



MEDIA RELATIONS FOR POLICE EXECUTIVES

A Dynamic Training for Police & Sheriff's Executives

Topics:

- Preparing for the big incident in your town
- Changing face of news & social media
- Why you should not be your own PIO
- Cases & rulings impacting your dept.
- Are you "1-sentence away from losing"?
- 5 Secrets reporters don't want you to know
- Fake News is here! We'll help you spot it
- Twitter, Facebook & YouTube are changing police forever
- 7 Great responses to loaded media questions
- Finding the best PIO (Public Information Officer)
- Gotcha! Avoiding your moment
- 1-word guaranteed to save your a#% in an interview
- Reality check: Perception & timing are everything
- Tactical Police Media Relations
- Videos: Good bad & ugly police media moments
- Surefire ways to say 'no comment' without saying it

\$169 per person

policemediarelations.com

or 602-445-6442

Chris Ryan
SEMINARS

Host or Buy-out this training at your agency (1 or 2 days)