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**MD MUNICIPAL POLICE  
EXECUTIVE ASSOCIATION**

**20 Bedford Street  
Cumberland, MD 21502  
(301) 759-6475**

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**Immediate Past Chairman**

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Hyattsville Police Dept.  
301-985-5084

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## **Media Matters:**

### **When You're the Headline**

## **Will your city or town be next in the media spotlight?**

**Overview:**

When a crisis occurs in your community, it is too late to prepare. How should the narrative be formed, who is the appropriate media messenger or spokesperson, what information should be released, when and by whom? In today's fast-paced media environment, time is truly of the essence.

**Presenters:**

Julie Parker and Christina Cotterman, two media veterans with law enforcement communications experience, will guide participants through a comprehensive program designed to prepare Chiefs of Police, Sheriffs, command staff, and elected and appointed officials in the event your city or town is cast into the national spotlight.

**Program:**

The day-long, hands-on, interactive course, sponsored by the MML-PEA, includes the role of social media in shaping the message, how to prepare effective written press releases, and the important role all officials have in ensuring a timely, consistent and accurate message. We also employ the services of a professional videographer who will record mock news conferences and play back for instant review, allowing participants to fine-tune their public speaking skills and learn what to say, what not to say, and the ever important body language messages conveyed when the camera is rolling. This is an environment that encourages learning, rather than doing so under media fire after the crisis hits.

## Our Presenters



Julie Parker

Julie is a Former Emmy & Edward R. Murrow Award-winning television news reporter turned police department media director, chief spokesperson and digital strategist. She has reported outside the crime tape and given reporters details from behind it. She is an expert storyteller with extensive experience in broadcast journalism, crisis communications, social media, media relations and training. She was previously responsible for the dramatic improvement of media and community perception and message-sharing of the Prince George's County Police Department. She is a recognized leader in the use of social media for messaging and crisis communications and featured in The Washington Post for both leading the agency's rebranding efforts via the use of Twitter and for becoming a communications change agent in policing. Julie is also a regular guest lecturer at the FBI National Academy. Julie currently leads the Public Affairs Bureau of the Fairfax County Police Department.



Christina Cotterman

Christina Cotterman, or CC as she is known to her friends, serves as the Deputy Director of the Media Relations Division at the Prince George's County Police Department in Maryland - the 28th largest police department in the country. She is a senior-level communications manager with an extensive background in broadcast journalism. She advises the Chief of Police and Executive Command Staff during critical incidents. She also played a key role in the successful transformation of the department's communications strategy. Prior to joining the PGPD, CC spent 13 years in newsrooms, most recently at the FOX News Channel's DC Bureau. While there, she travelled across the nation to cover breaking news and major political events.

**Media Matters:  
When You're the Headline**

**Agenda**

**When:** Friday November 18<sup>th</sup> from 8:30 a.m. to 3:30 p.m.

**Where:** Hyattsville Police Department, 4310 Gallatin Street Hyattsville, Maryland 20781

**Audience:** Police Chiefs, Sheriffs, Executive Command Staff, Elected Officials, Appointed Officials  
Press Information Personnel

**Registration:** \$375 per person, includes continental breakfast, lunch and seminar

**Itinerary:**

8:30 – 9:00: Continental Breakfast

9:00 – 11:30: Social Media

- Using Facebook & Twitter to your advantage
- Preparing your counterpunch to false information and rumors on social media

11:30 – 12:30: Lunch Provided (Networking Opportunity)

12:30-3:30: Interacting with the Media / PIO

- Preparing the Message & the Messenger
- Mock news conference with former reporters who will challenge you on scenarios based on current events

**To ensure confirmation in the course, your payment must be received by November 4.**

**Space is limited.**

**To register make checks payable to: Julie Parker Communications**

**Mail checks to:  
Hyattsville City Police  
4310 Gallatin Street  
Hyattsville, Maryland 20781  
Attention: Lt. Chris Purvis**

**For registration questions, directions or parking arrangements, please contact Lt. Purvis at [cpurvis@hyattsville.org](mailto:cpurvis@hyattsville.org) or office number 301-985-5066.**

**Sponsored by: The Maryland Municipal League- Police Executive Association,  
Chief of Police Charles Hinnant, Chairman, MML-PEA**