

Southern Police Institute

Excellence in Policing



Managing the Media in Law Enforcement

32-Hour Training Course - KLEC Approved

Tuition: \$700⁰⁰

Course Description

Given the current climate in the country involving police-media relations, this unique course may involve the most relevant, timely and valuable training you will ever receive. The media wields an enormous amount of influence in how communities perceive law enforcement. This hands-on, practical training helps Law Enforcement communicate more effectively with the media and the community.

The course provides participants with practical experience and strategies in how to effectively communicate on-camera in preparation of press conferences, media interviews and public speaking events.

This course will help you not only develop and refine your communication skills, but also leave you with a better understanding of the needs of the media. Learn how to maintain control and manage media interviews, press conferences and public speaking events through focused preparation, powerful messaging and confident delivery.

From body language to choice of words and phrases, you may be sending the wrong message to the media and more importantly, to the public.

During this course, we will turn the news camera on you and ask the tough questions through practical exercises that will ensure confidence and proficiency.

The training includes relevant and timely subject matter involving police-media relations and exposes police commanders and executives to the elements necessary to be an effective communicator. A variety of topics and strategies will be reviewed and demonstrated that will prepare participants to engage with the media and communicate in a confident, successful, and effective manner.

The course also examines challenges law enforcement leaders encounter in the areas of communication and crisis management messaging and how those challenges influence community

perception and support. This course of training analyzes the state of contemporary media, its impact on law enforcement by examining key factors influencing reportorial and editorial coverage. Practical and scenario-based exercises, along with information sharing and discussion within the class, will provide the opportunity for course participants to understand issues from many different viewpoints to assist them in grasping the concepts as they are discussed.

The learning environment for this course is highly interactive and involves extensive on-camera coaching, group discussion and exercises, analysis of press conferences and media interviews. Participants will learn proven strategies and techniques that will enable them to communicate confidently and more effectively.

Who Should Attend

Law enforcement personnel serving in executive level (staff command) positions and those aspiring to reach that level in policing.

Course Topics and Areas of Instruction

- Organizational Universe Framework
- Value-Driven Policing
- Mentally Strong People
- Leadership Approaches: Transactional, Transformational & Situational
- Servant Leadership
- Values-Based Leadership
- Strategic Planning: The 8-Step Process In Leading Change
- Leading Those Who Don't Want to Follow
- Trust: The Currency of Leadership
- Ten Communication Secrets of Great Leaders
- Emotional Intelligence

Dates

July 15-18, 2024

Hosted by

Biloxi Police Department

Location

Biloxi Police
Training Center
1400 Leggett Dr.
Biloxi, MS 39531

Suggested Lodging

Hyatt Place Biloxi
1150 Beach Blvd.
Biloxi, MS 39530

Phone: (228) 206-0950

**For more info or to
register, visit:**

**[louisville.edu/spi/courses/
schedule/mmle.07.2024](https://louisville.edu/spi/courses/schedule/mmle.07.2024)**



Questions? Contact:
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