

Det. Gary M. Fournety, M.A. (Retired)
St. Louis County Police Department
Founder & President Emeritus
314.609.2719



Lt. Brian M. Hilke, M.A. (Retired)
O'Fallon, MO Police Department
President – Company Partner
636.795.2383

Vista Law Enforcement Training and Consulting, LLC ***1550 Wall Street, Suite 16B, St. Charles, Missouri 63303***

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

Vista Law Enforcement Training and Consulting, LLC, in cooperation with **????**, has scheduled this **4-hour POST-approved training program**, titled **"Public Information Officer (PIO) and Media/Public Relations for Police Administrators."** 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
- Overview of how to prepare and conduct written press releases, social media accounts, and press conferences
- 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 course is intended for Police Administrators who act as their agency's Public Information Officer (PIO) or those who lead others who interact with the media. Attendees will cover the role of the PIO in critical incidents, conducting awareness campaigns, press releases, social media, public speaking, and media interviews.

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

***COURSE POST HOURS: 1 Interpersonal Studies, 1 Legal Studies, Skills Development,
 Skills Firearms, 2 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"

WWW.VISTABLUETRAINING.COM

VISTALLC@VISTABLUETRAINING.COM