

## **PUBLIC SAFETY MEDIA RELATIONS TRAINING**

**WHAT:** Two *different* 1-day classes (Basic and Intermediate/Advanced), presenting in-depth training on the essential strategies and tactics of successful media relations. Tired of not getting a fair shake from reporters? You can **win** with the news media; this training shows you how. The training is ***practical***, not theoretical; take what you learn and put it to work for you on the street, right away. You'll 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. Numerous videos illustrate key teaching points, informing ***and entertaining*** the class. You will learn a lot, and you'll have fun doing it! The bottom line: this training helps you 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.

**DAY 1 (BASIC TRAINING):** Presents the essential DOs and DON'Ts of working effectively with reporters in routine, day-to-day situations where there's a public safety call-out that reporters cover. Topics include meeting the 900-pound gorilla; the DWI Principle of media relations; the media "Rules of Engagement"; "Feeding the Animals" their 3 main food groups (information; sound bites; pictures); never say "No comment"; always stay "on the record"; don't get "Stuck on Stupid!"; avoiding media pitfalls; what you say and how you look saying it; the successful interview; and dozens of helpful, practical tips on how you can win with the media.

**WHO SHOULD ATTEND BASIC TRAINING:** This training is ***not*** just for PIOs! **All** public safety officers (police, fire, EMA) who serve in a supervisory capacity or who have routine contact with the media will benefit. This includes police and fire chiefs and deputy chiefs, sheriffs and undersheriffs, EMA directors, captains, lieutenants, sergeants, watch commanders, shift supervisors, on-scene incident commanders, as well as public information officers. While public safety professionals are the principal target audience, municipal government managers and department heads, school administrators, hospital and public health professionals and their PIOs will also benefit significantly from this training.

**DAY 2 (INTERMEDIATE/ADVANCED TRAINING):** Applies the basic training from Day 1 to higher-profile situations that will draw greater media and public interest. Here you will learn the essentials of a good news release; the essentials of a professional news conference; how to deal with the public relations damage of an ugly internal situation; how to handle incidents of media assault, media battery, and media brutality; and how to manage the media in a critical incident (news helos and NIMS public information issues are discussed.)

**WHO SHOULD ATTEND INTERMEDIATE/ADVANCED TRAINING:** All personnel who attend the basic program will benefit from this class. However, the basic class is ***not a prerequisite***; those with more media relations experience may wish to skip the basic class and just learn these more advanced skills. This training will be ***especially valuable*** for PIOs plus ***upper-echelon*** public safety decision-makers (police and fire chiefs and deputy

**MEDIA RELATIONS CLASS ENROLLMENT FORM**

Please indicate whether you want to attend the 1-day Basic class; the 1-day Intermediate/Adv class; or both:

- 1-day Basic Class (\$135 per person)
- 1-day Intermediate/Advanced Class (\$135 per person)
- Both classes (\$250 per person)

**WHERE:** WA State Crim. Justice Training Comm. Academy (Rm E-250), 19010 1<sup>st</sup> Ave S., Burien, WA 98148

**WHEN:** Thursday (Basic) – Friday (I/A), May 10-11, 2012 (08:30 – 16:30)

**PAYMENT:** *Payment by the time of training will be greatly appreciated.* Your Admin Office may need an invoice or W-9 or other paperwork to process payment: please double check with them and let us know ASAP. Please make checks payable to: **RAR Communications, Inc.** (Federal tax # 36-3314374.) Sorry, no credit cards.

**IMPORTANT TUITION NOTE:** Enrollment cancellations will be accepted up to 30 days prior to the training without penalty. Substitute attendees are encouraged and will be welcome. Cancellations with less than 30 days notice and no-shows will be charged a service fee of \$100 *per person*. By signing this form, participant acknowledges and accepts these terms.

Please use a separate form to enroll each participant. Please print legibly:

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(Participant’s Name, Including Rank/Title)

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(Participant’s Department/Agency)

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(Street Address)

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(City, State, Zip Code)

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|----------------------------------|-----------------------------------|
| (Area Code and Telephone Number) | <b><u>PRINT</u></b> Email Address |
|----------------------------------|-----------------------------------|

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(Participant’s or Other Authorized Signature)

Please mail, fax or email this completed form to:  
Rick Rosenthal, Pres.  
RAR Communications, Inc.  
640 Winnetka Mews  
Winnetka, IL 60093  
FAX: 847-446-4111  
TEL: 847-446-6839  
Email: rarcomm@sbcglobal.net

chiefs, sheriffs and undersheriffs, their top command staff, and EMA directors) who will be called upon to work with and manage the media in incidents of higher profile and higher impact. Once again, public safety professionals are the principal target audience, but upper-level municipal government managers, school and hospital and public health administrators and their PIOs will also benefit significantly from this training.

**WHERE:** Both classes will be held at the Washington State Criminal Justice Training Commission Academy (Room E-250), 19010 1<sup>st</sup> Ave. S., Burien, WA 98148

**WHEN:** Thursday (Basic) – Friday (I/A), May 10-11, 2012 (08:30 – 16:30)

**HOW MUCH:** Attend *either* 1-day class for \$135 per person. Attend *both* days of training for \$250 per person. *Payment by the time of training will be very much appreciated.* Your Admin Office may need an invoice, W-9 or other paperwork to process payment; please double-check with them to be sure and let us know ASAP. Please make checks payable to: *RAR Communications, Inc.* (federal tax # 36-3314374.) [NOTE! There is a \$100 service charge per person for late cancellations (30 days before class or less) and no-shows.]

**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 Executive Management Institute programs of the Federal Law Enforcement Training Center (FLETC). Other agencies trained include: 6 state police agencies (IL, IN, NJ, KY, WA and AK); 8 state police chiefs associations (FL; IL; GA; ME; OH; OR; PA; WA); 7 state sheriffs associations (CO; IL; NC; OH; OR; WA; WI); 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. 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.) He delivers the *inside story* on who reporters are, how they'll behave with you and why, and provides you with *practical, real-life* skills and tactics that you can use to *win* with the media.

**CONTACT:** For more information and to enroll, contact instructor (*not* WSCJTC) Rick Rosenthal, 847-446-6839; FAX: 847-446-4111; email: rarcomm@sbcglobal.net