

Break Your News: Crisis Communications Training for Public Safety Supervisors

March 2 and 3, 2023
8 a.m. to 4 p.m.

Hamilton Township Police Department
7780 OH-48
Maineville, OH 45039

No matter how well your communications plan is written, it will only be as effective as the training and preparation the leaders on your team have received.

This two-day course is designed to prepare public safety supervisors and PIOs for public messaging when crisis strikes, whether it comes in the form of a critical incident outside the organization or controversy directed at it. This timely training brought by a former Washington, DC, TV news anchor/reporter and a former chief of police prepares you to contribute to the public messaging when communication matters most. Topics include:

- Messaging in real time through social media (with case study)
 - The art of the effective news release
 - Managing misinformation online and in the media
 - Navigating the complex world of media relations
- Winning the news conference from prep to post-conference
 - Practical exercises that put the training into practice
 - Mock news conference scenarios

Effective public communication has never been more complex or more important. Obtain time-tested tools to communicate through critical incidents.



Julie Parker,
former PGPD/FCPD Media Director
& ABC7 News Reporter



Christopher Mannino,
former Chicago area Chief
of Police & FBI NA graduate

**Tuition: \$750 per student, group rate of \$695 per student
for 2 or more from the same organization.**

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