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Vista Law Enforcement Training and Consulting, LLC

Public Information Officer (PIO) and Media/Public Relations for Police

Administrators Training

POST-certified # 24466 | 4 Hours

Date: ?????

Time: ??:00 AM – ??:00 PM

Cost: \$??? .00 per attendee

Location: ????? Police Department,
?????, ?????, MO ?????

Program Overview

Vista Law Enforcement Training and Consulting, LLC, in partnership with the ??? Police Department, presents this comprehensive training program. This course is taught by experienced public information officers, supervisors, and commanders with decades of experience conducting, supervising, and managing PIO duties.

Training Topics

- What the media wants—and how to meet your agency’s communication goals
- Preparing innovative “media threat assessments” before interviews
- Simple strategies to prepare, rehearse, and deliver confident media interviews
- Professional techniques for managing tough media challenges
- Key information you should obtain from reporters before an interview
- Overview of how to prepare and conduct written press releases, social media accounts, and press conferences
- Navigating bad PR situations and the three phases of crisis communication
- Communicating with the media during critical incidents and major events

Who Should Attend

- ✓ Aspiring, new, or current Public Information Officers (PIOs)
- ✓ First responder personnel tasked with handling media inquiries, press releases, or social media
- ✓ Supervisors and Command Staff who are responsible for public communications

COURSE POST HOURS

1 Legal Studies

o Skills Firearms

1 Interpersonal

o Racial Profiling

2 Technical Studies

o Implicit Bias

o Skill Development

o De-escalation

REGISTER TODAY!

<https://vistabluetraining.com/training-schedule>

