



PUBLIC INFORMATION OFFICER ACADEMY FOR GOVERNMENT AGENCIES

\$495 per student



MARCH 19-20, 2025
9:00 A.M. - 4:00 P.M.
DUPONT 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:

- § Conducting a media interview and press conference
- § How to prepare a speaker for a media interview
- § Crisis communications
- § How to build your team, even as a division of one
- § How to work in a Joint Information Center (JIC)
- § Managing a multi-jurisdictional incident
- § Filming your own social media videos
- § Tabletop and functional exercises
- § What to have in a PIO kit