

SOUTHWESTERN ILLINOIS LAW ENFORCEMENT COMMISSION

Mobile Team ASSIST #14

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Mandates: 1 Hr. Civil Rights, 3 Hrs. Procedural Justice, and 16 Hrs. Lead Homicide Investigator

16 Hour Media/PIO Training

9:00 am to 6:00 pm

November 6 & 7, 2025
O'Fallon Police Department
285 North 7 Hills Rd., O'Fallon, IL. 62269

Program information:

Chiefs/Sheriffs, Command Officers or individuals assigned to PIO duties attending this 2-day, 16-hour program will gain practical experience in preparing for and delivery of departmental information at media events/press interviews. Interviews and press releases will be conducted on a variety of incidents i.e. natural disasters, terrorist acts, major crimes.

Topics covered include:

- ◇ Development of Media Policies
- ◇ NIMS/ICS Considerations
- ◇ NIMS Public Information Systems
- ◇ Media Relations
- ◇ Pre-Planning Interviews
- ◇ Media Traps
- ◇ Challenges of Television News
- ◇ New Media (Internet)
- ◇ What is News?
- ◇ Crisis Communications
- ◇ Interviews Bridging
- ◇ Freedom of Information Act/ Illinois Open Records Act
- ◇ Social Media/Messages/Technology
- ◇ Rules of Professional Conduct
- ◇ What Reporters Want to Know in a Crisis
- ◇ Changing Details in a Crisis/Getting Out the Good News
- ◇ Importance of Knowing Your Media Market
- ◇ Holding Reporters Accountable



Instructor: Ross Rice

Ross Rice was a 25-year veteran of the FBI who for the past 12 years served as Public Affairs Director and spokesman for the Chicago office. Ross has provided instruction on media relations to the FBI's National Academy, Illinois State Police, Chicago Police Department and local law enforcement in Illinois, Indiana and Wisconsin. He also served as the FBI's national spokesman for several high-profile investigations, including the arrest of a sitting governor and two international terrorism cases.