



Institute for
**LAW ENFORCEMENT
ADMINISTRATION**



**THE CENTER FOR AMERICAN
AND INTERNATIONAL LAW**



Police-Media Relations

2023
July 17-19

Hosted by League City Police Department
League City, Texas

REGISTER NOW
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EVENT HIGHLIGHTS

- » Basic Media Relations
- » Social Media Tools and Strategy
- » Brand and Reputation Management
- » Preparing News Releases
- » Navigating Controversial Force Incidents
- » Conducting Media Interviews
- » Understanding News Cycles
- » Lessons Learned from Critical Incidents
- » Best Practices for Modern PIOs



ILEA is an Institute of
**THE CENTER FOR AMERICAN
AND INTERNATIONAL LAW**

TCOLE CREDIT
WILL BE AVAILABLE



CAILAW.ORG/ILEA
1.972.244.3400

COURSE OVERVIEW

Law enforcement is under an intense amount of scrutiny for a wide range of policing practices. The modern Public Information Officer is at the crossroads to ensure organizational messaging resonates with the public and demonstrates the value and nobility that police agencies provide to their respective communities.

Attendees will receive expert instruction in core competency areas of media management, visual storytelling, and innovative content to bolster citizen engagement. Specific case studies including controversial force incidents, officer-involved shootings, employee misconduct and other relevant areas will be discussed.

Students will learn how to craft news releases, conduct media interviews and plan press conferences. Participants will also conduct in-person assessments with scenarios which will be filmed to provide immediate feedback on best practices and lessons learned. In addition, students will receive reference materials and checklists.

TOPICS

- Current State of News
- Basic Media Relations
- Social Media Tools and Strategy
- Creating Compelling Video Products
- Creating Stunning Graphics Easy
- Brand and Reputation Management
- Being a Visual Storyteller through Photos
- Preparing News Releases
- Conducting Media Interviews
- Managing Press Conferences
- Navigating Controversial Force Incidents
- Lessons Learned from Critical Incidents
- Understanding News Cycles
- Pitching Your Story to get Coverage
- Best Practices for Modern PIOs

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



Christopher Cook
Chief
White Settlement Police Dept.

TUITION | LOCATION | TIMES

TUITION

\$ 450 ILEA Member | \$ 500 ILEA Non-member (Includes all instruction and materials)

LOCATION | TIMES

League City Police Dept.
555 W. Walker Street
League City, TX 77573

DAILY 8:30 AM TO 4:30 PM

*See event page for a list of surrounding area hotels.

The Institute for Law Enforcement Administration's mission is to improve the quality of justice by developing law enforcement leaders and practitioners through premier professional education and technical support.

REGISTRATION FORM

Police-Media Relations

July 17-19, 2023 • League City, Texas

Registration includes all instruction and handouts. Lodging and meals are excluded.

Check applicable box:

ILEA Member	\$450
Non-Member	\$500

REGISTRATION ROSTER

Your name & contact information will be included on the Registration Roster, unless you indicate otherwise below.

Include only my name & employer/company's name on the roster.
Do not include my name & contact information on the roster.

Name/Rank _____

Agency/Firm _____

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City, State _____ Postal Code _____

Country _____ Phone _____

E-mail _____

RACE / ETHNICITY

To assist CAIL in its commitment to inclusivity, diversity and non-discrimination, we invite you to provide the following (optional) information:

Hispanic/Latino	White	Black/African American
Native Hawaiian/Other Pac Island	American Indian/AlaskaNative	
Asian	Two or More Races	Decline to Specify

PAYMENT INFORMATION

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

Purchase Order attached# _____

Invoice my agency: Attention: _____

Credit Card: All credit card payments should be made online through the event page or through www.cailaw.org/payment.

GENERAL INFORMATION

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. Email lgaspar@cailaw.org. After this date, no refunds, but substitution of attendees for this program will be permitted. Registrants not entitled to a refund will receive the course materials online.

NONDISCRIMINATION POLICY: The Center for American and International Law does not discriminate on the basis of race, color, sex, religion, national origin, age, disability, veteran status, sexual orientation, gender identity, or any other protected status in educational activities, scholarship programs or admissions.

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ELIGIBILITY POLICY: The Institute for Law Enforcement Administration provides professional education and technical support to the law enforcement community. A registrant in an ILEA program must be a sworn officer; a civilian employee of a law enforcement department; or an employee of a municipal, county or state agency. Anyone interested in attending an ILEA program who does not meet the above standard requirements will need to request advance approval. Such requests will be considered on a case-by-case basis.

PHOTO/AUDIO/VIDEO RELEASE: Registration for or attendance at this event acknowledges consent to be recorded or photographed. We reserve the right to use any photograph/video taken at our events, without the expressed written permission of those included within the photograph/video. We may use the photograph/video in publications or other media material produced, used or contracted including but not limited to: brochures, invitations, books, newspapers, magazines, television, websites, annual reports, newsletters, etc. To ensure the privacy of individuals, images will not be identified using full names or personal identifying information without written approval from the photographed subject.

WAYS TO REGISTER

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credit card only
www.cailaw.org

MAIL

check only

The Center for American
and International Law
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Plano, Texas 75024

EMAIL

Lisa Gaspar: lgaspar@cailaw.org
ILEA: ilea@cailaw.org

PHONE

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1.972.244.3404
ILEA: 1.972.244.3430
8:30am-5:00pm Central



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