



Police Media Relations

(32 Hours)

This course focuses on the real issues that regularly confront Public Information Officers and agency administrators. Upon successful completion of the course, you will be able to function as a P.I.O. and will be able to interact with the media in a manner that will minimize the chances of misinformation, leaks and misquotes.

We will first give you an overview of media policy and explain how it relates to the administrative process. Then, we will present you with the different types of media releases and describe what information should or should not be included in them and teach you the skills necessary to manage media coverage of emergency situations and incidents. In addition, you will learn how to develop and manage a publicity campaign and survive the impromptu interview.

This is a "hands-on" course that develops essential communication skills through group projects and role-playing exercises. You will

be given instruction by professionals having many years of practical public information experience with state and municipal agencies.

Topics include:

- Media policy
- Media releases
- Media conferences
- Impromptu interviews
- Emergency situations
- Fast breaking stories
- Formal interview situations
- On-site interview situations
- Publicity campaigns
- Problem solving

Audience: Public information officers, line supervisors, middle managers, agency administrators, and anyone involved in public information

Course Fee: \$625

June 6 - 9, 2011
Jacksonville, Florida

Course Fee

The course fee includes tuition, a student reference manual and study materials. We accept checks, cash, agency purchase orders and credit cards. Credit card payments may be made online using your Visa, MasterCard, Discover or American Express card.

Registration

To enroll, register online at www.iptm.org or complete the registration form on page 2 and return it to IPTM. A minimum number of registrations must be received for a class to run as scheduled. When the minimum criteria has been met, written confirmation will be mailed, faxed, or emailed to you.

Please do not make airline reservations until you receive written notification confirming that the course will run as scheduled.

Transportation and Lodging

Jacksonville is served by several major airlines. Ground transportation information, food and lodging are the responsibility of the student. However, hotels in the listed areas offer a special rate to IPTM program participants. For more information, please visit our website at www.iptm.org or call us at (904) 620-IPTM.

Continuing Education Credits

Continuing Education Units (CEUs) are available for a \$7.00 fee through the Institute of Police Technology and Management, a division of the University of North Florida. One unit is awarded for each ten contact hours. Forms will be provided in class for interested participants.

**To register for this course online, visit our website at www.iptm.org or [click here](#).
If you prefer, you may complete the registration form on page 2.**

Institute of Police Technology and Management University of North Florida

Registration Form

(Please type or print)

NAME _____ SS# _____

ORGANIZATION _____ TITLE _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

TELEPHONE _____ FAX _____

E-MAIL _____

Course Title: Police Media Relations

Course Fee: \$625

Please indicate the dates and location of the course for which you are registering:

Course Dates: June 6 - 9, 2011

Course Location: Jacksonville, Florida

Please do not make airline reservations until you receive written notification confirming that the course will run as scheduled.

You can also register online at: www.iptm.org

Authorizing/Registering Official

Americans with Disabilities Act Program Accessibility: Individuals who require reasonable accommodation in order to participate must notify the registrar at (904) 620-IPTM at least five working days prior to the class.

NAME _____ TITLE _____

REGISTERING PERSON'S E-MAIL _____

PURCHASE ORDER NUMBER _____ [] FEE ENCLOSED

Make checks payable to: Institute of Police Technology and Management

[] SEND INVOICE TO _____



Return to:
Institute of Police Technology and Management
University of North Florida
12000 Alumni Drive
Jacksonville, Florida 32224-2678
Phone: (904) 620-IPTM ~ Fax: (904) 620-2453
website: www.iptm.org