

Training Information

South Metro Public Safety Training Facility



7525 Braemer Blvd., Edina, MN 55439

November 14-15, 2018 8:00am—4:00pm

MEDIA RELATIONS FOR POLICE AND FIRE SERVICES MINNESOTA POST APPROVED COURSE # 10035-1118

Program Information: Police and Fire Chiefs/Sheriffs, Command Officers, or individuals assigned to Media Relations and PIO duties attending this 2-day, 14-hour program will develop the skills necessary to build a positive and professional public image of their agency. Program participants will gain practical experience in preparing for and delivery of departmental information at press conferences and media interviews at a variety of simulated "Breaking News Events" i.e. major crime events, fires/natural disasters, and terrorist acts.

Topics covered include:

- Development of Media Policies
- Media Relations
- Pre-Planning Interviews
- Media Traps
- Challenges of Television News
- What is News?
- Crisis Communications
- Freedom of Information
- Social Media/Messages/Technology
- Rules of Pre-Trial Publicity
- What Reporters Want to Know in a Crisis
- Changing Details in a Crisis/Getting Out the Good News
- Importance of Knowing Your Media Market
- Holding Reporters Accountable
- Reacting to Web/Blog Comments
- Tips on Improving Media Relationships
- Future for PIO's/Police Media Challenges

Your presenter: Ross Rice is a 30-year veteran of the FBI who served as the Public Affairs Director and Spokesman for the Chicago office. He has provided instruction to the FBI's National Academy, Illinois State Police, Chicago Police Department and local law enforcement in Illinois, Indiana and Wisconsin.

Ross has handled press response for numerous high profile events, including the indictment and trial of former Illinois Governor George Ryan, the "Family Secrets" organized crime investigation, the arrest and trial of former Illinois Governor Rod Blagojevich and several international terrorism investigations.

He serves as a Safety & Security Analyst for CBS News in Chicago and does private media consulting.

Fee \$249.00

(\$225.00 if 3 or more from same agency)

**Register at: Media Relations for Police and Fire Services
or at: www.on-targetsolutionsgroup.com**

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