

# PIO BOOT CAMP

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



**October 18-21, 2021**  
**Escondido Police Dept.**  
**Escondido, California**  
(San Diego area)

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

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

- Crisis & Incident Command Communications
- Perception vs. Reality – Messaging in a Pandemic
- Your “open-door policy” may be a career killer
- There’s a problem with those words!
- Guerrilla tactics to get your message out
- Facebook & Instagram Live! Should we be?
- News coverage trends, updates & challenges
- Police & Fire Brand Reputation Mgmt.
- Impact of “Cyber Activism” on Police & Fire Dept.’s
- Social Media Revolution: Tricks, secrets & pitfalls
- Videos: Good, bad & ugly of news interviews
- When to respond & when to just “shut up!”
- Apps and tech for an overwhelmed PIO
- Write more effective news releases, posts & tweets
- Secrets 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



Police Social Media  
**BOOTCAMP™**  
PoliceSocialMedia.com