



Northwest Illinois Criminal Justice Commission

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

Preparing Law Enforcement for Proper Delivery of Information and Communication with the Press

DATE: September 26-27, 2022

Registration Ends: August 26, 2022

TIME: 8:00am to 5:00pm 16 Hours

LOCATION: NITAB 527 Coleman Center Drive, Rockford, IL.

INSTRUCTOR: Joe Pagalia, Gary Nurenberg

Preparing Law Enforcement for Proper Delivery of Information and Communication with the Press

DESCRIPTION

This two-day course teaches First Responders, Command Staff, and Public Information Officers how to build a successful media relations program, which gets their agency's message to citizens through traditional and social media. The class combines lectures with hands-on exercises and includes on-camera training. Students encounter "crisis" scenarios and do full-scale "news conference briefings" on "breaking" news. Classmates play the role of aggressive reporters. Critiques and discussions will follow.

The course traces the development of news media and provides the history that has led to the emergence of social media as an important force. Students exchange "best practices" in the use of social media to promote their agencies' objectives.

Participants learn how to:

- Be proactive in dealing with the news media
- Build trusting relationships with reporters & editors
- Stage and conduct successful press conferences
- Handle and control on-camera, on-microphone, and print interviews
- Write press releases which "shape" the story, and encourage coverage



- Manage media relations in a crisis when “it hits the fan”
- Enhance agency reputation by promoting the department’s good works
- Anticipate media demands and understand what drives coverage Participants are asked to bring laptops for writing assignments and to bring their agencies’ standard operating procedures (SOPs) for dealing with the media. Students are also asked to bring their own media horror stories to discuss how they could be better handled after training. Copyright note:

The workbook for this class is copyrighted.

This course has been approved by ILETSB to meet the following mandates:

Procedural Justice 5.5 Hours
Legal Updates .5 Hours
Civil Rights .5 Hours
Crisis Intervention .5 Hours
Const/Proper use of Authority .5 Hours

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](#)