

**SAN DIEGO POLICE DEPARTMENT  
PROCEDURE**

**DATE:** NOVEMBER 8, 2019  
**NUMBER:** 1.31 – ADMINISTRATION  
**SUBJECT:** MEDIA IDENTIFICATION CARDS  
**RELATED POLICY:** 1.31  
**ORIGINATING DIVISION:** MEDIA SERVICES  
**NEW PROCEDURE:**   
**PROCEDURAL CHANGE:**  **Minor Changes**  
**SUPERSEDES:** DP 1.31 – 01/20/2017

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**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**

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A. Applicant - news media representative or freelancer requesting a San Diego Police Department Media Identification Card and Blue Parking Placard

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B. Freelancer – any person who works independently to gather news in the form of audio or video recordings for later sale to any news media as defined above.

C. News – the oral, written, photographic, digital, or other type of recording of events that attract public attention.

D. News media – any individual or organization that disseminates news to the public or to others for dissemination to the public.

E. 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.

- F. Vehicle Identification Placard – A blue colored placard (5 ½” x 12 ½”) issued to news media representatives and freelancers who have applied for, been approved, and received a media identification card from the San Diego Police Department.

#### IV. PROCEDURES

- 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 in the forms and permits tab.

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- 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 or freelancer will include the applicant's business phone number and the phone numbers of individuals/agencies to whom the applicant regularly sells his or her work.

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- 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 approved applicant to the news organization ends. The applicant will notify the San Diego Police Department their employment ended with their corresponding news media organization and reapply for a new Media Identification Card and Vehicle Identification Placard with their new news media organization or as an independent/freelancer.

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- D. Possession of a San Diego Police Department Media Pass and accompanying Vehicle Identification Placard is a privilege. The Chief of Police may deny a Media identification card and corresponding Vehicle Identification Placard to any person for any of the following reasons:
  - 1. Felony conviction within the past ten years;

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2. Misdemeanor conviction within the past five years involving violence to include, but not limited to, domestic violence, battery on peace officer or other emergency personnel, and delaying/resisting/obstructing a peace officer;
  3. Any outstanding warrant (application will be considered once the warrant is cleared);
  4. Restrained party in any protective order (Criminal Protective Order, Domestic Violence Restraining Order, or any Temporary Restraining Order);
  5. Any documented behavior that would indicate a threat to the safety of officers or lab personnel at a scene; or
  6. A history of repeated arrests for either felonies or misdemeanors.
- E. Applicants denied a Media Identification card and corresponding Vehicle Identification Placard may appeal the decision subject to the provisions in Section VII of this procedure.
- F. Members of the Media in possession of a San Diego Police Department (SDPD) Press/Media pass shall conduct themselves with the same level of professionalism expected of all Department Members.
1. Documented behavior that would bring the Department or pass holder into disrepute may be grounds for denial or revocation of a media pass. As members of the media, they shall be expected to conduct themselves in accordance with the Society of Professional Journalist's (SPJ) Code of Ethics located at <https://www.spj.org/pdf/spj-code-of-ethics.pdf>.
- G. 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](mailto:MediaID@pd.sandiego.gov), or hand delivered to Police Headquarters.
- H. All applications submitted to the Media Services Unit will be processed, and the applicant will be notified of its approval or denial. Applicants approved for a Media Pass and parking placard must come to SDPD Headquarters at 1401 Broadway, San Diego, and present a government issued, photo ID to complete the credentialing process. The applicant's photograph and signature will be transferred to the applicant's Media Identification Card by computer.
1. The entire process will take approximately 10 minutes. There is no cost to the applicant.

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- I. If the applicant does not complete the credentialing process within 30 days of approval of the application, the applicant will be required to reapply.
- J. Applications are generally processed on Thursday, except when a holiday falls on a Thursday, the application will be processed the next business day.

**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 assigned by the Media Services Unit at the time of application;
  - 4. Signature of the Chief of Police; and,
  - 5. Date of expiration.
- B. 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. 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. 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. REVOCATION 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. A Media Identification card and Vehicle Identification Placard may also be revoked if their status changes and they would be subject to a denial as described in Article VI, Section D.
- C. 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 filed by submitting a written request for an appeal with the Chief of Police, or his or 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.

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