

PIO BOOT CAMP

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



**November 18-21, 2024
Gardner Justice Center
Gardner, Kansas**

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 & Instagram Live! Should we be?
- News coverage trends, updates & challenges
- Police & Fire Brand Reputation Mgmt.
- Social Media Revolution: Tricks, secrets & pitfalls
- Videos: Good, bad & ugly of news interviews
- Impact of “Cyber Activism” on Police & Fire Dept.’s
- 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 (480) 622-8297

Chris Ryan
SEMINARS