
 - b. Writing, editing, layout, and design of the HCPD Annual Report.
 - c. Developing and producing proactive promotional and marketing material about the HCPD, such as postcards and brochures.
 - d. Selection of photographs.

- e. Illustrations and artwork.
 - f. Ensuring the continuity of publication design.
 - g. Cost and time estimates.
2. The OPA is responsible for maintaining a master file that will include the original of each final publication utilized throughout the HCPD.
- B. 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 OPA.
- 1. 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.
 - 2. If the draft is approved, OPA will return it to the component with acknowledgment of its acceptance.
- C. Any HCPD publication that will be utilized by citizens must include the HCPD logo, full mailing address, phone number, and website information to allow citizens to contact the agency to obtain assistance regarding the publication or to obtain further information.
- D. Approval from the Chief of Police is necessary to minimize the cost of production of different types of publications with limited uses or special applications.

IV. FORMS CONTROL¹

- A. Form design shall promote ease of readability and completion.
- 1. Forms shall adhere to similar font usage and design.
 - 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 full mailing address, telephone number, and website address.
- B. Modification of HCPD forms
- 1. Any member wishing to modify an existing HCPD form will contact the Quality Assurance Division (QAD) for assistance.
 - 2. Modification should be considered whenever the appearance and functional efficiency of a form could be improved, or the information becomes outdated.
- 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.
 - 2. Both internal forms utilized by HCPD members and external forms used by the public require QAD review.

¹ CALEA 11.4.2

3. Once the appropriate Commander has approved a form, it will be forwarded to QAD with an explanation of its use. QAD will:
 - a. Ensure that the form is consistent with all applicable policies, procedures, laws, and Accreditation standards; and
 - b. Staff the form for review by members most likely to utilize the form, when appropriate.
4. When a form has been approved by QAD it will be assigned a control number. The control number and effective date must appear in the bottom right-hand corner of all HCPD forms.
5. QAD shall maintain electronic copies of all approved forms on the network's shared directory. The Quartermaster shall be responsible for maintaining a clean hardcopy of all approved forms.

D. Form Printing and Stocking

1. The printing and stocking of approved forms shall be the responsibility of each organizational component.
2. Components placing an order for forms shall complete HCPD Form 7010, HCPD Form Request, and submit it to the QAD for verification and submission to the Quartermaster, who is responsible for having the form printed.

- E. During the policy review process, any forms cited within the policy will be reviewed and assessed for current applicability.

V. **AUDIO/ VIDEO CONTROL**

- A. Audio/video (A/V) presentations created for public presentation must represent the same high standards for appearance and professionalism established for all HCPD publications.
- B. A/V presentations for the public must be reviewed in advance for content and format and approved through the member's appropriate Lieutenant.

VI. **CANCELLATION**

This General Order cancels and replaces General Order ADM-59, Publications and Forms Control, dated December 18, 2006.

AUTHORITY:



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