



Special Guest Presenter Joel Dhein

Police Officer Joel Dhein knows the media. 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.

Joel's tips and techniques prepare you for any media interaction. He combines video with real life scenarios. He shows you how to avoid behaviors that negatively impact your career and your department.

Joel Dhein is a valuable resource and will be a special guest presenter at this extraordinary Police Media Training Seminar on October 3.



Seminar Leader Joe LaBarbera

Joe LaBarbera retired from television to form LaBarbera Media Group, an image management, media training and consulting firm. He is sharing what he has learned behind the microphone and in front of the camera over the past quarter century with you. Joe is turning 25 years of media experience and 14 years of television news reporting into a fast-paced multimedia learning experience for law enforcement officers. Joe's tips and techniques can be applied immediately following this information packed seminar.

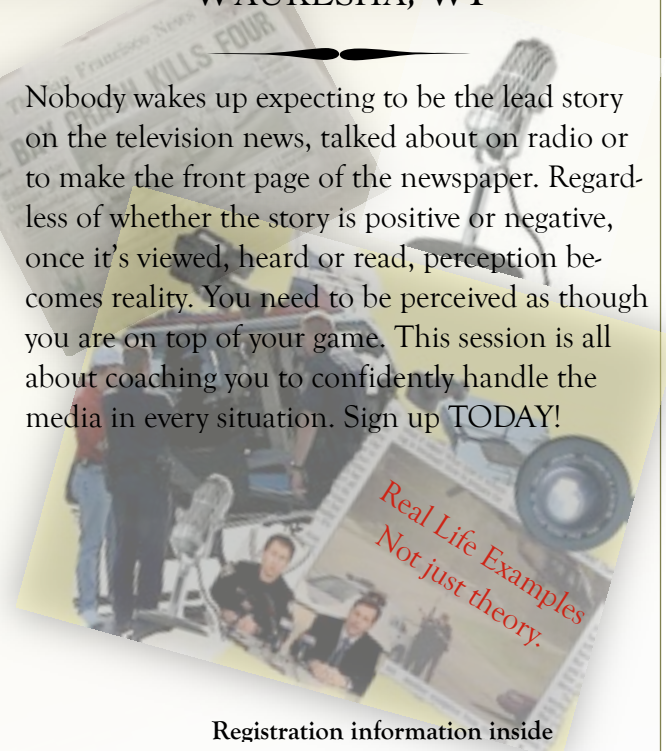
This is the real deal. The inside scoop. Media training from the other side of the yellow tape. Engaging and challenging. Sign up today.

# POLICE MEDIA TRAINING

TUESDAY, OCTOBER 3  
2006

COUNTRY SPRINGS HOTEL  
AND CONFERENCE CENTER  
WAUKESHA, WI

Nobody wakes up expecting to be the lead story on the television news, talked about on radio or to make the front page of the newspaper. Regardless of whether the story is positive or negative, once it's viewed, heard or read, perception becomes reality. You need to be perceived as though you are on top of your game. This session is all about coaching you to confidently handle the media in every situation. Sign up TODAY!



Registration information inside

## Registration and Training Fee \$195

Your registration fee includes:

- Breakfast (coffee, juice, tea, bottled water, fresh danish and donuts, home baked muffins, assortment of fresh fruit)
- Early morning training session
- Mid-morning break (coffee, tea, regular and diet sodas)
- Mid-morning training session
- Deli Buffet Lunch (Ham, turkey, smoked turkey, salami, summer sausage, beef, sliced cheeses, tomatoes, lettuce, tuna salad, deli salad selection, relish tray with dill dip, fresh sliced fruit, chips, coffee, milk, iced tea)
- Post lunch training session
- Mid-afternoon break (granola bars, fresh Otis Spunkmeyer cookies, coffee, tea, regular and diet sodas, bottled water)
- Afternoon training session
- Review
- Bull session and roundtable interaction
- Certificate of Completion
- LaBarbera Media Group Guarantee
- Raffle prizes for everyone

## Training Session Schedule of Events

Tuesday, October 3, 2006

7:30 am	Check-in and breakfast
8:00 am	Early morning training session
9:50 am	Mid-morning break
10:00 am	Mid-morning training session
11:50 am	Deli Buffet Lunch
12:20 pm	Post lunch training session
2:00 pm	Mid-afternoon break
2:10 pm	Afternoon training session
3:30 pm	Review, roundtable & raffle
4:00 pm	Training session formally ends



LaBarbera Media Group, LLC  
325 Sand Hill Lane  
Dousman, WI 53118  
414-940-7000

## Registration Form

Name .....

Agency .....

Agency Street Address .....

Phone .....

E-mail .....

Comments: .....

### Payment Options

Check enclosed for \$195, payable to:

LaBarbera Media Group, LLC

Money order enclosed for \$195

Cash (Call for pick-up DO NOT SEND CASH)

Mail completed form to:

LaBarbera Media Group  
325 Sand Hill Lane  
Dousman, WI 53118

Questions? Answers via e-mail right now!

info@labarberamediagroup.com

**SIGN UP TODAY! LIMITED TO THE FIRST 60  
LAW ENFORCEMENT AGENTS TO REGISTER**