

**March 16 – 20, 2015**

**Hosted by: Chief Ross Buzzuro, the  
Ocean City Police Department, and FBI - LEEDA**

## Media & Public Relations



The perception people have of your department is key to how well your agency will function in partnership with your community. Police cannot succeed without the support of the people they are sworn to protect. The image of your agency as a professional, caring, and ethical organization is vitally important. By promoting a consistent, positive public image, your community will come to perceive their police as an agency they can depend on and trust.

There are three key opinion influencers, and in this five-day course participants will learn how each can positively or negatively affect public opinion. Two days focus solely on media training.

Participants will learn how to craft and deliver messages that will help create a positive public perception and how to best use the media to get your message across. The session features numerous desktop and on-camera exercises.

### What Is Covered

#### WHAT IS IMAGE?

How the public's image and the perception of police affects our ability to get our jobs done and why what the public perceives we do is sometimes more important than what we are actually doing.

#### THE MEDIA'S ROLE IN PUBLIC OPINION

Traditional and social media play a significant role in how people perceive your agency. There are specific tools police can use to help garner trust in their agency and help rebuild fractured media and community relations.

#### PRINCIPLES FOR COMMUNICATION TO THE PUBLIC

Especially during crisis, the lead agency's job is to ensure the right people get the right information at the right time so they can do the right thing. It's all about staying on point with messaging and working to keep "the main thing, the main thing". Learn simple strategies to create messages that work every time, 'tricks' of the trade, and how to ensure your message cuts through the clutter of today's "get it first, not necessarily right" world.

### Schedule

#### Day 1

- Importance of public image for police
- Key image influencers
- Communicating with target audiences

#### Day 2 & 3

- Traditional media relations
- Key messaging
- Writing news releases
- Conducting interviews
- Mock news conference

#### Day 4

- Crisis communications
- Dealing with victims
- Desktop scenario

#### Day 5

- Social media
- Using non-traditional methods to reach your audience

### To Register:

Register online for this five day Media & Public Relations program at [www.fbileeda.org](http://www.fbileeda.org)

If you have any questions, contact Donna Carpentier at FBI-LEEDA at 877-772-7712 or [dcarpentier@fbileeda.org](mailto:dcarpentier@fbileeda.org)

**REGISTRATION IS \$695**

Class starts at 8:30am each day. Dress is business casual.

Local contact: Captain Greg Guiton

[gguiton@oceancitymd.gov](mailto:gguiton@oceancitymd.gov) or 410-723-6622

For hotel reservations contact Holiday Inn, 6600 Coastal Hwy – Telephone: 800-315-2621. The rate is approximately \$54 a night. Please use code "OCPD"