

Media and Public Relations

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September 10 – 14, 2018

at the University of Kentucky Police Department EOC
440 Hilltop Avenue, Lexington, Kentucky 40508

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 Lt. Evan Ramsay of the University of Kentucky Police Department at 859-218-2367 or email at evan.ramsay@uky.edu. For hotel reservations, contact Spring Hill Suites, 863 South Broadway, Lexington- 85—225-1500.

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

Co-Hosted by:

FBI-LEEDA and Chief Joe Monroe and the University of Kentucky Police Department

**KLEC Approved
30 Credit Hours**

Register online at

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

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