



Northwest Illinois Criminal Justice Commission

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Mobile Team Unit #1 is funded in partnership with the Illinois Law Enforcement Training & Standards

Media Relations for Law Enforcement in the Digital Age

DATE: March 1, 2018

Registration Ends: February 14, 2018

TIME: 8:00 AM—4:00 PM 8 Hours

LOCATION: Stewart Centre West, 2900 W. Pearl City Road, Freeport, IL

INSTRUCTOR: Ross Rice – Federal Bureau of Investigation (retired)

COURSE CONTENT: The speed of event reporting in the digital age and the pervasiveness of social media, places new demands on Law Enforcement. Agencies must be aware of the legal issues when releasing information, while trying to keep up with a major event. Errant reporting by the media and citizen journalists can cause an event to spiral out of control because of erroneous community perceptions.

Agencies are finding themselves outpaced by the flood of digital and social media activities and must adjust to this new reality. First, acknowledge they can no longer withhold communicating with the public, or simply send out press releases. There must be an interest in Community relationships and a focus on transparency.

The use of technology & social media can greatly impact public perception and build trust and legitimacy for an agency. This can bridge gaps between the police & Community. One of the most important lessons learned from the events in Ferguson, MO is that agencies need to take a proactive approach and have a presence on social media during a firestorm.

This presentation will cover the following topics:

- ✓ History & Structure of News Organizations
- ✓ Legal Issues – Pre-Trial Publicity & Rules of Attribution
- ✓ Social Media and Citizen Journalists
- ✓ Communicating with the Public
 - Media Advisories
 - Press Releases
 - Interviews
 - Press Conferences
 - Social Media
- ✓ Case Studies - Trayvon Martin & Michael Brown
- ✓ Crisis Management

Partial funding provided by Illinois Law Enforcement Training and Standards Board and MTU#1's request for certification of this course has been approved by the Illinois Law Enforcement Training and Standards Board

REGISTRATION:

All registrations are received on the [MTU#1 website](#). Find Registration instructions [here](#)



THIS IS NOT A PUBLIC MEETING

Stewart Centre West, 2900 W. Pearl City Road, Freeport, IL



Parking for
MTU1 classes

Enter Building
here

This class has been submitted to ILETSB for approval in meeting mandatory training for:

Mandated Annually

Law Updates Use of Force (must include scenario based or similar approved)

Mandated once every 3 years (begin 1/1/16)

Civil Rights Constitutional and proper use of law enforcement authority

Cultural competency **Procedural Justice** Human Rights

Mandated once every 3 years (begin 1/1/17 all/ within 2 yrs. for investigators)

Trauma Informed Response & Investigation of Sexual Assault & Abuse

Mandated once every 3 years (begin?)

Mental Health Awareness

Mandated 32 hours every four years after initial training

Lead Homicide Investigator training