



Training in Baton Rouge, Louisiana

Media Management (24 hours)

The oldest continuously functioning media management course in the country, this dynamic course is designed to give you a thorough understanding of how the media operates while preparing you to function successfully as an agency Public Information Officer (PIO).

Throughout the class, we will focus on the real issues that regularly confront PIOs and agency administrators in dealing with the media. You will learn how to communicate your message through news releases and interviews. We will discuss ways to use the media to increase your agency's professional image as well as the public's confidence in it. And extensive time will be focused on ways to effectively manage the media at the scenes of crimes and critical incidents.

This is a hands-on, high energy course that develops essential communications skills through group projects and role playing exercises. You will be afforded the opportunity to participate in "live" on camera interviews and will work through scenarios based upon actual public safety issues. Upon completion of the

course, you will have a better understanding of how to work comfortably in a constantly evolving media environment.

Topics include:

- Survival skills for the PIO
- Public Affairs office organization and media policy
- Inside the media including media role and media ethics
- Communicating your message through news releases and interviews
- Planning and management of news conferences
- Managing the internal crisis
- The challenges of social media
- Challenges with on-scene media coverage including perimeters and helicopters

Note: This course was previously titled *Police Media Relations*.

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

Course Fee: \$595

**October 6 - 8, 2014
Baton Rouge, Louisiana**

**Course will be held at the:
Louisiana State Police Training Academy
7901 Independence Boulevard
Baton Rouge, Louisiana 70806**

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

Register online at www.iptm.org. A minimum number of registrations must be received for a class to run as scheduled. When the minimum criterion 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.

REFUND POLICY

A 10% administrative fee will be assessed to all refunds. In lieu of a refund, student substitutions can be made or a credit can be issued for a future course.

LODGING

The locations listed below offer special rates to IPTM participants:

Holiday Inn
9940 Airline Highway; Baton Rouge, Louisiana 70816
Phone: (225) 924-7021 (Ask for the Louisiana State Police room rate)

Louisiana State Police Training Academy
7901 Independence Boulevard; Baton Rouge, Louisiana 70806
Academy lodging consists of two rooms joined by a shared bathroom. Each room is set up for two occupants. The daily rate is \$33.00 and reservations can be made through this website: lsplodging@dps.la.gov

To register for this course online, please visit our website at:

www.iptm.org



Institute of Police Technology and Management

University of North Florida

Registration Form

CONTACT INFORMATION

First Name _____ Day Phone _____
Middle Initial _____ Student Fax Number _____
Last Name _____ Student Email _____
Address _____
Address 2 _____
Zip Code _____
City _____
State _____

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.

PERSONAL INFORMATION

Occupation (Rank) _____
Employer (Agency Name) _____

COURSE INFORMATION

Course Title: _____
Course Dates: _____
Course Location: _____
Course Fee*: _____

** Due to very limited seating, a \$250 non-refundable deposit is required in order to register for computer software or digital photography courses. Payment or purchase order must be submitted with registration.*

For online courses, full payment must be received at least one week prior to the first day of class.

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

REFUND POLICY: A 10% administrative fee will be assessed to all refunds. In lieu of a refund, student substitutions can be made or a credit can be issued for a future course.

REGISTERING PERSON'S INFORMATION (If different than student)

Registering Person's Name _____
Phone Number: _____
Registering Person's Email _____
Registering Person's Title _____

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 • E-mail: info@iptm.org