



PMW Associates

- Management Training
- Leadership Development
- Team Building



MEDIA RELATIONS

POST Control #9080-33240

PARTICIPANTS

This issues-driven three-day seminar is intended for all sworn and civilian police employees who are or could become accountable for interacting with the media. The instructor, a recognized expert in his field, has a proven track record of successful media relations within a high-profile police department.

CONTENTS

The three days are comprised of an entertaining and enlightening mixture of lectures and actual camera/interview skill-development scenarios. The eight-hour modules include the following:

- **Police-Press Relations** - This session reviews the role of the line supervisor/manager and the public information officer (PIO), the media's role in a democracy, policies and laws related to police/press relations, and media access to information.
- **Police/Press Strategies** - This class consists of writing news releases, promoting the successes of your agency, managing breaking news, and conducting news conferences. Every participant experiences a hands-on case scenario along with feedback that continues into the next day.
- **Scenarios and Feedback** - The final day describes proven tactics for maintaining leadership in a news situation, positive and harmful interfaces, and how to make the press a supporter vs. an adversary.
- **Instructions** – Students should bring their smart phones/devices capable of recording sample press conference segments for group feedback.

Instructor: Paul Vernon

Register: www.pmwassociates.com

Tuition \$525.00

Location: Volare Hotel San Clemente
111 S. Avenida de la Estrella
San Clemente, CA 9267