



Presents:

“Public Safety – Media Relations”

by Rick Rosenthal



“Your training course is exceptional...you have a great style, a high degree of ethics, and skills and abilities that are well above the rest...”

Captain Glenn Leonard, Illinois State Police

“I rarely, if ever, provide endorsements for training vendors. However, in this instance, I am making an exception...Mr. Rosenthal can provide valuable training in the area of public information...”

Chief Anthony Kleibecker, Muskegon, MI Police Department

WHAT: A one-day basic training program, “Win With The Media!” Public safety officers and their departments can *win* with the media; this training shows you how. [If your Homeland Security crisis preparedness plan doesn’t include preparation for the media, you’re not ready!] You will learn how to deal with reporters in a wide range of circumstances from routine day-to-day inquiries to challenging interviews and many media contacts in between. This is *practical training*, not theoretical; what you learn will work for you on the street, right away. Topics include: facing down the 900-pound gorilla; taking back your share of the First Amendment; “feeding the animals”; controlling the media at incident scenes; effective interview techniques; talking in effective sound bites and much, *much* more. Students get an *in-depth, inside look* at how and why the media do what they do, and learn how to *take charge* of reporters rather than being victimized by them. Two dozen 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 officers 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*.

WHERE: PPSLA Office – 8821 N. 7th St., Suite 210, Phoenix, AZ 85020

WHEN: Thursday, August 19th, 0800-1600 hours

WHO SHOULD ATTEND: This training is *not* just for PIOs. *All public safety personnel* who serve in a supervisory capacity and who may have 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. Municipal government managers and department heads and school administrators will also benefit significantly.

ABOUT THE 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 Management Institute programs of the Federal Law Enforcement Training Center (FLETC). Other agencies trained include: PPSLA; 6 state police organizations (WA, IL, IN, KY, NJ, and AK); the Command Staffs of the Chicago Police Department and the Chicago Fire Department; the International Association of Chiefs of Police; the National Sheriffs Association; the US Marshals Service; and the FBI. From 1996 - 2002 he was the monthly media relations columnist for *Law and Order Magazine*. His training has been shown on the Law Enforcement Television Network and was featured on the *PBS News Hour with Jim Lehrer*. 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, including 10 years as senior news anchor on superstation WGN-TV.) He delivers the *inside story* on how reporters will behave with you and why, and provides you with *practical, real-life* techniques that you can use to *WIN* With the Media!

HOW MUCH: \$199 per person (\$175 p/p for PPSLA members or if two or more enroll from the same agency). “Substitute attendees will be welcome. No-shows and personnel who cancel with less than 21 days notice will be charged full tuition.”

HOW TO REGISTER: for PPD Employees using Employee Development Funds (blue card money), complete an In-County Registration Form (#12-60D), obtain your bureau/precinct Commander’s signature, and mail or fax it to PPSLA Office, 620 W. Washington, Phoenix, Arizona 85003, FAX #623-321-7970. Please include your e-mail for confirmation purposes. All others, call Lt. Mark R. Hafkey at 602-703-5211 to hold your spot, and send your personal check (made out to PPSLA) to the PPSLA Office.