

REGISTRATION INFORMATION

Name _____

Agency _____

Address _____

City _____ State _____

Zip _____ Phone _____

FAX _____ e-mail _____

**REGISTRATION FEE:
\$99.00**

___ Payment Enclosed
___ Bill Me (P. O. Number _____)

Training Site:

**Olmsted Township Admin Bldg.
7900 Fitch Road
Olmsted Township, OH 44138**



4 WAYS TO REGISTER:

On Line: www.ncpi-ohio.com

Mail: North Coast Polytechnic Institute
Attn: William D. Healy, Director
6688 Steinbeck Court
No Ridgeville, Oh 44039
Phone (440) 353-0796

e-mail: info@ncpi-ohio.com

Fax: (440) 353-0797

School No. _____ School: Media Relations/PIO

Olmsted Township PD October 21, 2021

WEB: www.ncpi-ohio.com

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presents

**Media Relations/
Public Information
Officer**



Hosted
by

**Olmsted
Township
Police
Department**

Thursday

**October 21,
2021**

8:00 AM to 4:30 PM

About the course:

“Media Relations/Public Information Officer”



In order to meet the challenges of a changing human environment, law enforcement agencies must become aware of the power and impact of the news media on their personal and professional lives. The purpose of this seminar is to prepare law enforcement executives, commanders, mid-level managers and first line supervisors on how to effectively and efficiently deal with the media during critical incidents or other situations.

The news media is an extremely powerful form of communication that can build or destroy organizations and careers. Developing a proactive approach when dealing with the media can positively impact any law enforcement organization. Finally, practical exercises will be conducted in which each student will participate in various media exercises to enable them to enhance their skills and abilities in effectively dealing with the media and learning how to be an effective public information officer.

About the Topics:

- The realities of Media Relations
- Public Information Officer (PIO) duties
- Communications with the Media
- Building Media Relations
- Defining Interview Messages
- Preparing for the Media Interview or Press Release
- Being Message Driven
- Adapting to the Various Mediums
- Interview Bill of Rights
- Radio, Telephone and Print Interviews
- Needs of the Media - What the Media Wants
- News Conferences & Media Events
- Handling Challenging Questions
- Numerous practical exercises and scenarios

About the instructor:



Chief Thomas Wetzel

Chief Wetzel is a 34 year veteran police officer and is currently the Chief of Police with the Richmond Heights Police Department. Prior to his Chief's assignment, he served with the Beachwood Police Department where he served as a Lieutenant. Tom is a certified law enforcement (CLEE) executive through the Ohio Law Enforcement Foundation. He had served as the Beachwood PD department's training coordinator and also as the commander of the SWAT team. Chief Wetzel also directed the agency's community policing and crime prevention efforts and is an active public speaker. He also holds a black belt in Goshin Ju-Jitsu. He writes on a variety of police topics and has been nationally and internationally published.