

## Media and Public Relations

Media & Public Relations



**April 3 - 7, 2017**

at the Parker Police Department  
18600 E. Lincoln Meadows Pkwy, Parker, CO 80134

**Co-Hosted by:**  
FBI-LEEDA and  
Chief David King and  
the Parker Police  
Department

FBI-LEEDA is pleased to present a 4 1/2-day course on media and public relations. Police cannot succeed without the support of the community they are sworn to protect. The image of an agency as a professional and ethical organization is vitally important. By promoting a consistent, positive public image of your department, your community will come to perceive their police as an agency they can depend on and trust.

There are three key opinion influencers; participants will learn how each can positively or negatively affect public opinion and will participate in media training with numerous desktop and on-camera exercises. Topics covered include:

- ***What Is Image, Branding and Perception?***
- ***The Media's Role In Public Opinion***
- ***Social Media***
- ***The Interview Preparation Process***
- ***Principles For Communicating In Crisis***

*Participants are encouraged to bring a laptop, as writing exercises will be assigned during class.*

Get local information for this training opportunity by contacting Rosanna Barr of the Parker Police Department at 303-805-6587 or email at [rbarr@parkeronline.org](mailto:rbarr@parkeronline.org). For hotel reservations, contact Holiday Inn, 19308 Cottonwood Dr, Telephone: 303-248-2147.

***Seminar registration is open to all law enforcement – sworn and professional staff. You are not required to be a member of FBI-LEEDA to attend.***

**Register online at**  
[www.fbileeda.org](http://www.fbileeda.org) or  
call 877-772-7712 for  
more information.  
The registration fee is  
\$695. Class begins at  
8:30 a.m.; dress is  
business casual.



**FBI Law Enforcement Executive Development Association**  
Tel: 877-772-7712 [www.fbileeda.org](http://www.fbileeda.org)

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