

FBI-LEEDA PRESENTS:

MEDIA AND PUBLIC RELATIONS

September 12 – 16, 2022

Parker Police Department
18600 Lincoln Meadows Parkway
Parker, CO 80134

FBI-LEEDA is pleased to present a 4½-day course on media and public relations. Police cannot succeed without the support of the community they are sworn to protect. The image of an agency as a professional and ethical organization is vitally important. This course will guide the participants to promoting a consistent and positive public image of the department, enabling the community to perceive their police as a transparent organization they can depend on and trust. There are three key opinion influencers; participants will learn how each can positively or negatively affect public opinion. Students will participate in media training with numerous desktop and on-camera exercises. Topics covered include; image, branding and perception, the media's role in public opinion, managing social media communications, interview preparation and principles for communicating in a crisis event.

Register online at www.greatermetroregion.com.
Class begins at 8:30 am. Dress: business casual.

**Hosted by Chief Jim Tsurapas and the Parker
Police Department**



For local information regarding the training venue or hotel accommodations for this training opportunity, please contact Diane Salt of the Parker Police Department at dsalt@parkeronline.org or call 303-805-6588.

Seminar registration is open to Colorado peace officers only. (You are not required to be a member of FBI-LEEDA to attend).

FBI Law Enforcement Executive Development Association
Business Offices: 5 Great Valley Parkway Suite 359. Malvern, Pennsylvania 19355
Tel: 877-772-7712

FBI-LEEDA, Inc. is a private 501(c)(3) non-profit organization and is not part of the Federal Bureau of Investigation or acting on behalf of the FBI.