

MANAGING THE MEDIA

"Manage the media, don't let it manage you."

Course Overview: Designed for public safety executives and leaders, this day-long, highly interactive seminar will provide insights on improving an agency's ability to deal with the media on any situation. The media will be there when there's any kind of crisis or bad news, but the media can also help departments recruit, build public confidence and reach out to the community to encourage the public's participation and support. In this session you will learn the most common mistakes in dealing with the media and how to avoid them, how to use the media to get your message out and how to use new channels of communication such as YouTube and viral marketing.

Topics: In this highly interactive session, participants will learn:

- Where media fits in integrated communications
- How the editing process works
- Why reporters pick certain quotes and not others
- The most common mistakes in dealing with the media
- Strategies for structuring information
- How to handle questions while being responsive and staying in control
- How to use the new channels of communication and your website

Who Should Attend? Public safety leaders and executives
Note: This one-day course is intended for top-level decision makers in public safety organizations. It is for the government executive interested in integrating innovative communication techniques across the organization, while improving the ability to effectively connect with internal and external stakeholders in a rapidly-changing world.

Faculty: **Ms. Merrie Spaeth**
As Ronald Reagan's Director of Media Relations, Merrie Spaeth was called "a pioneer who took the White House into the Space Age." In 1987, she founded Dallas-based Spaeth Communications, Inc., to provide communication training and consulting for a wide range of companies and institutions. She is also founder and president of the Institute for Strategic Communications, a not-for-profit foundation devoted to studying and reporting on business communication issues.

Date and Location: May 5, 2009
Fort Worth Center of the University of Texas at Arlington
Santa Fe Station, 1401 Jones Street, Fort Worth, TX 76102

Hours: 9:00am to 5:00pm

Tuition: \$199

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: See ILEA website at www.thelLEA.org for hotel information.

TCLEOSE Credit: Law enforcement personnel attending this course are eligible for seven (7) hours of Texas Commission on Law Enforcement Officer Standards and Education (TCLEOSE) credit.



