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Vista Law Enforcement Training and Consulting, LLC

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Public Information Officer (PIO) and Media/Public Relations

Vista Law Enforcement Training and Consulting, LLC, in cooperation with **????**, has scheduled this **16-hour POST-approved training program**, titled **“Public Information Officer (PIO) and Media/Public Relations.”** This training program is presented by current and retired law enforcement supervisors/commanders who are experts in performing, supervising, and managing Public Information Officer (PIO) duties. Topics include:

- Identifying what information the media wants/needs and your goal in dealing with the media
- How to prepare a “threat assessment” of media interviews
- Appropriate media interview settings
- How to prepare and rehearse before media interviews
- Ways to be professional and manage various challenges when dealing with the media
- Information you are entitled to from the media before conducting an interview
- 6-step process to successfully handle a question-and-answer session with the media
- Proper non-verbal communication skills when dealing with the media
- How to prepare and disseminate written press releases
- How to start, manage, and utilize social media accounts
- Proper procedures in how to prepare, conduct, and manage a press conference
- Bad “PR” situations, the three phases, and how to survive them with the media
- How to manage critical incidents (natural disasters/human-caused events) with the media

This program is designed for new and current PIOs. Attendees will cover the role of the PIO in critical incidents, conducting awareness campaigns, press releases/social media writing, public speaking, and media interviews through classroom and scenario-based training exercises that include video-recorded class evaluations.

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

COURSE POST HOURS: 1 Interpersonal Studies, 1 Legal Studies, Skills Development,
 Skills Firearms, 14 Technical Studies, Racial, Implicit Bias, De-escalation

Vista Law Enforcement Training and Consulting, LLC is a Missouri Peace Officer Standards and Training (POST) approved provider for Continuing Law Enforcement Education (CLEE) training hours

“Professional Law Enforcement Training and Consulting”

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