

PUBLIC SAFETY MEDIA RELATIONS TRAINING
3 DAYS IN 1!

WHAT: 3 days of basic, intermediate and advanced media relations training presented in one 8-hour program! This fast-paced class is jam-packed with the essential strategies and tactics, skills and techniques that will help you WIN WITH THE MEDIA! It is *practical* training, not theoretical: Take what you learn and put it to work for you on the street right away! The training is also *highly entertaining*: numerous video clips illustrate key points, and there is NO PowerPoint! You will learn a lot, and you'll have fun doing it! Basic topics include: Meet the 900-Pound Gorilla; DWI and the Media; Feeding the Animals; "No comment" is a comment; Don't Get Stuck on Stupid! Intermediate topics include: Managing Media Assault and Battery; Managing the Media When Things Get Ugly (you're under fire because someone within your organization has messed up; **we study Ferguson, MO.**) Advanced topics include: Managing the Media in a Crisis (including **lessons learned from the Newtown, CT school shooting.**) Want an outstanding media relations training experience that's loaded with great information and is highly enjoyable? This one's for you!

WHO SHOULD ATTEND: This training is *not* just for PIOs! All upper-echelon public safety professionals (law enforcement; fire services; emergency management) who expect media contact will benefit. This includes bosses and top-level decision-makers, command staff, supervisors, and subject-matter experts as well as PIOs.

WHERE: Bellevue Police Dept., 450 110th Avenue NE, Bellevue, WA 98004

WHEN: Wednesday, September 30, 2015 (08:30 – 16:30)

HOW MUCH: \$135 per person; \$125 p/p two or more same agency.

LIFETIME GUARANTEE!: Attend this program, receive free emergency consultations for life!

ABOUT THE INSTRUCTOR: Rick Rosenthal is a nationally recognized media relations trainer and consultant. In the past 20+ years he's trained many thousands of police and fire service professionals from many hundreds of organizations and individual agencies, including: The Executive Management programs of the Northwestern University Center for Police (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 organizations trained include: the International Association of Chiefs of Police; the National Sheriffs Association; 6 state police agencies (IL, IN, NJ, KY, **WA** and AK); 9 state police chiefs associations (FL; IL; GA; ME; NV; OH; OR; PA; **WA**); 9 state sheriffs associations (CO; IL; NC; NV; OH; OR; **WA**; WI, and the Western States Sheriff's Ass'n); the US Marshals Svc.; and the FBI/regional. From 1996 - 2002 he was the monthly media relations columnist for *Law and Order* magazine. His training has been featured on the *PBS News Hour* and on NPR's *On the Media*. 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.) He delivers the *inside story* on how reporters will behave with you and why, and gives you *practical, real-life* techniques for you to *win* with the media.

CONTACT: For more information and to enroll, contact instructor Rick Rosenthal at 847-446-6839; email: rarcomm@sbcglobal.net

MEDIA RELATIONS CLASS ENROLLMENT FORM

WHAT: “3 Days In One!” public safety media relations class

WHERE: Bellevue Police Dept., 450 110th Avenue NE, Bellevue, WA 98004

WHEN: Wednesday, September 30, 2015 (08:30 – 16:30)

HOW MUCH: Tuition is \$135 per person (\$125 p/p 2 or more same agency.) *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 Admin and let us know ASAP. Please make checks payable to: **RAR Communications, Inc.** (Federal tax # 36-3314374.) Sorry, no credit cards.

STUDENT CANCELLATION POLICY: Enrollment cancellations will be accepted up to 30 days prior to the training without penalty. Substitute attendees 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 (required) student acknowledges and accepts these terms.

Please print legibly:

(Student’s Name, Including Rank/Title)

(Student’s Department/Agency)

(Street Address)

(City, State, Zip Code)

(Area Code and Telephone Number)

PRINT Email Address

(Student’s or other Authorized Signature is *Required*)

This form may be duplicated. Please use a separate form to enroll each student.

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