



ILLINOIS LAW ENFORCEMENT
TRAINING AND STANDARDS BOARD
EXECUTIVE INSTITUTE

Excellence - Our Guiding Principle

Leadership · Partner · Serve · Guide · Empower

March 22, 2012
8:30—4:30
O'Fallon, IL

Tuition free!

Tuition for Illinois law enforcement provided by the ILETSB Executive Institute.

Who Should Attend

- Chiefs & Deputy Chiefs
- Sheriffs, Undersheriffs, & Chief Deputies
- Captains
- Lieutenants
- Sergeants
- Watch Commanders
- Shift Supervisors
- Incident Commanders
- Public Information Officers

To Register

Complete the attached registration form and fax it to (309) 298-2642.

Registration Required by
March 1, 2012

Questions?

Contact the ILETSB
Executive Institute at
(309) 298-2646 or
registrar@iletsbei.com

Approved for annual Sheriff
and Police Chief training.

Visit our website for
upcoming courses!
www.ILETSBEI.com

ILETSB Executive Institute
Western Illinois University
510 N. Pearl St., Suite 4000
Macomb, IL 61455
Voice: (309) 298-2646
Fax: (309) 298-2642

ADVANCED LAW ENFORCEMENT MEDIA RELATIONS

Tired of not getting a fair shake from reporters? You can **win** with the news media; this training shows you how.

The training is **practical**, not theoretical; take what you learn and put it to work for you on the street, right away. You'll get an **in-depth, inside look** at how and why the media do what they do, and learn how to **take charge of reporters** rather than being victimized by them in higher-profile situations that will draw greater media and public interest.

This training helps you become far more comfortable and effective with the media; teaches you *useful media skills and controls*; and enables you to enjoy better *media relations* and better *public* relations.



Topics include...

- ★ the essentials of a good news release;
- ★ the essentials of a professional news conference;
- ★ how to deal with the public relations damage of an ugly internal situation;
- ★ how to handle incidents of media assault, media battery, and media brutality; and
- ★ how to manage the media in a critical incident.

The Instructor — Rick Rosenthal

Rick Rosenthal is a nationally recognized media relations trainer and consultant. Rick is **on your side**, but he teaches from his unique perspective as an award-winning, 30-year-veteran TV and radio news anchorman and reporter (22 years on the air in Chicago.) He delivers the *inside story* on who reporters are, how they will behave with you and why, and provides you with *practical, real-life* strategies and tactics, skills and techniques that you can use to *win* with the media.

Sponsors

Illinois Law Enforcement Training and Standards Board Executive Institute
Southwestern Illinois Law Enforcement Commission
Southern Illinois Criminal Justice Training Program



ADVANCED LAW ENFORCEMENT MEDIA RELATIONS

MARCH 22, 2012 • O'FALLON, ILLINOIS

Registration

Copy this form for more than two registrants.

Registration Deadline: *March 1, 2012*

Agency: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____

Registrant #1

Name: _____ Last 4 SSN: _____

Title: _____ Email: _____

Registrant #2

Name: _____ Last 4 SSN: _____

Title: _____ Email: _____

Federal and Out-of-State Tuition

Non-local law enforcement personnel and those outside Illinois may attend this course. Tuition is \$50 for federal and out-of-state registrants. Purchase order, credit card, and check accepted. For payment information, contact the Registrar at (309) 298-2646.

Cancellation/No-Show Policy

Registrants who do not cancel 3 business days (M-F) in advance or are a "no-show" will be invoiced an administrative fee of \$50. Tuition registrants will be reimbursed 50% of the tuition if they cancel 3 business days or more in advance.

Fax registration to: Registrar
ILETSB Executive Institute
Western Illinois University
(309) 298-2642 Fax

Registration Deadline: *March 1, 2012*

This seminar is approved for compliance with Public Acts 88-586 and 94-354

Annual Sheriff and Police Chief Training - 20 Hours