

# ADMJ 0633 - MEDIA RELATIONS FOR LAW ENFORCEMENT

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## Catalog Description

Hours: 9 lecture

Description: Designed to prepare the line officer to work with the media and give a press release. (pass/no pass grading) (not degree applicable)

## Course Student Learning Outcomes

- CSLO #1: Compare and contrast various techniques used to deal effectively with the media.
- CSLO #2: Analyze the advantages and disadvantages of providing information to the media during a law enforcement investigation.
- CSLO #3: Formulate a plan to develop and maintain relationships between law enforcement and the media.

## Effective Term

Fall 2017

## Course Type

Credit - Nondegree-applicable

## Contact Hours

9

## Outside of Class Hours

18

## Total Student Learning Hours

27

## Course Objectives

1. Outline the seventeen laws that pertain directly to mass media/crisis communications in California;
2. Compare and contrast various techniques used to deal effectively with the news media;
3. Define the benefits and pitfalls of providing information to the media;
4. Outline the appropriate methods in dealing with an aggressive/negative reporter; and
5. Develop in-service training for local law enforcement personnel to improve their services to the media and the community.

## General Education Information

- Approved College Associate Degree GE Applicability
- CSU GE Applicability (Recommended-requires CSU approval)
- Cal-GETC Applicability (Recommended - Requires External Approval)
- IGETC Applicability (Recommended-requires CSU/UC approval)

## Articulation Information

### Methods of Evaluation

- Projects
  - Example: Students will write a sample press release to be used during mock press conference.
- Skill Demonstrations
  - Example: Students will present information in a mock media interview.

## Repeatable

No

## Methods of Instruction

- Lecture/Discussion

Lecture:

1. Using PPT and videos, Instructor will explain and discuss the benefits of establishing and maintaining positive relations between law enforcement and the media. Students are expected to outline the benefits.

## Typical Out of Class Assignments

### Reading Assignments

1. Read sample press releases in preparation for developing a mock media presentation.
2. Read the California Public Records Act pertaining to HIPPA.

## Writing, Problem Solving or Performance

1. Practice sound bites for crimes of violence and property crimes.
2. Practice writing a press release based on a hypothetical critical-incident law enforcement investigation.

## Other (Term projects, research papers, portfolios, etc.)

### Required Materials

## Other materials and-or supplies required of students that contribute to the cost of the course.

Instructor-compiled materials.