



Institute of Police
Technology and Management
presents



Police Media Relations

June 7 - 10, 2010
Jacksonville, Florida

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 else involved in public information

Course length: 32 hours

Course fee: \$625

**To register on-line, please visit our website at www.iptm.org or [click here](#).
To register by fax or mail, please 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

Course Dates: June 7 - 10, 2010

Course Location: Jacksonville, Florida

*Please do not make airline or hotel
reservations until you receive
written confirmation from IPTM.*

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.

Authorizing/Registering Official

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