

One Day Media and Social Media Training Opportunity

\$75

January 8, 2022 * 8:00 am to 4pm

Pittsville Fire Company

5388 4th Ave Pittsville, Wisconsin

Registration via email to:

pfd911@tds.net

Or send registration to:

Pittsville Fire Co

Box 241 Pittsville, Wis 54466 or

Call us to register:715-884-6514

\$75 for an all day program including snacks, and all training and course materials.

***Sponsor and Grant Money Helps Us Extend Reduced Registration ***

This training program regularly costs \$195. The \$120 in sponsor and grant money offsets the cost of your registration making *your final cost just \$75! Sign up now!*

You Will... Do a Radio Interview

Write A Press Release

Do a Phone Interview

Do a Television Interview

Simulate Breaking News Situation

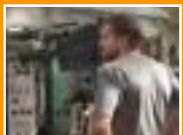
See Behind the Scenes Media Photos

Set Up an Impromptu Press Conference

Participate or observe at your discretion

Learn how to handle social media for your staff

You Choose to Watch & Learn or Participate



Your Instructors: National Media Trainers Joe LaBarbera and Joel Dhein

Joe and Joel have taught the FBI Law Enforcement Executive Development Seminar and the Executive Development Institute and many other Fire and Protective Services Training Programs. Take advantage of this opportunity and sign up NOW!

Instructor

Joe LaBarbera brings nearly three decades of media experience to the classroom. He spent the better part of two decades as one of the most respected journalists in Wisconsin and has a long history in broadcasting.

Joe is President of LaBarbera Media Group LLC, a full service training and consulting firm with specialties in fire, EMS, law enforcement and government agency media training. Joe has won multiple awards as a professional media personality and educator. Joe was awarded the Wisconsin Crime Prevention Practitioners Association Program of the Year in the Media Category and the Minnesota Department of Natural Resources Achievement Award for Statewide Media Training. He has guest lectured on media relations at colleges and Universities across America. He was the only media trainer nationally, nominated for the Law Officer Magazine Law Officer Trainer of the Year. Joe is an expert in effectively managing media and social media.

Joe taught side-by-side with Colonel Daniel Baggio, Chief of Media Relations for the United States Army stationed at the Pentagon. Joe teaches media and communication courses at Florida State College Jacksonville and Bethune-Cookman University when he is not on the road providing training for people just like you. Joe is an expert in media tactic recognition and negotiation. He is here to share this insight with you.



"You can no longer trust media to share the truth. You must recognize media tactics and learn to successfully negotiate them."

- Joe LaBarbera
Professional Media Trainer



Instructor

Retired police Officer **Joel Dhein** instructs law enforcement throughout the world on media relations. Joel provides a basic "game plan" explaining how to establish media ground rules and develop a good working relationship with local and national media.

Joel was selected as the Wisconsin Crime Prevention Practitioner of the Year and was the first Wisconsin officer to receive the National Mac Gray Award in 1999. In 2000, he received the Wisconsin American Legion Outstanding Police Officer Award presented by then Wisconsin Governor Tommy Thompson.

Dhein worked for the Los Angeles, California based FOX television network as the FOX Crime Prevention and Safety Expert from 1998 to 2004. This gave him an insider's view on how the media operates. In 1999, the Wisconsin Broadcasters Association honored him for "Best Use of Video" in a major television market for his story on latchkey kid safety "Danger at the Door". This was one of many crime prevention pieces televised nationally on the FOX network.

Dhein was 1 of 6 U.S. law enforcement specialists the United States Department of the State selected to represent the USA in Project Harmony. Dhein spent almost 3 weeks in Ukraine speaking to Law Enforcement and Military Officials about Media issues. He has also made hundreds of media appearances on radio, CNN, FOX News Channel and local television stations in Wisconsin.

January 8, 2022. 8:00am - 4:00 pm
Media and Social Media Training Class Registration
Pittsville Fire Company * Pittsville, Wisconsin

(Name) _____ wishes to register the following people for the **Media and Social Media Training Class** to be held on **Saturday, January 8, 2022 at the Pittsville Fire Company, Pittsville, Wisconsin. Pre-registration is required to assure class space and continuing education certification, certificates and course materials. Final Cost: \$75 per student. (\$195.00 after December 1, 2021).** Program includes breakfast, lunch, refreshments, snacks and all training and course materials. This class is eight hours in length with extensive hands-on training. **Who should attend:** Fire, EMS, Law enforcement, Dispatch and any other interested individuals involved in protective services or anyone who uses social media.

	NAME	POSITION	AGENCY
1.	_____	_____	_____
2.	_____	_____	_____
3.	_____	_____	_____
4.	_____	_____	_____
5.	_____	_____	_____

Total Number of People Registered: _____ (x \$75 =) Total Amount Due \$ _____

Return this form to the Pittsville Fire Department, in care of Chief Jerry Minor, PO Box 241 Pittsville, WI 54466
 Phone registration 715-884-6514. Email registration to Chief Minor at pfd911@tds.net