

FREE INSTRUCTION AT PENN STATE!



INFORMING THE PUBLIC

EFFECTIVE PUBLIC INFORMATION STRATEGIES FOR LAW ENFORCEMENT
IN THE EVOLVING DIGITAL AND SOCIAL MEDIA WORLD

MARCH 24 & 25, 2015

A two-day conference for command
level and public information officers



Crisis Communications



Pa. Open Record Law



Social Media Strategies



Enhancing Public Image



Honing Interview and
News Conference Skills

Warren Carmichael, an award-winning and respected law enforcement media relations professional from Fairfax County, Va.

Michael Ecker, law enforcement training specialist, Penn State Justice and Safety Institute

Tom Jackman, veteran police reporter for the *Washington Post*

Tom King, State College police chief and former president, Pa. Chiefs of Police Association

Tyrone Parham, Penn State police chief, and **Stephen Shelow**, assistant vice president for police and public safety

Steve Manuel, a crisis communications expert and former Marine Corps and Secretary of Defense spokesman

Penn State College of Communications faculty

Experts in police use of social media, and Pa. Open Records Law

Registration for the conference, lunches and an evening networking session are all provided FREE by the Warren R. Carmichael Media and Justice Program Endowment.

Participants only need to pay for their lodging and evening meals.

The seminar convenes **Tuesday, March 24, and Wednesday, March 25**, at Penn State, with housing at the Nittany Lion Inn and sessions conducted in state-of-the-art facilities utilized by the College of Communications. Panelists include law enforcement personnel from across the state and media experts on a wide range of topics. This is a closed conference with no media coverage. There will be select participation by a small group of Penn State criminal justice and journalism students.

CONFERENCE AGENDA

MARCH 24

7:30 **Breakfast, Meet and Greet**

8:45 **Seminar Introductions**
Welcome and overview, meet presenters.

9:30 **Crisis Management Media and Community Interface**
Roundtable. When the “big one” comes to your agency.

10:30 **Break**

11:00 **Open Records Law in Pennsylvania and Your Media Policy**
Session will focus on the law, policies and impact of rapidly changing technology.

12:00 **Lunch Provided**

1:20 **Effective Use of Social Media**
Success stories in the use of social media to solve crimes and connect with the community.

2:00 **Break**

2:15 **Hand-On Social Media Strategies**
Training session on latest social media platforms successfully used by law enforcement and other first responses.

5:30 **Carmichael Reception**

MARCH 25

7:30 **Breakfast, Meet and Greet**

8:30 **Building Positive Public Image**
A chiefs’ roundtable.

9:30 **Effective Interview Skills**
Best practices for the live news conference and pre-recorded interviews.

10:20 **Break**

10:45 **Breakout Session**
Teams are assigned breaking news scenarios and spend group time planning their afternoon mock conferences.

12:00 **Lunch Provided**

1:30 **Breaking News and the Live News Conference**
In the “Hot Seat:” Recording mock news conferences and critiques.

4:30 **Closing Remarks**

All participants receive a certificate of completion and goodie bag.

Space for the first-ever conference is limited. Interested participants are encouraged to act quickly and **register online at comm.psu.edu/about/carmichael-conference by 5 p.m. Monday, February 16**. A block of 20 rooms has been set aside at the Nittany Lion Inn for those who need lodging. The discounted rate is \$118 per night.

Call 1-800-233-7505 to secure your room and reference COLC15F as the group ID.

Online registration and room reservation MUST be completed by Feb. 16, 2015.