

REGISTRATION

On the opening day, registration will begin at 8:00am. Daily sessions will begin promptly at 8:30am and will end at 4:30pm. Lunch will be on your own.

COURSE LOCATION

Plano: Center for American and International Law, 5201 Democracy Drive, Plano, Texas.

Albany: New York State Sheriff's Association Headquarters, 27 Elk Street, Albany, New York.

HOTEL ACCOMMODATIONS

Plano: The cost of lodging is not included in the tuition. Guest rooms are available at the Residence Inn, 5001 Whitestone Lane, Plano, 75024, at a rate of \$89.00 per night studio or 1-bedroom, plus tax. Full breakfast is included. To assure room availability, contact the Residence Inn directly (972.473.6761) at least 30 days prior to arrival and ask for the government rate of \$89.00.

Albany: The cost of lodging is not included in the tuition. Guest rooms are available at the Crowne Plaza, State and Lodge Streets, Albany, at a rate of \$97.00 per night. Contact Irene, New York Sheriff's Association, at 518.434.9091 for reservations.

NONDISCRIMINATORY POLICY

It is the policy of the Center for American and International Law that no person, on the basis of race, color, sex, religion, national origin, age, disability, veteran status or any other protected status shall be discriminated against in educational programs and activities, scholarship programs or admissions.

TUITION CANCELLATION

Tuition, less a \$25 handling charge, will be refunded upon written cancellation received five (5) working days prior to the program. Cancellations received after that date cannot be refunded, although substitutions for this program will be permitted.

ILEA MEMBERSHIP

Membership in the ILEA is available to city, county, state and federal law enforcement organizations. Membership cost is based on the number of sworn and civilian law enforcement personnel in the agency. Member agencies may send representatives from their organizations to ILEA courses at a reduced tuition rate. For more information, visit our website at www.theILEA.org or call our office at 972.244.3430 or 800.409.1090.



Please Note: The Institute utilizes outside mailing lists. If you receive a duplicate of this announcement, please pass it along to an interested colleague.

Please let us know of corrections needed in your mailing address.

THE CENTER FOR AMERICAN AND INTERNATIONAL LAW
5201 Democracy Drive – Plano, Texas 75024



Police Media Relations

**MAY 10-12, 2004
ALBANY, NEW YORK**

**SEPTEMBER 20-22, 2004
PLANO, TEXAS**

20 HOURS OF
TELEPHONE CREDIT

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**INSTITUTE FOR
LAW ENFORCEMENT ADMINISTRATION**

(The Center for American and International Law)

5201 Democracy Drive
Plano, Texas 75024
972.244.3430 or 800.409.1090

www.theILEA.org

POLICE MEDIA RELATIONS

May 10-12, 2004 ■ Albany, New York
September 20-22, 2004 ■ Plano, Texas

This workshop is designed for managers and executives as well as PIOs (Public Information Officers) in law enforcement and emergency service agencies. Participants will gain insight into the print and broadcast media - who they are and why they do things the way they do. In addition, class members will develop skills in building trust with outside information groups, preparing and presenting your message, crisis management and organizing the functions of a public information office. Finally, the workshop will help executives and spokespersons communicate more effectively with their many publics.

The workshop will include an in-depth evaluation and will provide managers with the skills and techniques to deal with changing news media in an electronic age.

Topics will include:

- Media mistakes made by police agencies
- CALEA Community Relations
- PR during hostage-taking and terrorist incidents
- Issuing news releases; planning news conferences
- Pitching the media
- Marketing your agency
- Law enforcement ethics in a media-saturated society
- Closing air space during critical incidents
- News events checklists
- Managing an interview

LECTURERS

DAVID GOLDEN, Inspector, Office of Internal Affairs and Program Review, Transportation Security Administration. During his police career with Richardson, Texas Police Department, he served as Commander of Patrol, Criminal Investigations and Administrative Services Division, and also served as the Department's major contact with the media and managed two major national media events, one of which extended over a 2-year period. He received his B.S. Degree in Criminal Justice from the University of Texas at Arlington and MPA from the University of Texas at Dallas. He taught media relations in the graduate program at UTD.

GARY W. SYKES, Director, Institute for Law Enforcement Administration. Dr. Sykes has his B.A., M.A. and Ph.D. in Political Science from The Pennsylvania State University. He is a former professor in the School of Justice Administration, University of Louisville and a graduate of the Aspen Institute on Ethics. Dr. Sykes attended the media communications session by Spaeth Communications, Inc. in Dallas and is frequently interviewed by national electronic and print media.

REGISTRATION - POLICE MEDIA RELATIONS

Mail, fax or e-mail to:
Registrar: Institute for Law
Enforcement Administration
5201 Democracy Drive
Plano, TX 75024

Registrar: 972.244.3405
ILEA Phone: 972.244.3430
or 800.409.1090
Fax: 972.244.3431
E-mail: ilea@cailaw.org

Tuition: \$345 non-member, \$295 member of the Institute for Law Enforcement Administration. This includes all instruction and hand-outs. Lodging and meals are excluded.

Location: _____

Name/Rank _____

Agency _____

Address _____

City, State, Zip _____

Telephone _____

Fax _____

E-mail Address: _____

PAYMENT INFORMATION

Check enclosed payable to:
The Center for American and International Law
Check# _____ Check Amount _____

Purchase Order attached: # _____

Invoice my agency: Attention _____

Charge to: Master Card Visa

AMEX Discover

Credit Card Tuition may be faxed or e-mailed.

Card Number _____

Expiration Date _____

Name on Card _____

Billing Address (if different from above address) _____

Authorized Signature _____

TCLEOSE CREDIT: Persons successfully completing this course will be eligible for 20 hours of Texas Commission on Law Enforcement Officer Standards and Education (TCLEOSE) credit.