



MEDIA AND MANAGING THE LAW ENFORCEMENT IMAGE



This one-day course of instruction focuses on:

- *Communication as a vital function of an effective law enforcement leadership philosophy*
- *The critical foundation of the law enforcement image and success of the law enforcement mission in a community*
- *How it is impacted by stakeholders, the public, the traditional news media and the social media conversation*

Through philosophical discussions that evolve from analysis of current, real-world police-involved news events, and through group exercises, students gain insight into how to develop and manage communication strategies that shape accurate, informed perceptions of law enforcement activities and operations.

Practical exercises will help students develop the skills to communicate immediately, effectively and control all aspects of the public safety message in routine and crisis events. The takeaway from this course is that “no comment” is never an appropriate response from a public safety leader.

**Our instructors will be offering three (3) separate sessions of this course,
each scheduled 8:00 AM to 5:00 PM:**

DATES:

TUESDAY, JUNE 21ST, 2016

SAN DIEGO FBI FIELD OFFICE

10385 VISTA SORRENTO PARKWAY, SAN DIEGO, CA 92121

WEDNESDAY, JUNE 22ND, 2016

CARLSBAD POLICE DEPARTMENT SAFETY TRAINING CENTER

5750 ORION STREET, CARLSBAD, CA 92010

THURSDAY, JUNE 23RD, 2016

SAN DIEGO FBI FIELD OFFICE

10385 VISTA SORRENTO PARKWAY, SAN DIEGO, CA 92121

INSTRUCTORS:

Gail Pennybacker and Ken White – FBI Academy/Quantico

TO REGISTER:

Please register by **June 10th, 2016** by sending an email to amy.dasaro@ic.fbi.gov indicating your course date preference. Each session will be limited to 60 attendees. There is no tuition fee for this course, but attendance is limited to law enforcement personnel.