

FBI-LEEDA PRESENTS:

## MEDIA AND PUBLIC RELATIONS

# February 20 – 24, 2023

City of Tacoma Fleet Services Conference Room  
3639 South Pine Street  
Tacoma, WA 98409

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FBI-LEEDA is pleased to present a 4½-day course on media and public relations. Police cannot succeed without the support of the community they are sworn to protect. The image of an agency as a professional and ethical organization is vitally important. This course will guide the participants to promoting a consistent and positive public image of the department, enabling the community to perceive their police as a transparent organization they can depend on and trust. There are three key opinion influencers; participants will learn how each can positively or negatively affect public opinion. Students will participate in media training with numerous desktop and on-camera exercises. Topics covered include; image, branding and perception, the media's role in public opinion, managing social media communications, interview preparation and principles for communicating in a crisis event.

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**Register online** at [www.fbileeda.org](http://www.fbileeda.org) or call 877-772-7712 for more information. The registration fee is \$795/student. Class begins at 8:30 am. Dress: business casual.

**Hosted by Chief of Police Avery Moore and the Tacoma  
Police Department**



For local information regarding the training venue or hotel accommodations for this training opportunity, please contact Lt. Jeffrey Katz at [jkatz@cityoftacoma.org](mailto:jkatz@cityoftacoma.org) or call 253-594-7948.

*Seminar registration is open to all law enforcement – sworn and professional civilian staff. (You are not required to be a member of FBI-LEEDA to attend.)*

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