



MEDIA/PUBLIC INFORMATION OFFICER TRAINING

For Police Chiefs, Sheriffs, and Fire Dept. Command Officers

March 31-April 1 **or** Oct. 1-2

8:00 a.m. to 4:00 p.m. • Cost: \$295 (Lunch included)

Instructor: Ross Rice

Police Chiefs/Sheriffs, Fire Department Command Officers, or individuals assigned to Media Relations and PIO duties attending this 2-day, 16-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, terrorist acts.

Ross Rice

25-year veteran of the FBI & 12-year Public Affairs Director/Spokesman, Chicago Police Department

Ross has provided instruction on media relations to the FBI's National Academy, Illinois State Police, Chicago Police Department and local law enforcement in Illinois, Indiana and Wisconsin. He also served as the FBI's national spokesman for several high profile investigations, including the arrest of a sitting governor and two inter-national terrorism cases.

Topics covered include:

- Development of Media Policies
- NIMS/ICS Considerations
- NIMS Public Information Systems
- Media Relations
- Pre-Planning Interviews
- Media Traps
- Challenges of Television News
- New Media (Internet)
- What is News?
- Crisis Communications
- Interviews Bridging
- Freedom of Information Act/ Illinois Open Records Act
- Social Media/Messages/Technology
- Rules of Professional Conduct
- What Reporters Want to Know in a Crisis
- Changing Details in a Crisis/Getting Out the Good News
- Importance of Knowing Your Media Market



To register, or for more information, contact:
(608) 757-7630 • blackhawk.edu

