



KAREN BASS  
MAYOR

**MEMORANDUM**

**To:** The Honorable Members of the City Council  
c/o City Clerk

**From:** Karen Bass, Mayor *Karen Bass*

**Subject:** RE-EXEMPTION REQUEST – LOS ANGELES POLICE DEPARTMENT, –  
(1) PUBLIC INFORMATION DIRECTOR

**Date:** April 8, 2024

The Los Angeles Police Department (LAPD) has requested the exemption of one (1) position of Public Information Director, Class Code 1800, in accordance with Charter Section 1001(b), from civil service as management, professional, scientific, or expert services exemptions.

The Public Information Director was previously approved for exemption under 1001 (b) by the City Council (CF#00-0514) and was subsequently filled. The position was vacated and deleted from the count. Charter Section 1001 (b)(1) requires that “when the position is vacated, the exemption shall terminate unless re-authorized in accordance with this subsection.”

Charter Section 1001(b) allows up to 150 persons to be exempt, of which 131 are approved and four are pending approval. Approval of this request will increase the count. There are an additional 50 exempt positions added by the City Council pursuant to Charter Section 1001(b)(4), of which 14 are filled.

The Public Information Director serves as LAPD’s Strategic Communications Director and reports to the Chief of Staff, Office of the Chief of Police. This position oversees the Media Relations Division and directly manages the Public Communications Group. This position is responsible for developing and administering a comprehensive public relations, advertising, and information program for LAPD, which includes public safety awareness programs, films, and video productions for educational, information, and public relations purposes. The Public Information Director will advise management and personnel on appropriate protocols for the release of information such as crime statistics and trends;

develop and implement long-term communication strategies for daily media relations requests; maintain effective liaison and partnership with the local and national news media, and other law enforcement and government agency media relations staff; establish and implement effective emergency management/crisis communication media relations procedures; prepares speaking points, drafts editorials, and newspaper columns; conducts media briefing including coordinating interviews and/or appearances by the Chief of Police and LAPD subject matter experts, tracks emerging trends affecting LAPD and the community and implements actions to increase transparency through available media platforms.

The Public Information Director position requires:

1. Two years of full-time paid experience with the City of Los Angeles as a Principal Public Relations Representative or in a class at that level in the analysis, preparation, and dissemination of information using mass communications and social media, digital marketing, or search engine optimization strategies for crisis management or community relations activities; or experience in engaging and interacting with the media; **or**
2. A bachelor's degree from an accredited four-year college or university, including 24 semester or 36 quarter units in public relations, journalism, mass communications, writing, or English, and five years of full-time paid professional experience responsible for an organization's public relations or news writing, media relations, community relations, public relations events, social media, digital marketing, search engine optimization strategies, or general public relations function, which includes one or more of the following: interaction with the communications media and/or general public; experience in analyzing, planning, preparing and disseminating information to publicly promote programs or communicate organizational policies; preparing cost estimates for public relations/outreach programs or projects; and experience interacting with or advising management or clients regarding public information techniques.

The exemption of this position will allow LAPD the flexibility to recruit and select the best-qualified candidate with the necessary experience and expertise. The duties and requirements as described are appropriate to the class of Public Information Director.

Based on my review of LAPD's request, as well as the review of the Personnel Department, I hereby approve the request for the exemption of the Public Information Director and transmit my action to the City Council, pursuant to City Charter Section 1001(b)(1). If the exempt position is not filled within six months, the Mayor's approval for the department to fill the position may expire.

KB:zn

cc: Carolyn Webb de Macías, Chief of Staff, Office of the Mayor  
Zachia Nazarai, Office of the Mayor  
Heleen Ramirez, Office of the Mayor  
Dominic Choi, Chief of Police, Los Angeles Police Department  
Dana Brown, General Manager, Personnel Department