



Law Enforcement Training Advisory Commission

840 S. Spring Street, Suite B • Springfield, IL 62704

Phone (217) 726-7014 • Fax (217) 726-7833 • Email letac@mtu10.com • Website www.letac.org

Robert S. Crouch, Director

Law Enforcement Media Relations

September 12, 2017

8:00 a.m. – 4:00 p.m.

LETAC Training Center

840 S. Spring Street, Suite B, Springfield, IL

(Please park in an unmarked space in our lot. Overflow parking is along the street.)

Instructor: Rick Rosenthal is a nationally-recognized media relations trainer and consultant. His clients include: The Executive Management programs of the Northwestern University Center for Public Safety (formerly the NU Traffic Institute); the Command Officer Development programs of the Southern Police Institute; and the Executive Management Institute programs of the Federal Law Enforcement Training Center (FLETC). Other agencies trained include: 6 state police organizations (AK, IL, IN, KY, NJ, and WA); 8 state police chiefs associations (FL, IL, GA, ME, OH, OR, PA and WA); 7 state sheriffs associations (CO, IL, NC, OH, OR, WA and WI); the International Association of Chiefs of Police; the National Sheriffs Association; and the US Marshals Service. Rick is *on your side*, but he teaches from his unique perspective as an award-winning, 30-year-veteran TV and radio news anchorman and reporter (22 years on the air in Chicago.) He delivers the *inside story* on who reporters are, how they'll behave with you and why, and provides you with practical, *real-life* strategies and tactics, skills and techniques that you can use to *win* with the media.

Training Summary: Not too many law enforcement professionals like the media these days. That's understandable, but not helpful. Engagement with the media is inevitable; victory is only optional. LE professionals and their departments can win with the media; this one-day training program shows you how. You will learn how to deal with reporters in a wide range of circumstances from routine day-to-day inquiries to a full-blown critical incident (we study in-depth the Chicago Police Department's officer-involved LaQuan MacDonald shooting.) This is practical training, not theoretical; what you learn will work for you on the street, right away. Topics include: meeting the 900-pound gorilla; the "DWI" Principle of successful media relations; taking back your share of the First Amendment; "feeding the animals"; don't get stuck on stupid!; controlling the media at incident scenes; managing media relations and public relations when things get ugly; and much, *much* more. Students learn how to *take charge* of reporters rather than being victimized by them. Numerous videos illustrate key teaching points, informing and entertaining the class. You will learn valuable strategies and tactics, and you will have fun doing it! The bottom line: this training helps LE professionals become far more comfortable and effective with the media, teaches you useful media skills and controls, and enables you to enjoy better *media* relations and better public relations.

Who Should Attend: This training is not just for PIOs. All law enforcement decision-makers, supervisors, and/or subject-matter experts who expect contact with the media will benefit from this training. This includes police chiefs and deputy chiefs; sheriffs and undersheriffs; captains, lieutenants, sergeants, watch commanders, shift supervisors, on-scene incident commanders and public information officers.



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Non-Member Tuition: \$80.00. Non-Member tuition shall apply to civilians, officers from State/Federal agencies, and officers from Local Law Enforcement agencies which are not a member of any MTU. Tuition will be invoiced to departments upon course completion. If a pre-registered student from a Non-Member agency fails to attend training, and the agency fails to provide advance notice within 7 days of the start date of that class, the agency will be invoiced the entire amount of the student's tuition.

To Register: Email registration to register@letac.org. You may also fill out and submit our online registration form through the website at www.letac.org or call 217-726-7014 to register by phone with Sandy or Donna (be sure to include all pertinent information). MTU #10 local member department officers will be given registration preference until seven days prior to the date of class. After that date, registrations will be taken on a first-come, first-served basis, regardless of MTU status. We cannot accept registrations from individual officers. All registrations must go through your Chief, Sheriff, or department training office, even if you are attending class on your own time.

Cancellation: If a class must be canceled for any reason, every effort will be made to do so at least 2 weeks before the class is scheduled to begin. However, there are circumstances where last minute cancellation is out of our control. All officers who have been registered for training will be contacted at the email address given at registration, so please be sure to provide an email address which is checked often. If you are registered for a class and find that you will be unable to attend, please contact our office as soon as possible to let us know. We often have a waiting list for classes and another officer may be contacted to fill your newly vacated seat.