



# MEDIA RELATIONS FOR POLICE EXECUTIVES

A Dynamic 1-day Training for Police & Sheriff's Executives

## Topics:

- Preparing for next big incident in a small town
- Changing face of news & social media
- Trends, rulings & cases impacting your dept.
- When to respond & when to just “shut up!”
- Secrets & tricks reporters don't want you to know
- FAKE NEWS is here! We'll help you spot it
- Twitter, Facebook & YouTube are changing police forever
- Finding the best PIO (Public Information Officer)
- Avoiding a Gotcha! moment
- 1-word guaranteed to save your a#% in an interview
- Reality check: Perception & timing are everything
- Dangers of being your own PIO
- Tactical Police Media Relations
- Videos: Good, bad & ugly of police media interviews
- Emergency responses to tough media questions
- 5 surefire ways to say ‘no comment’ without saying it

\$169 per person

[policemediarelations.com](http://policemediarelations.com)

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**Chris Ryan**  
SEMINARS

Host this training at your dept or buy-out at special discounted pricing