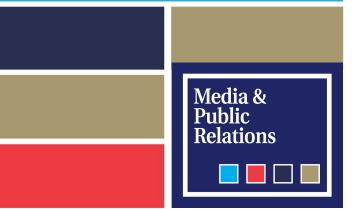
LEADERSHIP AND MANAGEMENT SERIES

Media and Public Relations



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:

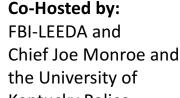
- What Is Image, Branding and Perception?
- The Media's Role In Public Opinion
- Social Media
- The Interview Preparation Process
- Principles For Communicating In Crisis

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 <u>evan.ramsay@uky.edu</u>. 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



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 AssociationTel: 877-772-7712www.fbileeda.org