

PIO and Community Engagement

Closing the gap between Public Safety and the Community

Course Details

Host by: Dearborn Police Department

Location: 16099 Michigan Ave. Dearborn, MI

Dates: 08/21/2017 to 08/22/2017, 8am - 4pm

Cost: \$420.00, \$450.00 or \$475.00 (depending on registration date) Includes training manuals, access to online materials

Register at
www.policetechnical.com

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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.

Agenda

Day One

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

Day Two

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



Instructor: Doug Nolte

Doug Nolte is the Commander of the Information Services Unit and serves as the Public Information Officer for a department in southern Kansas. He's a nineteen year veteran. Mr. Nolte has advocated for the use of technology and information sharing as a key component in addressing crime and fear of crime. His practical knowledge of law enforcement operations and work with various civic communities has helped him create more effective online social programming benefiting citizens and departments alike. In addition to social media training Mr. Nolte serves as a consultant and administrator for various law enforcement related social media communities, including Police Technical.