



PUBLIC INFORMATION OFFICER ACADEMY

FOR GOVERNMENT AGENCIES

SCAN TO REGISTER



SEPTEMBER 11-12, 2024
9:00 A.M. - 4:00 P.M.
REDMOND POLICE DEPARTMENT

LEARN HOW TO USE YOUR VOICE TO YOUR *ADVANTAGE*.

This course is designed to teach Public Information Officers (PIOs) within law enforcement, fire service and government agencies to gain the skills they need to handle any media relations scenario.

This is a hands-on course that will prepare students for their work as a PIO, both during and outside of an incident.

It is designed for students to walk away with strategies and systems to implement immediately within their agency.

TOPICS INCLUDE:

- 🌀 Preparing for a media interview
- 🌀 Prepping a speaker for interviews
- 🌀 Conducting a press conference
- 🌀 Crisis communications
- 🌀 Working in a Joint Information Center
- 🌀 Managing a multi-jurisdictional incident
- 🌀 Media relations
- 🌀 Writing for different platforms
- 🌀 What to have in a PIO kit