

# PIO BOOT CAMP

**A Hard-Hitting, No-Nonsense Media Relations Seminar  
for Police, Fire & Public Safety Leaders**



**Oct. 22-25, 2018  
Paradise Valley Police Dept.  
Paradise Valley, Arizona**

## **4-Day 'Master Public Information Officer' - Certification Course**

Intensive Media Relations & Social Media Training – High caliber instruction, exercises, videos, on-camera practicals & more

- Crisis & Incident Command Communications
- Perception vs. Reality – Educating a skeptical audience
- Your “open-door policy” may be a career killer
- There’s a problem with those words!
- Guerrilla tactics to get your message out
- Facebook, YouTube & Twitter are news!
- You may NOT need a media policy
- News coverage trends: Are you prepared?
- Social Media Revolution: Tricks, secrets & pitfalls
- Videos: Good, bad & ugly of news interviews
- “Cyber Activism” is a game changer for Police & Fire Dept.’s
- Brand & Reputation Mgmt. for your department
- When to respond & when to just “shut up!”
- Apps & tech for an overwhelmed PIO
- Write more effective news releases, posts & tweets
- Secrets & tricks reporters don't want you to know
- Take the heart out of a negative news story
- Emergency responses to toughest media questions

**\$595 per person**  
piobootcamp.com  
or 602-445-6442

