The North Central Texas Council of Governments Regional Training Center
will
host

Advanced Public Safety Media Relations Training
November 8, 2007
8:00 a.m. to 4:00 p.m.
Instructor: Rick Rosenthal

(Use this link to enroll. http://www.nctcog.org/cs/rtc/admin_services_register.asp?classid=2049)

WHAT: A one-day training program, “Advanced Public Safety Media Relations.” Think you’ve seen it all? Wait ‘til you take this class! The focus is a series of real-life case studies that show how other officers and agencies managed the media in a variety of high-profile incidents. Among the topics: an incident of ‘contagious fire’ in Compton, CA; the DC snipers case and the media; media live shots at a high-threat incident scene; media assault; media battery; media brutality; ugly situations (where someone within the department has made a mess that now needs to be cleaned up); racial profiling and the media; use of force and the media; and more. (Public information aspects of federal NIMS compliance are also discussed.) This is a 12-hour course jammed into 8 hours. Numerous video clips highlight the best (and worst) of public safety media relations, making this class not only highly informative but highly entertaining as well. You can win with the media; this training shows you how. You will learn advanced practical skills and techniques to further improve your overall effectiveness in working with (yet controlling) the media while successfully communicating with the citizens of your community.

WHO SHOULD ATTEND: This training is not just for PIOs! All public safety officials -- law enforcement, fire services, and municipal government managers who serve in a supervisory capacity and who have (or may reasonably expect) contact with the media will benefit from this training. This includes mayors, city/town managers, police, fire chiefs, deputy chiefs, sheriffs, undersheriffs, captains, lieutenants, municipal department heads, sergeants, watch commanders, shift supervisors, on-scene incident commanders, and detectives, as well as public information officers.

WHERE: NCTCOG Regional Training Center, 624 Six Flags Drive, Suite 125, Arlington, TX 76011 – Classroom A

WHEN: Thursday – November 8, 2007 (08:00 - 16:00)

HOW MUCH: $165 per person (Tuition discount - $150.00 for 2 or more individuals from same billing address.)

IMPORTANT TUITION NOTE: Enrollment cancellations will be accepted up to 21 days prior to the training without penalty. Substitute attendees will be welcome. Cancellations with less than 21 days notice and no-shows will be charged full tuition. By enrolling, students acknowledge and accept these terms.
ABOUT THE INSTRUCTOR: Rick Rosenthal is a nationally recognized media relations trainer and consultant. In the past 11+ years he has trained thousands of officers from hundreds of local (Chi PD; Chi FD), county, state (IL, IN, KY, NJ, WA, AL) and federal agencies (US Marshals Service, FBI, USDEA, USDOI, USEPA-CID). He has presented numerous programs for the International Association of Chiefs of Police; the National Sheriffs Association; Northwestern University Center for Public Safety (formerly the Traffic Institute) Executive Management Programs; the Southern Police Institute’s Command Officer Development Courses; NIPSTA (Northern Illinois Public Safety Training Agency); and the Federal Law Enforcement Training Center’s Management Institute. From 1996 to 2002 he wrote a monthly media relations column for Law & Order magazine. His training has also been seen on the Law Enforcement Television Network and was included in a report on the PBS Newshour with Jim Lehrer. Rick is on your side, but 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 who reporters are, how they’ll behave with you and why, and provides you with practical, real-life techniques and controls that you can use to win with the media.

CONTACT: For more information, contact NCTCOG: Phillis Lowery - 817-608-2310
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