



REGISTRATION OPEN



Communicating Agency Successes

In today's environment, effective communication is a critical law enforcement skill. This no-cost course helps agencies strengthen their public presence by teaching personnel how to promote positive stories, engage with the community, and enhance their agency's reputation.

Attendees will gain practical techniques for working with the media, developing impactful messaging, and utilizing social media to highlight the professionalism, dedication, and service of their personnel. The training is highly interactive and focused on strategies that produce real results.

Meet the Instructors

Laura McElroy is a leading law enforcement communications strategist and trainer with a track record of helping agencies reinvent their communications. She draws upon her 33 years of experience as an award-winning journalist and a nationally recognized communications consultant.



Lee Bercaw, Ph.D. is the recently retired Chief of the Tampa Police Department, concluding more than 30 years of public service, including three and a half years as chief. He is widely recognized for his crime-reduction efforts and community-oriented policing philosophy. Passionate about teaching and bridging the gap between academia and practitioners, he has been appointed associate professor of instruction and coordinator of USF's Master of Arts in Criminal Justice Administration program.

Live Online Course Sessions

- Introduction to Enhanced Training
- Module 1: Communication Foundations
- Module 2: Message, Messenger, Platform
- Module 3: Building the Story and Internal Communications
- Module 4: Crisis Communication
- Module 5: Social Media I
- Module 6: Social Media II
- Module 7: Capstone Presentations
- Module 8: Capstone Presentations

Additional opportunities include twice-weekly instructor office hours and virtual consultative support with experts and trainers, available as needed.

To Learn More
Contact the Enhanced Training team at COPS-ET@cna.org
regarding this training opportunity.