

LAW ENFORCEMENT MEDIA TRAINING

MIDDLETON POLICE DEPARTMENT

APRIL 17, 2007

MIDDLETON CITY HALL
MIDDLETON, WISCONSIN

The **Middleton Police Department** is **hosting** an important all day **Law Enforcement Media Training** Session in our City Hall Municipal Court and Common Council Chambers at 7426 Hubbard Avenue in Middleton on **April 17, 2007**.

We have invited **Police Media Trainer Joe LaBarbera** to lead the seminar. The **Wisconsin Crime Prevention Practitioners Association** has awarded Joe the **2006 program of the year award** in the media category. Joe's special guest presenter is **Joel Dhein**. Joel is the 1999 **Wisconsin Crime Prevention Practitioner of the year**. He is the first Wisconsin Police Officer to receive the **National Mac Gray Award**.

He travels the country sharing his expertise in Media Relations with members of law enforcement just like you.



Seminar Leader Joe LaBarbera is a retired television news reporter and national law enforcement media trainer.

Joe LaBarbera retired from television news reporting to form LaBarbera Media Group, a media training and consulting firm. He is sharing with you what he has learned behind the microphone and in front of the camera during the past quarter century. Joe has condensed 25 years of media experience and 14 years of television news reporting into a fast-paced multimedia learning experience for you. Joe's tips and techniques can be applied immediately following this information-packed seminar. This is the real deal. The inside scoop. Media training from the other side of the yellow tape. Engaging and challenging, he shares media secrets and tips to help you fulfill your law enforcement mission. The best time to gain a deeper understanding of the media is now, not when the media is knocking on your door.

Solid Training-Solid References-Guaranteed!

More than one dozen Wisconsin Police Departments have attended Joe's training course in the fourth quarter of 2006 and first quarter of 2007. Joe will provide you with a personal contact of each person who attended for a personal reference if you wish. You can begin with Middleton Police Chief Brad Keil, who attended an all day session Jan. 11, 2007.

What Police Officers are saying about this Course



Award Winning!

The Wisconsin Crime Prevention Practitioners Association awarded Joe the 2006 **Program of the Year Award** in September.



"Something new... Thumbs Up! Thumbs Up!" -- Capt. Mike Babe, Waukesha PD



"Definitely...New School" -- Deputy Inspector Mike Zuber, Greenfield, WI



"It's very organized. I like it... ..very professional!"
Jennifer Mioduszewski
Bayside, WI
October 2006



"Fantastic Training!" -- LaCrosse, WI Police Department.

Working with the Media

It takes years to build your reputation. It takes the media just minutes to tear it apart...or make it stronger.

At **LaBarbera Media Group** our expertise is in coaching you to **confidently handle the media**, whether they showed up at your door with questions or you called them to help share information with the public.

We provide strategy to protect and enhance the goodwill you have spent years building with the people you serve.

Media Training is the core focus of LaBarbera Media Group and should be included as part of your successful **media management plan**. Our process is **easy to understand**.

We will give you insight to help **avoid or minimize inaccurate coverage** that can negatively impact your work as you **fulfill your law enforcement mission**. We take you inside the minds of radio and print people, television news reporters and media managers. While **maintaining honesty and transparency**, you will learn to work with the media, leaving the public with accurate perceptions of **your agency and law enforcement**. Those perceptions become reality.

Face the media but never fear them.

262-264-0767

www.labarberamedia.com

info@labarberamedia.com

Middleton Police Dept. Media Training Session Schedule of Events

April 17, 2007

7:30 am	Breakfast (included)
8:00 am	Morning Training session
9:45 am	Morning break with snacks
10:00 am	Mid-morning training
11:45 am	Lunch (included)
12:15 pm	Post-lunch training session
1:45 pm	Afternoon break with snacks
2:00 pm	Afternoon training session
3:30 pm	Review and prizes
3:45 pm	Training session ends

Training Session Cost \$195

Early Bird Registration \$175
if paid by March 17, 2007

*Complete the attached
registration form today!*



What You Can Expect

More than the basics. We take you behind the scenes and into the minds of reporters.

Find out what really matters to news people. Really understand deadline and newsroom pressures.

Learn basic reporter "tricks" and how to recognize them.

Discover who really calls the shots in a newsroom.

Learn how to get reporters to cover the stories you want.

Great Training!

Great Food!

Guaranteed!

Media Training Done Right!



**Special Guest
Presenter National
Mac Gray Award
Winner Joel Dhein**

**Glendale Police
Officer Joel
Dhein trains law
enforcement
nationally. He
covered and
produced law
enforcement
television
stories
nationally for
FOX News. Joel
is co-teaching
this seminar.**

Law Enforcement Media Training Session Registration Form



Hosted by Middleton Police



April 17, 2007



Name _____

Agency _____

Agency Street Address _____

City _____ State _____ Zip _____

Phone _____ E-mail _____

Enclose check for \$195 (\$175 if postmarked *before* March 17, 2007)

Mail completed form with your check payable to:

LaBarbera Media Group, LLC
325 Sand Hill Lane
Dousman, WI 53118

You may include a Wisconsin training and standards voucher for Wisconsin Officers if you prefer.

Refund policy: We will gladly credit you for any future training session in the unlikely event you are forced to cancel your paid registration. Sorry, no refunds.

Voucher Policy: At the present time we are able to accept DOJ Wisconsin Vouchers. Please include a completed, signed voucher if you prefer.

Questions?

Middleton Police Chief Brad Keil (608) 827-1000

bkeil@ci.middleton.wi.us

Joe LaBarbera at LaBarbera Media Group 262-264-0767

jbl@labarberamedigroup.com

This form is available for downloading online at:

www.labarberamedigroup.com