

News Media Training for Law Enforcement Leaders October 23 and 24, 2025



“One of the absolute best classes I have ever taken to assist me in doing my PIO duties at this point in my career. A must-take class for command staff.” — Anonymous survey, Mid-States Organized Crime Information Center student.

Length: Two Days/16 Hours.
Class Starts: 8:00 a.m. each day
Location: Columbia Police Department Training Center
5001 East Meyer Industrial Drive, Columbia, MO 65201
Prerequisite: None
Certified: Peace Officer Standards and Training (POST)
Cost: \$475.00
Register: <http://www.pioteachers.com/registration>
Training Provider: Media Training for Law Enforcement, LLC

Description:

This two-day course, 16 hours of which are certified by Peace Officer Standards and Training (POST), is hosted by the Columbia Police Department. The class teaches First Responders, Command Staff, and Public Information Officers how to respond to urgent news demands quickly and efficiently. Students will learn how to build successful media relations programs that deliver their agency’s messages to citizens through traditional and social media.

The class combines lectures with hands-on exercises and includes on-camera training. Students will encounter “crisis” scenarios and brief on “breaking” news. Classmates will play the role of aggressive reporters. Critiques and discussions will follow.

(more)

The course traces the development of news media, providing the history that has led to the emergence of social media as an important force. Students will exchange “Best Practices” using social media to promote their agencies’ objectives.

Participants will learn how to:

- Be proactive in dealing with the news media
- Improve on-camera performance
- Control TV, radio, online, and print interviews
- Stage and conduct successful press conferences
- Write press releases that shape the story and encourage coverage
- Manage media relations in a crisis when it “hits the fan”
- Anticipate media demands and understand what drives coverage
- Build trusting relationships with reporters and editors
- Enhance an agency's reputation by promoting its good works

Students are asked to bring their own media horror stories to discuss how they could be handled differently after training.

Instructors for this class are:

Gary Nurenberg is a veteran television correspondent with more than two-dozen awards for his national and local reporting. He has covered major stories, including the 2018 elections, the drug wars in Washington, DC, the September 11 attacks, the Oklahoma City bombing, the Beltway Snipers, and the trials of Timothy McVeigh, OJ Simpson, the Unabomber and the impeachment of President Bill Clinton. For more than a decade, he has coached television performance clients from both private industry and federal agencies. Nurenberg is a member of the bar in both Vermont and Washington, D.C.

Joe Paglia, a nationally recognized marketing and public relations professional, is also a former television news reporter and the winner of several journalism awards. As a media trainer for corporate executives and organizational leaders, Paglia serves as a media relations representative, spokesperson, copywriter, editor, and speechwriter. Paglia directed marketing communications and public relations for various business units at Eastman Kodak Company. He was the Director of Public Relations for Monroe Community College, where he managed crisis communications during a historic, community-wide disaster.

Here are some comments from participants in previous classes:

“Great class. Very Useful. Great training techniques.” — Mid-Atlantic Great Lakes Organized Crime Law Enforcement Network student.

“Yours was one of the very best classes I’ve had in my career.” — Lieutenant, Cherokee County Sheriff’s Office, Georgia

“The class was most awesome. All command staff and supervisors should attend this course.” — Lieutenant, Newport Rhode Island Police Department

“Your class was one of the best trainings I’ve had in years. I left with more than I expected and know I’m more prepared for what I will encounter with my PIO duties.” — Public Information Officer, United States Postal Inspection Service