

FBI-LEEDA PRESENTS:

## MEDIA AND PUBLIC RELATIONS

**December 16 – 20, 2019**

Eastern Missouri Police Academy  
11 Meadows Circle Drive 422, Lake St. Louis, MO 63367

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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 \$695/student. Class begins at 8:30 am. Dress: business casual.

**Hosted by:**

Dr. Thomas Leasor and the Eastern Missouri  
Police Academy



Get local information for this training opportunity by contacting Dr. Thomas Leasor of the Eastern Missouri Police Academy at 636-922-8764 or email at [tleaseor@thepoliceacademy.org](mailto:tleaseor@thepoliceacademy.org). For hotel reservations, contact Drury Inn, 170 Mid Rivers Mall Circle, St. Peters – 855-680-3239.

*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.)*

FBI Law Enforcement Executive Development Association  
Business Offices: 5 Great Valley Parkway Suite 125. Malvern, Pennsylvania 19355  
Tel: 877-772-7712

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