



DIRIGO SAFETY, LLC
TRAFFIC, WORKPLACE, PUBLIC SAFETY ADVOCATES

MEDIA RELATIONS 101



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Learn strategies to positively engage the media. Jessica L. Laliberte, President of Laliberte Strategies will show you how to increase your professional presence and polish your media relations skills. Jessica combines her years of television experience with her experience of being a police kid. She understands both worlds. This training will provide hands-on-experience and real time feedback.

<p align="center"><u>Date & Time</u> February 5, 2019 8:30 am to 4:00 pm</p>	<p align="center"><u>Location</u> Dirigo Safety LLC. 225 First Flight Drive Suite 2B Auburn, ME 04210</p>
<p align="center">REGISTRATION www.dirigosafety.com</p>	<p align="center">Cost \$109.00</p>
<p>Given the current climate in the country involving police-media relations, this unique course may involve the most relevant, timely and valuable training you will ever receive. The media wields an enormous amount of influence on how communities perceive law enforcement. This hands-on, practical training helps Law Enforcement communicate more effectively with the media and the community.</p> <p>The course provides participants with practical experience and strategies on how to effectively communicate on-camera in preparation of press conferences, media interviews and public speaking events.</p> <p>This course will help you not only develop and refine your communication skills, but also leave you with a better understanding of the needs of the media. Learn how to maintain control and manage media interviews, press conferences and public speaking events through focused preparation, powerful messaging and confident delivery.</p>	<ul style="list-style-type: none"> • Understanding the Media • Building a critical relationship with the media • How to develop a proactive marketing strategy for your organization • Managing media interviews press conferences and public speaking events • Managing the media during significant events • Preparation strategies for effective communication • Identifying individual communication styles • Developing messaging strategies • Keeping your media message on track • Practical exercises involving on-camera coaching and assessment, and writing press releases. • Students are encourage to bring a laptop to develop actual Press Releases. <div data-bbox="873 1787 1495 1976" data-label="Image"> </div>