News Media Relations

Telecourse DVD (New)
July 2006

This program takes law enforcement officers behind the scenes of a television news room to reveal how the news of the day is created. Details the moment-by-moment development of a breaking news story, and shows how to manage the media while keeping officers safe—helping everyone to do their job. Reviews media access laws and describes when and where the media has special rights. Shows how being proactive with the media can help a law enforcement agency when the agency needs the media or public’s assistance.

The DVD program offers two viewing options:

1. Play Telecourse in its entirety (105 min.)
2. Select among five Telecourse segments:
   • The Role of the Media (31 min.)
   • Creating a Positive Image (18 min.)
   • Laws and Access (23 min.)
   • Managing the Media During a Crisis (26 min.)
   • How to Create a Press Conference (5 min.)

POST Course Control Number: xxxx-29000-xx150*
CPT Hours: 2.0
DVD Shipping Date: 08/07/06
Reference Guide: No

* NEW Course Control Numbering scheme in place as of July 1.
The first four digits of the Course Control Number (xxxx) is the preassigned Telecourse Presenter Number specific to your agency; the next five digits are fixed “29000” for all video/multimedia presented after July 1, 2006; the tenth and eleventh digits (xx) are the fiscal year in which your agency presents this program (currently “06”); the final three digits are the “multimedia I.D. number” specific to this program. See website at http://www.post.ca.gov/training/cptn/control.asp for detailed instructions.