

**SAN DIEGO POLICE DEPARTMENT
PROCEDURE**

DATE: January 20, 2017

NUMBER: 1.31 – ADMINISTRATION

SUBJECT: MEDIA IDENTIFICATION CARDS

RELATED POLICY: [1.31](#)

ORIGINATING DIVISION: MEDIA SERVICES

NEW PROCEDURE:

PROCEDURAL CHANGE:

SUPERSEDES: DP 1.31 – 8/01/2012

I. PURPOSE

This Department procedure establishes guidelines for the issuance and associated privileges of media identification cards.

II. SCOPE

This procedure applies to all members of the Department.

III. DEFINITIONS

- A. News – the oral, written, photographic, digital, or other type of recording of events that attract public attention.
- B. News media – any individual or organization that disseminates news to the public or to others for dissemination to the public.
- C. News media representative – any person who, for compensation, is employed or hired on a full-time basis by news media for the purpose of gathering, analyzing, or reporting news.

IV. PROCEDURES

NEW

- A. The application for a media identification card shall be submitted directly by the applicant. A media identification card application may be obtained from the Police Department's Media Relations Office, or on the Police Department's web page at <https://www.sandiego.gov/sites/default/files/legacy/police/pdf/mc.pdf>.
- B. The application shall contain:
1. The applicant's full name, residence address, home phone number, date of birth, and social security number;
 2. The name and business address of the news organization that the applicant represents;
 3. The applicant's job title, date of hire, and business phone number;
 4. The signature of the applicant and the signature of the owner, managing editor, or other supervisor of newsgathering activities for the news organization; and,
 5. In addition to containing information described above, the application for an independent (freelancer) will include the applicant's business phone number and the phone numbers of individuals/agencies to whom the applicant regularly sells his/her work.
- C. Media identification cards will be issued for a period of two years, or until the card is revoked by the Chief of Police, or the relationship of the holder to the news organization that requested issuance of the card is terminated. When employment of the holder is terminated with the requesting news organization, it is the responsibility of that news organization to return the media identification card to the San Diego Police Department prior to requesting a replacement card for a new holder.
- D. The Chief of Police reserves the right to deny a media identification card to any person who has been convicted of a felony within the past ten years, who has an outstanding warrant (application will be considered once the warrant is cleared), or is the subject of a Restraining Order or Temporary Restraining Order.
- E. Completed applications should be mailed to: Media Services Office, San Diego Police Department, MS 705, 1401 Broadway, San Diego, CA 92101. Completed applications may be emailed to MediaID@pd.sandiego.gov, or hand delivered to Police Headquarters.

NEW

V. QUALIFICATIONS

- A. The applicant must represent a news agency which:
 - 1. Maintains regular news service in the City or County of San Diego; and,
 - 2. Has been published or broadcast at regular intervals of at least once a month for the preceding six months, prior to the filing of the application for a press identification card.
- B. The applicant must demonstrate a need to cross police and/or fire lines on a regular basis.
- C. The applicant must be at least 18 years of age.

VI. FORMAT

- A. Media identification cards, to be valid, must bear the following information:
 - 1. Name and photograph of holder;
 - 2. Name of organization represented;
 - 3. A distinct number;
 - 4. Signature of the Chief of Police; and,
 - 5. Date of expiration.
- B. NEW The media identification card is computer-generated and includes the signature of the applicant. The card is created in Human Resources after the Media Services Unit has approved the application.
- C. NEW When members of the media present valid media identification cards and have in their possession a blue vehicle identification placard, they should be permitted to drive through police and/or fire lines (not into crime scenes) provided that public safety and order will not be jeopardized and that investigations by police or fire departments will not be hampered.
- D. The Media Services Office will issue vehicle identification placards.
 - 1. NEW Blue placards (5 1/2" x 12 1/2") are issued to television stations, radio stations, newspapers and journalists; they permit parking in yellow zones, white zones, time zones, and parking meters while engaged in the course of their duties.

2. Permission to access and/or park at a scene will be granted, provided that public safety and order will not be jeopardized and police and/or fire investigations will not be hampered.
- E. Members of this Department should cooperate fully with all members of the news media as outlined in Department Procedure 1.30, Press Release and Media Relations.
- F. Members of the media from other cities and counties, who possess valid media identification cards issued by law enforcement agencies, should be accorded the same treatment and consideration given members of the local media.

VII. REVOCAION AND APPEAL

- A. A media identification card may be revoked if the holder refuses to obey an order given by a peace officer at an incident under control by the Police Department or Fire-Rescue Department, and thereby jeopardizes public safety and order or interferes with an investigation.
- B. Notice of the revocation or denial of a media identification card will be sent within ten business days of that decision to the business address on record for the holder. The notice will contain a statement of the reasons for the revocation or denial. An appeal of a revocation or a denial of a media identification card may be had by filing a written request for an appeal with the Chief of Police, or his/her designee, within ten business days from the date of the notice. The request for appeal must set forth the reasons for the appeal. A written decision regarding the appeal will be sent within ten business days of the receipt of the request for appeal.