



MEDIA GUIDE

**Sparks Police
Support Services and Media Relations
1701 E. Prater Way
Sparks, NV 89434
P. 775.353.2299**

I. PURPOSE

The purpose of this Media Guide is to provide general guidelines concerning how the Sparks Police share and disseminate information with the media and our community. Our philosophy is to operate in a cooperative partnership with our community and the media. We serve our community in part through collecting and disseminating information. Releasing information to the media and informing our community is important. A goal of communicating with the media and informing our community is to provide timely, accurate and relevant information. We will balance the need to inform while protecting the integrity of an investigation and being sensitive to victims.

II. NEWS RELEASE

A News Release is intended to inform the public and media of a situation or incident related to: Homicides, Robberies, Battery with a Deadly Weapon, Traffic Crashes, Road Closures, Hazards, Property Crimes resulting in significant property damage or loss, Serial Crimes, Child Abductions or Attempted Child Abduction, Officer Involved Shooting, Suspicious Death or anything else of significant media and public interest. A News Release will be listed and published in one of four categories depending on the content of the information.

Traffic Advisory: Traffic-related incident affecting traffic flow or restrictions in Sparks such as; road closures, roadway hazards or a crash/collision.

News Release: News or information related to a Sparks Police investigation, arrest, crime trend, community event or information not related to traffic or imminent threat to public safety.

Safety Alert: Information concerning a potential or actual imminent threat to public safety such as; active shooter, evacuations for safety, dangerous suspect on the loose, or any incident where rapid notification is needed to protect our community.

Repeat Offender Program: Any incident or information related solely to the Repeat Offender Program such as an arrest, case conclusion or other ROP-related information.

News Releases are published by supervisors, dispatchers and the Public Information Officer(s). The releasing authority (person sending) is published at the end of each News Release. The News Release is distributed through email, Twitter, Facebook, and our SparksPolice.com website. A News Release *may* be published for other reasons such as: road closures, traffic collisions or hazards, incident updates, media staging area, crime trends, press conference and criminal investigations or arrests.

III. MEDIA EMAIL DISTRIBUTION LIST

The Sparks Police strives to maintain a current media Email Distribution List. This list is used to email reporters and media outlets directly with information relevant to upcoming press conferences, events or other news-related information. Should a reporter wish to be added to the E-mail Distribution List; please contact Support Services. Reporters should provide the following in person: name of the affiliated news organization, full name, contact phone number, valid email address and a business card. *If your email address is kicked back or fails to be delivered, that email address will be removed from the distribution list. *Sometimes there is an issue with firewalls or spam folders.*

IV. SOCIAL MEDIA/SPARKS POLICE ONLINE

The Sparks Police maintain several online social media platforms and a website. Our website lists department contact information, crime awareness information, statistics, and other police-related news.

Sparks Police social media accounts are used as another means to disseminate timely, accurate, relevant and comprehensive information to our community. These accounts can be a source of breaking news, critical incident alerts, upcoming community events, public relations information and crime-related news. *Please like us on Facebook, follow us on Twitter, become a member of Nexdoor or subscribe to our YouTube channel.*

Facebook: www.facebook.com/SparksPoliceNV

Twitter: www.twitter.com/sparkspolice

Nextdoor: <https://nextdoor.com/city/feed>

YouTube: <https://www.youtube.com/channel/UCA6hBzHD03zYBmZQld1bVxA>

Website: www.sparkspolice.com

V. BREAKING NEWS

Breaking news will often be released through a News Release or our Twitter account. Updates to breaking news may be released through Twitter or a News Release, which is published automatically to Twitter and Facebook.

VI. WHO TO CALL

Media Phone - Sparks Police maintains a department media cell phone commonly referred to as the Media Phone. The Media Phone is assigned to an on-duty shift supervisor for the purpose of communicating with members of the media 24 hours a day. This phone is the primary number to call for breaking news; however, the supervisor you are trying to reach will likely be responding, coordinating or supervising the incident you are calling about.

While it is important for us to provide information to the media, our priority is to safely and effectively respond to and handle calls for service. Calls to the Media Phone may not be answered immediately. It may take some time for a supervisor to return your call, as the priority for the supervisor is to coordinate efforts to respond, investigate and handle situations and calls for service. Please refrain from calling Dispatch, Records or otherwise shopping around for information if this happens. You will likely be directed to the Media Phone or our Public Information Officer.

Please understand that if our Media Phone is not answered immediately, the supervisor is simply busy. **Leave a message with the date/time, your name, news organization and a callback number.** It is not our intention to ignore calls, and we will call you back at the earliest convenience.

Public Information Officer (P.I.O.) -The Sparks Police P.I.O. currently works Monday through Thursday from 7:00am to 5:00pm. The P.I.O. manages media inquiries, public education, and the P.I.O. is a police officer authorized to speak on behalf of the Sparks Police.

Records - Contact Sparks Police Records Section to obtain a copy of a police report or to submit a public records request. Records will not gather and provide information concerning an active investigation or an active call for service.

Dispatch - Please realize Dispatch is handling telephone calls, police, fire & medical radio traffic, 911 calls and coordinating police response to situations. Calling Dispatch for media inquiries may only delay their primary function and duties, and media inquiries will be directed to the Media Phone or P.I.O. Dispatch may send out a News Release at an officer's request to alert our community and the media about incidents such as: road closures or crimes in progress.

VII. COMMON SPARKS POLICE TELEPHONE NUMBERS

Detectives	775.353.2225
Dispatch	775.353.2231
Evidence	775.353.2247
ID/Work Cards	775.353.2243
Front Desk	775.353.2428
<i>Media Phone</i>	<i>775.842-7310</i>
Records	775.353.2279
Support Services (<i>Public Relations, P.I.O. & Crime Prevention</i>)	775.353.2299

VIII. FREQUENTLY USED ACRONYMS

ATL	Attempt To Locate
ADW	Assault with Deadly Weapon
BAC	Blood Alcohol Concentration
BDW	Battery with Deadly Weapon
CAD	Computer Aided Dispatch
CCW	Concealed Weapon Permit
CRO	Community Resource Officer
DRE	Drug Recognition Expert
EOD	Explosives Ordinance Demolition (Bomb Squad)
ETA	Estimated Time of Arrival
FST	Field Sobriety Tests
FTA	Failure To Appear
GOA	Gone On Arrival
GTA	Grand Theft Auto
HBD	Has Been Drinking
PBT	Preliminary Breath Test
P.I.O.	Public Information Officer
PR	Public Relations
RP	Reporting Person
SAS	Settled At Scene
SWAT	Special Weapons And Tactics
UTL	Unable To Locate

IX. COMMON 10-CODES

- 10-2 Copy, Loud and Clear
- 10-4 Acknowledgement (OK)
- 10-6 Busy
- 10-8 Clear – Available for calls
- 10-9 Repeat
- 10-10 Fight
- 10-16 Domestic disturbance
- 10-20 Location
- 10-21 Phone call
- 10-22 Disregard
- 10-23 Arrive at scene
- 10-24 Assignment completed
- 10-25 Meet in person
- 10-27 Driver's License Information
- 10-28 Vehicle Registration Information
- 10-29 Check for wants/warrants
- 10-32 Person with a gun or gun
- 10-41 Beginning tour of duty
- 10-42 Ending tour of duty
- 10-46 Stalled vehicle – motorist assist
- 10-50 Vehicle crash
- 10-55 Intoxicated driver
- 10-56 Intoxicated person
- 10-57 Hit and Run crash
- 10-76 Enroute
- 10-78 Officer needs Code-3 assistance
- 10-89 Explosive device
- 10-90 Alarm – residential or business
- 10-95 Prisoner/Subject in custody
- 10-96 Mental health issue
- 10-99 Wanted/Stolen indicated
- Code 50 Deceased person

X. FREQUENTLY ASKED QUESTIONS

Who should I contact for a media inquiry about a recent or current incident?

Call the Media Phone anytime to speak with an on-duty shift supervisor about your inquiry. If there is no answer; leave a message with your name, callback number, the name of your organization and your question. The P.I.O. may also be contacted for media inquiries about recent events or incidents.

Will Sparks Police comment on cases being investigated by another agency?

Typically, no. The Sparks Police can only speak to issues that directly involve the Sparks Police or cases where we are the lead investigative agency. We will refrain from speculation, rumor or innuendo, and we ask that others seek to find out the facts, circumstances and details of each case. It would be inappropriate for us to speak about what is happening in another city or jurisdiction.

Why don't officers or detectives always comment on cases they are working?

The police department is only part of the criminal justice system. As such, officers and detectives are called upon as witnesses through courtroom testimony. Statements about a current case can jeopardize the prosecution efforts. The P.I.O. may help to provide a case overview or speak to some specificity; however, the integrity of the case and investigation is paramount.

How do I get weekend updates or crime stats for a story?

Please plan ahead for these requests. The P.I.O. typically works weekdays, and the on-shift supervisor who answers the Media Phone may not have the time to gather the information.

Will Sparks Police provide a booking photo?

Typically, no. The agency who receives a suspect for booking will take a booking photo, and therefore that agency will maintain the photo(s) with their records. You will find booking photos of suspects booked into the Washoe County Detention Center by searching online at: www.washoesherriff.com. From that webpage, select "Inmate Info" from the menu, and search the name of the inmate.

How do I request a copy of a police report or make a public records request?

Contact Records by telephone or in person to request a copy of a police report or to make a public records request. The telephone number to Records is (775) 353-2279. A request can be made in person at: 1701 E. Prater Way, Sparks, NV 89434. All records requests are directed to Records, and individual employees, such as the P.I.O. do not handle such requests.

Will Sparks Police release the name of a decedent in any case?

Generally, no. The name of a decedent may be released when the Medical Examiner's Office has made positive identification of a decedent and the next of kin has been properly notified. Only then will the Sparks Police release the name of a decedent.

What if I have a question about police procedure?

The on-shift supervisor can answer questions about police procedure; however, the best option is to contact the P.I.O. Questions about police procedures may be answered in generic terms, especially if the question is related to a specific, active, on-going investigation.

XI. DEPARTMENT MOTTO, MISSION, VISION, VALUES & LOGOS

Motto:

"Where Community Comes First" is our motto because it is our true mission. We believe in community partnerships and the empowerment of our citizens.

Mission:

Your Sparks Police Department is dedicated to being a leader in building a strong, safe community through innovative services, sound management and a commitment to our employees.

Vision:

The Sparks Police Department will implement innovative strategies to prevent crime, promote excellence in leadership and employees serve with honor, pride and privilege.

Values:

Integrity- Members of the Sparks Police Department inspire trust through honesty, moral courage and the highest ethical and legal standards.

Service – We are servants to our public, citizens, country and each other.

Professionalism – We take pride in serving with proficiency, reliability and excellence in all aspects of our conduct and performance.

Respect – We value the inherent worth of all by treating others with dignity and fairness.

Community – We provide the best possible service to the community by partnering with our citizens and businesses.

Leadership – By demanding professionalism and teamwork according to our values, we are leaders in our community and law-enforcement.

Accountability – Each individual bears responsibility to the community, ourselves, and each other by promoting and maintaining allegiance to our Department's values.

Logos:

The logo of the Sparks Police and approved variants are symbols of trust and Department identity for our community. They represent the Sparks Police and the people who dedicate their lives to the safety of others in our community.



SPARKS POLICE



SPARKS POLICE

**Media Guide content is subject to change without notice. Please inform the Sparks Police if there is any aspect of this guide that is found to be in conflict with current law, policy or procedure.*