

## POLICE - MEDIA RELATIONS

### Make the Connection: Media Relations and a Healthy Public Image

*"Every time I have attended training at the Institute, its been an educational adventure."*

*"Excellent course. David was extremely good and knowledgeable on the topic. He was very accessible."*

*"This class has really given me the tools to become a professional and competent PIO. I am not fearful of the media."*

*—former 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**  
Senior Intelligence Officer  
Transportation Security Administration  
U.S. Department of Homeland Security

During his police career, he served as Commander of Patrol, Criminal Investigations, Administrative Services, and Tactical Operations Divisions in the Richardson, TX, Police Department. He also served as the Department's major media contact, addressing both nationally and internationally covered reports, including one capital murder case which spanned two years.

**Date, Hours and Location:** November 18-20, 2013 / 8:30am to 4:30pm  
ILEA headquarters (The Center for American and International Law)  
5201 Democracy Drive, Plano (Dallas metroplex), Texas 75024

**Tuition:** \$425 ILEA Member / \$475 Non-member

**Cancellation Policy:** Tuition, less a \$50 handling charge for each registration, will be refunded upon WRITTEN CANCELLATION received no later than five (5) working days prior to the program (email: [cburkel@cailaw.org](mailto:cburkel@cailaw.org)). No refunds after this date, although substitutions of attendees for this program are permitted.

**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.