

POLICE - MEDIA RELATIONS

Make the Connection: Media Relations and a Healthy Public Image

“Wonderful class, top notch facility, great materials.”

“Mr. Golden and the ILEA Staff and Administration were very professional and personable. I look forward to attending future courses involving Mr. Golden and ILEA.”

—2005 participants

Course Overview: Participants will gain insight into the print and broadcast media - who they are and why they do things the way they do. In addition, class members will develop skills in building trust with outside information groups, preparing and presenting your message, crisis management and organizing the functions of a public information office. Finally, this course will help executives and spokespersons communicate more effectively with their many publics.

This course will include an in-depth evaluation to provide managers with the skills to deal with changing news media in an electronic age.

Topics:

- Media mistakes made by police agencies
- CALEA Community Relations
- PR during hostage-taking and terrorist incidents
- Issuing news releases; planning news conferences
- Pitching the media
- Marketing your agency
- Law enforcement ethics in a media-saturated society
- Closing air space during critical incidents
- News events checklists
- Managing an interview

Who Should Attend?

This course is designed for managers and executives as well as public information officers in law enforcement and emergency service agencies.

Faculty:

David Golden

Inspector, Office of Internal Affairs and Program Review,
Department of Homeland Security, Irving, TX

During his police career with the Richardson, TX, Police Department, he served as Commander of Patrol, Criminal Investigations and Administrative Services Division, and also served as the Department's major media contact.

Date and Location:

September 18-20, 2006

ILEA headquarters (The Center for American and International Law), 5201 Democracy Drive, Plano (Dallas metroplex), Texas 75024

Hours:

8:30am to 4:30pm

Tuition: \$295 ILEA Member
\$345 ILEA Non-member

Cancellation Policy: Tuition, less a \$50 handling charge for each registration, will be refunded upon WRITTEN CANCELLATION received not later than five (5) working days prior to the program (e-mail: cburkel@cailaw.org). No refunds after this date, although substitutions of attendees for this program are permitted. Registrants not entitled to a refund will receive the course materials, with the exception of copyrighted items.

Hotel: Residence Inn
5001 Whitestone Lane
Plano, TX 75024

Registrants should contact the hotel directly at 972.473.6761 or 800.331.3131 and advise them that you are attending this program to obtain the reduced rate of \$89 per night or visit our website at www.theLEA.org to make reservations online.

TCLEOSE Credit: Law enforcement personnel attending this course are eligible for twenty-one (21) hours of Texas Commission on Law Enforcement Officer Standards and Education (TCLEOSE) credit.

