



# Police Media Relations+ Social Media

2-day Seminar for Progressive Police Leaders & Spokespersons

**November 9-10, 2011**  
**Frisco Police Dept.**  
**Frisco, Texas**

*An Unconventional, Interactive Training Event w/ Instructor Chris Ryan*

- Breaking news & Social Media
- Tactical Police Media Relations
- Secrets & tricks reporters don't want you to know
- Your 'open-door policy' may be a career killer
- Facebook, Twitter & Google+ are changing police forever
- Do we really need a media policy?
- 5 must-have apps for your dept.
- Fighting rumors, lies and innuendo
- 1-word guaranteed to save your #\$\$% in an interview!
- Social media horror stories
- Amazing new technology & trends
- Videos: Good, bad & ugly of media interviews
- Reality check: Perception is everything!
- Creating messages with impact
- "Real World" of aggressive reporting & ethics

**\$295 per person**

PoliceMediaRelations.com  
or 602-840-2959 for info

