



POLICE MEDIA RELATIONS

NOVEMBER 16-18, 2015

Goal Statement

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, through both traditional and social media formats.

This course will include an in-depth evaluation to provide managers with the skills to deal with changing news media in an electronic age. There will be opportunities for on-camera interviews and guidance on improving your presentations.

Course Objectives

At the completion of this course participants will be able to:

1. Discuss the nature and purpose of Police Media Relations.
2. Identify the concepts concerning media influence on policing.
3. Apply planning strategies of police/media contact.
4. Apply the principles of the 5 step interview.
5. Apply the principles at work in managing media crises, press conferences, adversarial interviews and incorporating social media into your messaging.

Monday, November 16		
8:30am	Introduction and Welcome	ILEA Staff
8:45	Police/Media Relations: Why?	Mr. David Golden Senior Intelligence Officer US Dept of Homeland Security/TSA
9:30	Concepts of Media Influence	Mr. Golden
10:30	Role of the Media	Mr. Golden
11:30	Lunch (on your own)	
12:30	Character of the Media	Mr. Golden
1:30	Planning for Your Media Contact	Mr. Golden
2:30	The Five-Step Interview	Mr. Golden

4:30	Adjourn	
Tuesday, November 17		
8:30	The Texas Public Information Act	Mr. Golden
10:00	Expectations of the Media: Working with the Professional Journalist	Mr. Jason Trahan, former Dallas Print Reporter, Now Investigative Producer for WFAA –TV, Dallas
11:00	Lunch (on your own)	
12:00	Recent Attorney General Opinions	Mr. Golden
1:30	Working with the Media	Mr. Golden
2:30	Marketing and Branding Your Agency	Mr. Golden
4:30	Adjourn	
Wednesday, November 18		
8:30	Police Communications in the Age of Social Media - THE RACE	Mr. Golden
9:30	The New Role of the PIO	Mr. Golden
10:30	Working with Quotes	Mr. Golden
11:00	Lunch (on your own)	
12:00	Conducting Press Conferences	Mr. Golden
1:30	Adversarial Interviews	Mr. Golden
2:30	Managing a Media Crisis	Mr. Golden
4:00	Conclusion, Evaluations and Certificates	Mr. Golden
4:30	Adjourn	