



Commanding the Message: Media Relations for Law Enforcement

DATES:

October 13, 2026

TIME:

8:00 a.m. – 4:30 p.m.

COST:

\$79

LOCATION:

WCTC
800 Main Street
Pewaukee WI 53072

REGISTER ONLINE:

www.wctc.edu/cjtraining
Select Specialized Training

"It was nice to get the perspective from both L.E. and the media. Good information that can be used in a PIO position no matter what level. The instructors were very knowledgeable and professional."

"Very knowledgeable instructors, great presentation and relevant information."

Attendees April 2026

The image of your police agency in the community is vital. It is inevitable that the media will either air a story about your department or one that will affect your agency. This class will discuss strategies on how to manage the media from a daily basis to a major event, including how to cover the positive side of your agency and your officers in the community.

Topics include:

- Developing/Maintaining Relationships with the Media
- Impact of National Media on Local Media during large cases
- Message Bases
- Press Conferences
- Press Releases
- Taped Interviews
- Types of Interactions with the Media

This course is intended for any municipal employee who may need to speak to the media including Police Chiefs, Fire Chiefs, Command Staff, Public Information Officers (PIOs), School Superintendents, Administrative Staff, Municipal Leaders and Department Heads.

Instructor:

Capt. Dan Baumann has been employed with the Waukesha Police Department for 27 years. He has served in the Patrol Division, Criminal Investigation Division and the Special Services Division, having Commanded all three. During his professional career, both in the military and in law enforcement he has had the opportunity to be a first-line supervisor, middle-manager and work in the executive leadership team. Captain Baumann earned a master's degree in management and is a graduate of the FBI National Academy Session 272. Dan is the Public Information Officer for his agency and during the Christmas parade tragedy mass casualty event he served as the Public Information Officer for the City of Waukesha.

Hillary Mintz joined Waukesha County as Public Information Officer in 2023, after more than a decade of working as a trusted journalist at WISN 12 News in Milwaukee. Hillary is an Emmy Award winning journalist, and 2022 recipient of the Wisconsin Broadcaster Association's "Best Live On-Scene Reporting" award in a large market. Now serving as PIO and Press Secretary for County Executive Paul Farrow, she oversees communications across multiple departments to keep residents informed. Hillary has also received certification from FEMA as an Advanced Public Information Officer.

