



Atlanta HIDTA *TRAINING ALERT* *Atlanta, GA*

Working with the Media

Course Length: 1 Day

When: August 18, 2010 / 8:00 AM – 5:00 PM

**Where: Atlanta HIDTA Training Room/ 763 Juniper Street NE.
Atlanta, Ga. 30308**

Enroll online at www.atlantahidta.org

Cost: There is no cost for this training.

Parking: Parking is provided at the SE corner of Juniper and 5th Streets.

Instructor: Mr. Brian Kensel is currently retired from his position as Special Agent for the Federal Bureau of Investigations (FBI).

Mr. Kensel has a Bachelor's degree in journalism from Loyola University in New Orleans. He was named Master Police Instructor by the FBI and has additional certifications as Defensive Tactics and Street Survival instructor. Mr. Kensel has been a nationally registered Emergency Medical Technician since December 1977.

Mr. Kensel began his career with the FBI in 1982. He has served in the New Orleans, Pittsburgh, San Juan, and Tampa field offices. He served as a member of the FBI SWAT for 19 years as a sniper, tactical medic, and as team leader. Mr. Kensel has 20 years experience as a firearms instructor-13 of which he was the principal firearms instructor responsible for all weapons training in two field offices. Most of Mr. Kensel's career was spent in the Violent Crimes/Major Offenders section of the FBI.

Course Description: This course is designed primarily for law enforcement officers with no experience in media relations, who seek skills which will allow them to communicate more effectively with members of the media under a multitude of circumstances. Course topics cover an array of media issues that commonly cause law enforcement, especially drug law enforcement officers, to not seek media assistance in their problem solving efforts.

It focuses on development of media awareness, communication skills and techniques,

avoiding pitfalls and better understanding of media procedures, as they apply to law enforcement. Accompanying the lecture are classroom exercises that have been taken from real life scenarios; students will be placed in situations which will help them improve the quality of their media response.

Course Objectives:

- Understand the benefits to working with the media
- Understand what drives the media
- Understand basic steps and best practices when interacting with the media
- Learn how to prepare for an interview
- Learn how to make the interview work for you
- Learn how to prepare your message and sound bites
- Become familiar with tricks of the trade used by the media
- Learn how to deal with the Ambush interview
- Learn to deal with a variety of difficult situations
- Learn how to prepare for a news conference
- Understand basic rules for working with media during drug busts
- Practice preparing for and delivering a press release and other common media encounters

Overview of Topics :

- Why grant interviews
- Understanding the Media
- Interacting With the Media
- Preparing for the Interview
- Prepare Your Message
- Sound Bites
- Tips & Techniques
- The Ambush Interview

ATTENDANCE: Open to sworn Federal, State, and Local Law Enforcement Personnel, Criminal Intelligence Analysts, Probation, U.S. Attorneys and State Attorney's Office Personnel.

For information about this or other training offered by the Atlanta HIDTA go to www.atlantahidta.org or contact Albert "Skip" Latson, Training Coordinator at alatson@atlantahidta.org.

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