



2025 Public Information Officer Update

COURSE OVERVIEW

This one day course will go over the ever changing regulations and trends for dealing with the media, public, social media when releasing public information. The class will review new Attorney General Guidelines, emerging issues in dealing with the media from OPRA requests to Use of Force information, case studies of critical incidents including officer involved shootings. The class will teach you strategies to handle breaking news as well as community events and enhance your department's image. The class will provide hands on knowledge and skills on the latest techniques to use video and pictures on social media to improve your departments messaging. Participants will gain the ability to increase community engagement through effective social media platforms.

COURSE OBJECTIVES:

At the end of this program, participants will:

- ❑ Create video content for social media platforms
- ❑ Learn evolving trends in media coverage
- ❑ Create positive media coverage for your agency
- ❑ Demonstrate crisis management and crime scenemanagement
- ❑ Understand the new Attorney General Guidelines for media relations
- ❑ Develop an understanding how to enhance your Social Media
- ❑ OPRA and the Media

WHO SHOULD ATTEND?

- ❑ Public Information Officers
- ❑ Command Officers who serve in a supervisory capacity or who have contact with the media
- ❑ Governmental employees who deal with the media

ABOUT THE INSTRUCTORS:

Deputy Chief Jim Ryan and Sergeant Fred Williams (Ret.) have nearly 40 years of combined service in media relations and public information. They have instructed hundreds of sworn and civilian personnel around the country in how to improve community relations and engagement through effective communication. The high energy instructors have received praise for their insight and ability to have any size agency create an effective communication plan.



2025 Public Information Officer Update

Tuesday, March 11, 2025
Bergen County Police Academy
Mahwah, NJ

Wednesday, March 12, 2025
Ocean County Police Academy
Lakewood, NJ

8:30 am - 4:00 pm

COST: \$250

MAKE CHECKS / PURCHASE ORDERS PAYABLE TO AND SEND TO:

New Jersey State Association of Chiefs of Police
751 Route 73 North, Suite 12
Marlton, NJ 08053
P/ 856-334-8943
F/ 856-334-8947
E/ registrations@njsacop.org

Name: _____

Rank/Title: _____

Agency: _____

Address: _____

City/State/Zip: _____

Phone: _____ E-mail: _____

Form of Payment: Check ___ Purchase Order ___ Credit Card: ___ Visa ___ Mastercard ___ AMEX

Credit Card #: _____ Expiration Date: _____ CVV: _____

Billing Address: _____

City/State/Zip: _____

Signature: _____