



Police Media Relations+ Social Media

2-day Seminar for Progressive Police Leaders & Spokespersons

**March 12-13, 2012
Greenwood Police Dept.
Greenwood, Indiana**

An Unconventional, Interactive Training Event w/ Instructor Chris Ryan

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

\$295 per person

PoliceMediaRelations.com

or 602-840-2959 for info

