

NORTHERN ILLINOIS TRAINING ADVISORY BOARD
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***MEDIA RELATIONS FOR LAW ENFORCEMENT
IN THE DIGITAL AGE***

Date: March 1, 2018 *Registration deadline: 2/14/18*

Times: 0800-1600 hours

Location: Stewart Centre West
2900 W. Pearl City Road
Freeport, IL

Instructor: Ross Rice, FBI (retired)

Member Fee: \$0 Non-Member & Civilian Fee: \$85

The speed of event reporting in the digital age and the pervasiveness of social media, places new demands on law enforcement. Agencies must be aware of the legal issues when releasing information, while trying to keep up with a major event. Errant reporting by the media and citizen journalists can cause an event to spiral out of control because of erroneous community perceptions.

Agencies are finding themselves outpaced by the flood of digital and social media activities and must adjust to this new reality. First, acknowledge they can no longer withhold communicating with the public, or simply send out press releases. There must be an interest in Community relationships and a focus on transparency.

The use of technology and social media can greatly impact public perception and build trust and legitimacy for an agency. This can bridge gaps between the policy and community. One of the most important lessons learned from the events in Ferguson, MO is that agencies need to take a proactive approach and have a presence on social media during a firestorm.

This presentation will cover the following topics:

- History and Structure of News Organizations
- Legal Issues – Pre-Trial Publicity and Rule of Attribution
- Social Media and Citizen Journalists
- Communicating with the Public
 - Media Advisories
 - Press Releases

Interviews
Press Conferences
Social Media

- Case Studies – Trayvon Martin & Michael Brown
- Crisis Management

This course has been certified by the ILETSB and approved to meet the following mandates:

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| <input checked="" type="checkbox"/> | Civil Rights | <input type="checkbox"/> | Constitutional & Proper Use of Law Enforcement Authority |
| <input checked="" type="checkbox"/> | Cultural Competency | <input checked="" type="checkbox"/> | Procedural Justice |
| <input type="checkbox"/> | Human Rights | <input checked="" type="checkbox"/> | Law Updates |
| <input type="checkbox"/> | Lead Homicide Investigator | <input type="checkbox"/> | Use of Force (must include scenario based/similar training) |