



MEDIA RELATIONS AND CRISIS COMMUNICATIONS TRAINING

This training provides a strategic overview on best practices in media relations and social media engagement to increase the agency's ability to "tell its own story" through typical policing activities and during a high-profile critical incident. After the one-hour session, the subject matter expert works with a smaller group on how to employ those strategies with customized hands-on exercises that incorporate all aspects of public and internal messaging during critical incidents. These practical drills ensure that participants develop a tangible skill in addition to broadening the thought process about communicating with the public, key stakeholders, and the internal audience.

Goals and Objectives

- Enhance participants' understanding in three focus areas:
- Impacting public messaging during critical incidents
- Conducting on-camera media interviews
- Developing the elements of proactive news stories to increase media interest in their agency or in their area of responsibility

TTA Type: Training

TTA Format: Available in person and virtually

Intended Audience: Mid-level to command-level supervisors

Length: A minimum of four hours but is typically one day long.

Agenda (sample)

The training can be amended to accommodate virtual learning. There is no limit on the number of participants that can participate in the multimedia presentation of the best practices in media relations and crisis communications. The instructor can conduct the hands-on exercises with groups of two to three participants for a two-to-three-hour window. Some of the main focus areas of the training are:

- Impacting public messaging during critical incidents
- Developing elements of proactive news stories to increase media interest in their area of responsibility.
- On-camera media training

SMEs: Laura McElroy has dealt with a very wide variety of news stories in her 30 years of work as an award-winning journalist, as the communications director of the Tampa Police Department, and as a communication strategist. She has helped leaders effectively manage worst-case incidents, through addressing every aspect of a crisis, from strategizing how best to represent the organization in the media and social media, to addressing both internal audiences and key stakeholders, all while minimizing the impact on operations. Ms. McElroy has extensive experience developing strategic communications plans and conducting executive-level training, working with law enforcement agencies around the country, installing best practices in crisis communication, media relations, social media, and community outreach. During her 11 years as the Tampa Police Department's communications director, Ms. McElroy has helped the agency navigate many crises, all while strengthening its community relationships.