

FIRE DEPARTMENT & PROTECTIVE SERVICES MEDIA TRAINING

APRIL 18, 2008

7:30AM-3:30PM

**Appleton Fire Department
Fire Station #6
4930 N. Lightning Drive
Appleton, WI 54913**



The Appleton Fire Department is hosting an important one day Media Training program on Friday, April 18, 2008. We have invited award winning Media Trainer Joe LaBarbera to lead the seminar. Public Information Officer and Police Officer Joel Dhein is tag teaming the presentation with Joe. Dhein is also an expert in protective services media relations.



Seminar Leader Joe LaBarbera is an experienced, respected national protective services media trainer.

Joe LaBarbera is President of LaBarbera Media Group, LLC, a professional Protective Services Media Training Company. Joe is a member of the International Law Enforcement Educators and Trainers Association.

Joe has condensed 26 years of media experience and 14 years of television news reporting into this informative, practical and educational one day media relations course. Apply Joe's tips and techniques immediately.

This is the real deal. The inside scoop.

MEDIA TRAINING FOR ALL FIREFIGHTERS NOT JUST PIO'S.

Joe shares media secrets. What you don't know about the media can and will hurt your career, your profession and your department.



Real Life Scenarios with Raw Video.



Award Winning!

The 2008 WACOP Recognition Award for "considerable knowledge" in Media Relations.



Wisconsin Crime Prevention Practitioners Association awarded Joe the 2006 Program of the Year.



The 2006 Minnesota DNR Achievement Award for Statewide Government Agency Media Training



Working with the Media



It takes years to build your agency's 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 just showed up 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.

We give you insight to help **avoid or minimize inaccurate coverage** that can negatively impact your work as you **fulfill your protective services mission**. We take you inside the minds of the media. You will learn to effectively tolerate and work with the media, while **maintaining honesty and transparency**, leaving the public with accurate, positive perceptions of your agency, firefighters and protective services in general.

Face the media but never fear them.



Appleton Fire Department Media Training Schedule of Events

April 18, 2008

- 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 Catered Hot 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 Training Session ends

Training Session Cost \$175

(\$195 if postmarked after March 18, 2007)

Complete your registration form today!

Note: This training is for everyone, not just Public Information Officers.

This is award winning, solid training for firefighters and protective services.

Ask questions. Eat well. Learn much.

What You Can Expect

Great training. Great Food.

This is more than the basic media training. Learn to recognize reporter strategies and how to successfully negotiate them every time. Learn how to get reporters to cover the stories you want. You must experience it to believe it.

Who should attend?

This training is for everyone. Firefighters, EMT's, command staff, rank and file, PIO's, support staff. Every person in your department with potential for any media contact needs to be here. Everyone!



Police Officer Joel Dhein

Officer Dhein instructs protective services nationally. He worked as a national crime prevention expert for a major television news network. He is a media relations expert.

Joel is instructing at this training session in Appleton.

Joel Dhein

*Protective
Services Media
Training Done
Right!*



262-264-0767

www.labarberamediagroup.com
info@labarberamediagroup.com



Fire Department and Protective Services Media Training Registration Form



Name:

Agency:

Agency Street Address:

City:

State:

Zip:

Phone:

E-mail:

Registration only enclosed: Check will arrive after March 18, 2008.

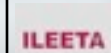
Check enclosed payable to: LaBarbera Media Group, LLC for \$175. (\$195 after 3/18/2008*)

Registration enclosed please bill me.

Mail completed form with your check payable to:

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

This form is available for downloading online at:
www.labarberamedia.com



Need More Information? Special Request?

Lori Casey, Appleton Fire Department
lori.casey@appleton.org 920-832-5820

Joe LaBarbera, LaBarbera Media Group
info@labarberamedia.com 262-264-0767

Training location: Appleton Fire Department Fire Station #6, 4930 N. Lightning Drive, Appleton, WI 54913 (Off Ballard Road, Behind Appleton North High School) Catered hot lunch by Famous Dave's included.

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. Registrations received but not paid are responsible for 100% registration fee regardless of circumstance. \$175 registration for agencies submitting registrations before March 18, 2008 but paying after January 1, 2008. Registrations postmarked after 3/18/2008 pay \$195 fee. Breakfast, snacks, drinks and catered hot lunch provided, but subject to cancellation or change. In the unlikely event training is canceled or rescheduled a new training date will be provided and registrations will be honored, plus credit for an additional registration fee to your agency.