

FBI-LEEDA PRESENTS:

MEDIA AND PUBLIC RELATIONS

April 12 – 16, 2021

Richland Public Library
955 Northgate Drive, Richland, WA 99352

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.fbileeda.org or call 877-772-7712 for more information. The registration fee is \$695/student. Class begins at 8:30 am. Dress: business casual.

Hosted by:

Chief John Bruce and the Richland Police
Department



For local information regarding the training venue or hotel accommodations for this training opportunity, please contact Cerise Peck of the Richland Police Department at 509-942-7636 or email: cpeck@ci.richland.wa.us.
Seminar registration is open to all law enforcement – sworn and professional civilian staff. (You are not required to be a member of FBI-LEEDA to attend.)

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