



# CAL STATE FULLERTON POLICE DEPARTMENT TRAINING

## **TRAINING TITLE**

Media and Message Training by Integrated Communications Strategies, LLC

## **TRAINING DESCRIPTION**

Understand the communications environment and news media. Tips for working with the media to develop and deliver key messages.

## **OBJECTIVE**

Deepen understanding of communications environment and implications for managing reputation. Provide insight into media landscape and journalistic techniques.

## **APPROXIMATE MONTH/YEAR COMPLETED**

January, 2021