



Media Relations/Crisis Management Training in a 24/7 News Cycle; Everyone Now has a Camera and a Voice

There has never been a greater need for law enforcement professionals to learn about the news media and crisis management than this moment in time. We live in an era where an omnipresence of social media platforms, 24/7 news cycles, the public's desire for instant access to information and the reality that the majority of citizens that law enforcement interacts with have access to cellphone video cameras and a plethora of social media networks are more common than not.

This one-day course is designed to provide assistance to law enforcement officials in dealing with today's hyper-connected world through media and public relations, communication strategies, crisis management, and engaging with the public to gain fuller knowledge of the vital role the police play in their lives.

Topics that will be covered include:

- Developing, implementing and crafting a crisis management plan, including the importance of effectively handling the first few moments of a crisis as facts continue develop
- Media relations, including engaging reporters and understanding what journalists want and need while working on breaking stories
- What to say -- and not say -- to a reporter.
- Learning to use social media as an effective tool to engage and inform the public, but also how it can create problems for a law-enforcement department or agency if not monitored and handled in a professional manner.

- Examples of departments that have effectively used media/crisis management strategies -- and those that have not.
- How to handle the news media during an active shooter situation and other developing matters.
- Promoting your department through effective and targeted public relations.

Instructors for this training course will be Patrick Crowley and Jay Fossett, founding partners of Strategic Advisers, a public relations, digital media, and public affairs agency based in Covington, Ky.

Crowley is a former newspaper reporter and columnist who for nearly 30 years covered local government, business, and local, state, and federal politics for The Cincinnati/Kentucky Enquirer, The Cincinnati Post, Insight Communications TV, Newsweek, MortgageDaily.com, TheStreet.com and other local, state, and national public news publications and media outlets.

Fossett is an attorney, former Covington City Manager, and former newspaper reporter with The Louisville Courier-Journal, The Cincinnati/Kentucky Post, and The Cincinnati Enquirer. He is a licensed attorney in Ohio and Kentucky with 30 years of experience, including expertise in the areas of municipal law and litigation. In addition to his law degree from Salmon P. Chase College of Law (1987), he has a master's degree in Executive Leadership and Organizational Change from the U.S. Bank/Haile College of Business at Northern Kentucky University (2010).

Course Details:

Date: March 30, 2020
Time: 0900 to 1500 hours
Tuition: \$150 per student
Location: Mt. Washington Police Training Center
 358 Evans Lane
 Mt. Washington, KY 40047

Email the following information to: sbutler@kypolicechiefs.org

- Name
- Department Name
- Department Address
- Phone Number
- Email Address

An invoice will be emailed to you prior to the training session. If you have any questions, please call Shawn Butler at (859) 743-2920.