

MEDIA RELATIONS TRAINING

Police - Fire - EMS - Emergency Mgt & Govt Officials
FREE TUITION

Underwritten by Parsons, Independence, Pittsburg and Coffeyville PD's
Thursday, June 17, 2021 9am to 4pm
(Free Working Lunch)

Holiday Inn Express - Parsons Convention Center:

1500 Stockyard Ave, Parsons, KS 67357

Pre-Registration is required by calling or emailing

Charlotte Lamb at 620-421-7060 or clamb@parsonspd.com



LEAD INSTRUCTOR - RICK ROSENTHAL

Nationally known media relations trainer Rick Rosenthal has presented training to government and emergency service staffs across the nation. His client list is extensive and includes the US Marshals Service; state law enforcement agencies, 10 state chiefs associations; 9 state sheriffs associations; the Force Science Institute; the Federal Law Enforcement Training Center [FLETC] Management Institute; Northwestern University Center for Public Safety [Traffic Institute]; Int'l Assn of Chiefs of Police; Nat'l Sheriffs Assn; IL Law Enforcement Executive Institute; Trainer and Founding Advisory Board Member, and Int'l Law Enforcement Educators/Trainers Assn.

Rick was the **Senior News Anchor on The Nine O'clock News at Superstation WGN-TV, Chicago** from 1983 to 1993. Prior to that he anchored The Wally Phillips Show of **WGN Radio**, Chicago's #1 prime time morning drive radio program from 1976 to 1983. From 1971 to 1976 he was a radio anchor at **WTOP News** in Washington, DC and then **WMAQ Radio** in Chicago. Rick graduated from **Princeton University** with honors in 1967. For the next four years he served as an Army Officer assigned to the Pentagon assigned to public information.

Rick is an **award winning journalist**, among his many awards is the national **Edward R. Murrow Award** from the Radio and TV News Directors Association (RTNDA) for the hour-long TV documentary, Laurie Dann: The Untold Story, the Winnetka, IL Police Department's worst nightmare.

A presentation by **Angie Bertel from Most Wanted Government Web Sites** covering web sites and social media will expose the group to the value of interactive web sites and community engagement in the new millennium.

ABOUT THE TRAINING: Not too many public safety professionals like the media these days. That may be understandable, but it's not helpful. Engagement with the media is inevitable (think Atlanta, GA or Boulder, CO, Washington, DC, Chicago, IL and Indianapolis, IN) but victory is only optional. LE and fire services 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 classic 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 media"; don't get stuck on stupid!; controlling the

media at incident scenes; managing media relations and public relations when things get ugly (LaQuan MacDonald); managing the media in a critical incident; 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 public safety 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.

A **free lunch** will be provided during a working lunch with a **panel discussion with local TV, radio and newspaper professionals** discussing their media world and how to interact with them.



UNDERWRITTEN BY:



WHO SHOULD ATTEND: This training is NOT just for PIOs. All law enforcement, fire services, EMS, emergency management and government decision-makers, supervisors, and/or subject-matter experts who expect contact with the media will benefit from this training. This includes police and fire chiefs and deputy chiefs; sheriffs and undersheriffs; captains, lieutenants, sergeants, watch commanders, shift supervisors, on-scene incident commanders and public information officers.