



# Atlanta HIDTA Training Alert

## Tactical Media Relations

### Raleigh, NC

Three Day Class

**When: Tuesday-Wednesday, May 1-3, 2012**

**Times: 8:30 AM – 5:00 PM**

**Where: Public Safety Training Center @ 321 Chapanoke Drive Raleigh, NC 27603**

Our instructor is Brian Kensel, former FBI Special Agent with a degree in journalism and 10 years experience with CBS and NBC news.

#### **Tactical Media Relations**

Faced with the option, most law enforcement officers would prefer to go through a door to arrest an armed drug trafficker than go through a door to face news media "armed" with a camera, lights and microphone. Why? Because, while we have been trained to deal with the dangers involved in making an arrest, few LEOs have ever been taught how to face the media. This class will prepare you to face the media in a planned press conference, Radio or TV interview, or unplanned crime scene encounters. This class will give LEO'S the tools to prepare for media interviews in a professional manner while protecting the integrity of the crime scene and investigation.

This three day course is designed to give the attendees both the competence and the confidence to interact with the news media in a way that serves both the public and their departments. This is accomplished through practical exercises that allow the participants to get hands- on experience in front of the lights and cameras in an environment where mistakes won't end their careers.

Among the topics addressed:

- "Who are those guys?"
- Functions of the media
- Effective news releases
- Conducting News Conferences
- Conducting Talk Show Interviews
- 7 steps to successful encounters
- Ambush Interviews
- Pitfalls and Traps
- Legal and Policy Issues
- Media & Tactical Operations

Exercises include "hands on" filmed mock media scenarios

**ENROLLMENT: Open to federal, state and local sworn LEO'S and prosecutors.**

**Enroll online at [www.atlantahidta.org](http://www.atlantahidta.org).**

**There are no enrollment or registration fees for this course.**

Direct questions to Albert "Skip" Latson by email at [alatson@atlantahidta.org](mailto:alatson@atlantahidta.org) or by phone to 404/815-4496 (off) or 404/312-4777 (cell).

Follow all guidelines for outside training set by your department before enrolling in any HIDTA class.