



Are you prepared for an OIS?

Communications Response for Officer-Involved Shooting

An officer-involved shooting (OIS) will draw significant resources from your department and can generate intense scrutiny from the media, public, and community. It is critical to get out the right messages with the right tone, immediately after and during the investigation of an officer-involved shooting.

What are you *obligated* to release? What *should* you release?

Media Survival Group announces a new half-day* training/table-top exercise for crisis communications response to an OIS.

Be Prepared!

Who should take this class:

- Law enforcement supervisors, managers and/or command staff who will handle an OIS behind the scenes or on-camera.
- PIOs who will be managing traditional and social media for an OIS.
- Government officials of a jurisdiction who may be asked to comment on an OIS.

Media Survival Group (MSG) is a consortium of skilled communicators with years of top-level experience in some of the nation's most high-profile crisis incidents. We can help you and your agency prepare for an officer-involved shooting.

Agenda:

The class includes lecture, videos, group discussion, case studies, and a table-top exercise.

Topics include:

- What to expect during an OIS
- Role of a PIO in an OIS
- Key crisis communications concepts
- Initial and detailed message crafting
- Controlling the message
- Transparency
- Case studies
- Creating videos that tell your story

You will leave the class with an understanding of the media and public reaction to an OIS and numerous options and strategies on communicating and delivering your key messages during one of the most intense incidents your agency may ever face.

**This class is also available in an 8-hour format.*

If you have any questions or would like a no-obligation proposal, please contact Media Survival Group at (916) 402-1235, karen@pioteams.com, or on the web at www.mediasurvivalgroup.com.