

Vista Law Enforcement Training and Consulting, LLC

Public Information Officer (PIO) and Media/Public Relations Training

POST-certified # 24617 | 16 Hours

Date: ?????

Time: ??:00 AM – ??:00 PM

Cost: \$???.oo 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. **Attendees should bring a laptop with Wi-Fi connectivity and have access (digital version preferred) to their department's press release template and their related policies/standards.**

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
- Key information you should obtain from reporters before an interview
- Crafting and distributing effective press releases
- Building, managing, and leveraging agency social media accounts
- How to plan and lead an effective press conference
- Navigating bad PR situations and the three phases of crisis communication
- Communicating with the media during critical incidents and major events
- Scenario-Based Practical Application (Day 2)

Who Should Attend

- ✓ New or aspiring Public Information Officers
- ✓ First responder personnel tasked with handling media inquiries, press releases, or social media
- ✓ Supervisors and Command Staff responsible for public communications

COURSE POST HOURS

1 Legal Studies

0 Skills Firearms

1 Interpersonal

0 Racial Profiling

14 Technical Studies

0 Implicit Bias

0 Skill Development

0 De-escalation

REGISTER TODAY!

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

