

PIO and Community Engagement



Location: LA HIDTA - 5801 E. Slauson Ave., Commerce, CA 90040

Date: January 28-29, 2025 0800-1600 Hrs PST

Cost: **\$475.00** (\$450.00 if purchased by December 28)

Communicating with the Public; it's More than a Tweet

Course Overview

The communication gap between law enforcement agencies and the public creates tensions which can cause local incidents to make the national news. Decades in the making, compounded by legal process and policies, this gap reduces a department's effectiveness at serving its community and enforcing its laws. But it's not too late for agencies to take steps toward improving those relationships.

This course provides a fresh look at Community Engagement and the role of public communication within a law enforcement environment. Recent examples show the impact of ineffective policies and practices on public safety, its personnel, and the community.

Built upon historically valid principles and techniques, this course provides proven directions for agencies wishing to improve their interaction with the public.

Day One

- Community Engagement: Post Ferguson
- Use Social Media to Direct your Message
- How to Write a Solid Press Release
- How to do the On-Camera Interview with Maximum Impact
- Community Meetings that Convey your Message
- The IMPACT Concept
- Officer Involved Incidents: Because it Will Happen

Day Two

- Organizing your Community Engagement Model
- Using Statistics to Efficiently Inform Citizens on Crime Trends
- Organizing Community Meetings to Tell your Story
- How to Manage the Negative Community Engagement
- Staying Engaged with the Community
- Holding a Meaningful Discussion with Community Members
- Hard Questions and Honest Answers: Taking the Next Steps

Register Here: [HTTPS://LAHIDTATRaining.org](https://LAHIDTATRaining.org)

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