

An ‘Entertaining’ Lesson on How Cops Can ‘Win the Media’ After They Kill

By [Jim Naureckas](#)

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& [Civil Rights](#)

The St. Louis County and Municipal Police Academy held a special class on October 24 for “upper-echelon law enforcement professionals.” The subject:

OFFICER-INVOLVED SHOOTING — YOU CAN WIN WITH THE MEDIA

The class, taught by PR agent Rick Rosenthal, focused on such topics as “Managing the Media When Things Get Ugly (Think Ferguson).” A flyer promoting the class promised, “In addition to the Ferguson case study, this fast-paced class is jam-packed with the essential strategies and tactics, skills and techniques that will help you WIN WITH THE MEDIA!”

Sound boring? Not at all! “The training is also *highly entertaining*,” the flyer emphasized. “You will learn a lot, and you’ll have fun doing it!”

That *does* sound like fun—learning how to best manipulate the media after your colleagues have killed a human being.



Continuing Education

St. Louis County and Municipal Police Academy

< Program Announcement >

OFFICER-INVOLVED SHOOTING -- YOU CAN WIN WITH THE MEDIA

The shooting death of a black teenager by a white police officer on August 9th in Ferguson, Missouri and the events that followed were tragic. In addition to the Ferguson case study, this fast-paced class is jam-packed with the essential strategies and tactics, skills and techniques that will help you WIN WITH THE MEDIA! It is *practical* training, not theoretical. Take what you learn and put it to work for you on the street right away! The training is also *highly entertaining*: numerous video clips illustrate key points, and there is NO PowerPoint! You will learn a lot, and you'll have fun doing it! In addition to the detailed case study of Ferguson (including numerous practical tips for handling the media in an officer-involved shooting) topics will include:

- Meet the 900-Pound Gorilla
- DWI and the Media
- Feeding the Animals
- "No comment" is a comment
- Don't Get Stuck on Stupid!
- Managing Media Assault and Battery
- Managing the Media When Things Get Ugly (think Ferguson)
- Managing the Media in a Crisis (including lessons learned from the Newtown, CT school shooting.)

The instructor for this program will be Rick Rosenthal, President of RAR Communications, Inc. This will be instructor Rick Rosenthal's 10th class at the C.M.P.A. In the past 16 years he has trained thousands of officers from many hundreds of local, county, state and federal agencies including a six state police organizations; eight state police chiefs' associations; seven state sheriffs' associations; the International Association of Chiefs of Police; the National Sheriff's Association; FLETC; and the U.S. Marshals Service.

Please classroom materials (pen/pencil and paper).

Session: One
Date(s): October 24, 2014
Time: 8:00 a.m. - 5:00 p.m.
Place: St. Louis County and Municipal Police Academy
1266 Sutter Avenue
St. Louis, MO 63133-1934

WHO SHOULD ATTEND: All upper-echelon law enforcement professionals who ever expect to face media contact will benefit. This includes top-level decision-makers, command staff, supervisors, and subject-matter experts as well as PIOs- Technical Studies

ATTENDANCE IS LIMITED TO 80 PARTICIPANTS

To reserve your seat, please mail or fax your Continuing Education Registration Form to be received 1 week prior to class start date. Reservations will be taken from non-tuition paying departments at a cost of \$75 per seat, and will be placed on standby. Standby seats will be notified if their reservation is accepted, depending upon seat availability. Non-tuition paying departments will be invoiced, whether or not the seat is used, after acceptance of standby notice.

PLEASE USE THE REGISTRATION FORM ON THE BACK

In case you weren't able to join in the festivities, Rosenthal shared some of his insights with the cop-oriented website PoliceOne.com ([8/2/12](http://www.policeone.com)), in an interview headlined "Feeding the Animals: 10 Tips for Winning With the Media After an OIS." (OIS= Officer-Involved Shooting—imagine if you had to say that whole phrase every single time!)

The headline is a reference to Rosenthal's advice to "feed the animals early and often"—by which he means "talking to the media." And the article explains why you do that:

The more information they are fed after an OIS, "the less likely they'll go foraging on their own, finding far less knowledgeable and far less credible 'sources' for 'news' that is often based on innuendo, hearsay, speculation, vengeance and biased personal opinion."

“Foraging on their own” means journalists talking to sources (or “sources”) who aren’t the police. If you follow Rosenthal’s tips for handling the “animals,” apparently you can avoid that disastrous phenomenon altogether.

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