

An International Center for Law Enforcement Education

Police Media



Relations

Join us at our new headquarters, opening September
2002



Institute for Law Enforcement Administration

a division of **The Center for American and International Law**

(formerly the Southwestern Legal Foundation)

5201 Democracy Drive

Plano, Texas 75024

www.theILEA.org

Police

Media

GENERAL INFORMATION

REGISTRATION: On the opening day, registration will begin at 8:00am in the lobby of The Center for American and International Law, 5201 Democracy Drive, Plano, Texas 75024. Daily sessions will begin promptly at 8:30 a.m. and will end at 4:30 p.m. Lunch will be on your own.

CANCELLATION: Tuition, less a twenty-five (\$25) fee, will be refunded upon written cancellation received five working days prior to the program. Cancellations received after that date cannot be refunded, although substitutions will be permitted.

HOTEL ACCOMMODATIONS: The cost of lodging is not included in the tuition. Guest rooms will be available at the Doubletree Hotel, 7120 Dallas Parkway, Plano, TX 75024, at a rate of \$89.00 per night, plus tax. To assure room availability, contact the Doubletree Hotel directly (972-473-6444) at least two weeks prior to arrival and ask for the special Institute for Law Enforcement Administration rate.

INFORMATION FOR AIR TRAVELERS: Most interstate flights into the Dallas/Fort Worth area land at the Dallas/Fort Worth International Airport, about twenty miles from the Institute. The Super Shuttle runs from the airport to the hotel. Schedules and rate information are available at each terminal. The Super Shuttle also services Love Field Airport.

NONDISCRIMINATORY POLICY: It is the policy of The Center for American and International Law that no person, on the basis of race, sex, color, religion, national origin or ancestry, age or handicap, shall be discriminated against in educational programs and activities, scholarship programs or admissions.

PERSONS WITH A DISABILITY who need special accommodations to attend this program may contact the Institute at 972.664.3471 no later than ten (10) working days prior to the program so that necessary arrangements can be made.

This workshop is designed for managers and executives as well as PIOs (Public Information Officers) in law enforcement and emergency service agencies. 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, the workshop will help executives and spokespersons communicate more effectively with their many publics.

The workshop will include an in-depth evaluation and will provide managers with the skills and techniques to deal with changing news media in an electronic age. Topics will include:

- ▶ 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

FACULTY

James J. Onder, Consultant, trainer and author of numerous articles about media relations in law enforcement. He holds a Ph.D. in communication and marketing from the University of Michigan, a BFA in fine arts from Ohio State University and an MS in journalism from the University of Illinois. For the past 14 years with the U.S. Department of Transportation, he taught media relations for the U.S. Government in graduate school. Author of *The Law Enforcement Public Information Workshop*, he has trained law enforcement personnel around the nation. Having written more than 100 articles and manuals and having appeared in numerous videotapes with the Law Enforcement Television Network, he is highly qualified to assist police agencies with their public relations.

Gary W. Sykes, Director of the Institute for Law Enforcement Administration. A former professor and author in police administration, he holds a Ph.D. in political science from Pennsylvania State University and attended the Aspen Institute on Ethics in October, 1992.

IN SEPTEMBER, THE INSTITUTE FOR LAW ENFORCEMENT ADMINISTRATION MOVES INTO A NEW STATE-OF-THE-ART PROFESSIONAL TRAINING CENTER. AS A DIVISION OF THE CENTER FOR AMERICAN AND INTERNATIONAL LAW, THE INSTITUTE WILL PROVIDE ONE OF THE FINEST EDUCATIONAL AND TRAINING ENVIRONMENTS FOUND ANYWHERE IN THE U.S.

R E G I S T R A T I O N

Police Media Relations

October 21-22, 2002

Mail, fax or E-mail to Registrar:
The Center for American and International Law
5201 Democracy Drive – Plano, Texas 75024

Phone: 972.699.9501
Fax: 972.699.7172
ilea@cailaw.org

Tuition: \$195 non-members, \$175 members of the Institute for Law Enforcement Administration. This includes all instruction and handouts. Lodging and meals are excluded.

Name _____

Agency _____

Mailing Address _____

City/State/Zip/Country _____

Telephone _____ Fax _____

E-Mail _____

*Birth Date _____ *Soc. Sec. # _____

*Required for training credit through the Texas Commission on Law Enforcement Officer Standards and Education (TCLEOSE)

TUITION MAY BE PAID BY CREDIT CARD

Check enclosed payable to The Center for American and International Law.

Please charge: AmEx _____ MasterCard _____ Visa _____ Discover _____

Card Number _____ Expiration Date _____

Name on Card _____

Billing Address (if different from address above) _____

Authorized Signature _____

TCLEOSE Credit

Law enforcement personnel attending this course are eligible for 14 hours credit from the Texas Commission on Law Enforcement Officer Standards and Education (TCLEOSE) Credit.