



# 2015 Training Conference

Sheraton Sand Key, Clearwater Beach, FL

Sunday-Wednesday  
Aug. 30 - Sept. 2, 2015

**SEATING IS LIMITED AND WILL FILL QUICKLY**  
*Register Early!*



Sponsored by:

# COPS

LANGLEY PRODUCTIONS, INC.

# About the Conference



The NIOA Training Conference is the only national meeting to focus exclusively on your needs as public information officers (PIOs). You'll gain new insights on crisis communication from experts who successfully handled some of the most intense,

high-profile events in the nation. Problem-solve diverse scenarios and brainstorm media relations tactics through lively discussion sessions. In both formal and informal settings, reap the advantage of unrivaled networking opportunities with other dedicated PIOs from across North America.

## Registration

To claim the \$495 member discount, **your membership application, dues, and conference registration form must be received by June 30, 2015.** To receive the member rate, you must be a member in good standing with dues paid by June 30, 2015.

**Dues must be paid and conference registration must be received by June 30.**

### CHECK AND CASH:

#### By June 30

Members .....\$495  
Non-Members .....\$595

#### July 1 or After

Members and Non-Members.....\$695  
Day of Conference Registration.....\$795

### CREDIT CARD:

#### By June 30

Members .....\$515  
Non-Members .....\$618

#### July 1 or After

Members and Non-Members.....\$722  
Day of Conference Registration.....\$827

**THERE IS AN ADDITIONAL CHARGE FOR CREDIT CARD REGISTRATION TO COVER NIOA'S COST.**

- To register using a credit card, go to [www.nioa.org](http://www.nioa.org) and under **Annual Conference** in drop down menu, click **2015 Conference Registration (Credit Card)**
- No refunds will be made after August 7.
- All fees must be paid by conference check-in or you will not be allowed to attend.
- Purchase orders are NOT accepted. Checks received **without** registration forms will be returned.

## Hotel

The conference will be held at the Sheraton Sand Key in Clearwater Beach, Florida, overlooking the Gulf of Mexico and the Intracoastal Waterway.

NIOA has arranged a room rate of \$104/night, plus taxes. To receive the discounted rate, you must call the hotel directly at 727-595-1611 to reserve your room and request the NIOA conference rate. **The NIOA block of reserved, reduced cost rooms will be released on July 24.** After July 24th, availability at the Sheraton Sand Key cannot be guaranteed.

## Meals

Included in the conference fees are continental breakfasts from Sunday through Wednesday mornings, Sunday President's Reception and Wednesday Closing Celebration. All other meals are on your own.

## Dress Code

Dress for all conference sessions including Sunday's President's Reception is professional business casual. Collared golf shirts are acceptable, but NO shorts, t-shirts or flip-flops are permitted.

Dress for the Closing Celebration is casual.

## Fast Facts

**Conference Check-in** Sunday and Monday begins at 7:00 a.m.

**Sessions** begin promptly at 8:30 a.m. each morning except Monday, which begins at 8:00 a.m.

**Conference presentations** are subject to change without notice. Check the NIOA website at [www.nioa.org](http://www.nioa.org) for any changes or updates.



If you have questions, please contact Lisa McNeal via email at [nioa@comcast.net](mailto:nioa@comcast.net) or 865-389-8736.

## Sunday, August 30

**DRESS: BUSINESS CASUAL**

**7:00 A.M. - 3:00 P.M.**

Conference Check-in

**7:00 A.M. - 8:30 A.M.**

Continental Breakfast

**8:30 A.M. - 3:00 P.M.**

**Managing Your Message: Essential Skills for the Ultimate Public Information Officer**

*Lt. Col. Jim Vance, USMC (Ret)*

This highly interactive workshop is designed to give both new and more seasoned public information officials up-to-date, proactive media relations tips for any news environment. "Who says they get to be in charge?" is the overall theme of the session, presented by Lt. Col. Jim Vance, USMC (Ret), which covers everything from developing effective organizational messages to identifying key media trends and their impact on the public service community. Special emphasis will be placed on dealing with the media in high-visibility/bad news settings, writing effective news releases, and managing press conferences and briefings. The use of scenarios, small group interaction and case studies of recent high-visibility events drawing national and international media attention will enhance the learning experience. Ample time will be allocated for questions and input from session attendees.

**3:00 P.M. - 3:15 P.M.**

Break

**3:15 P.M. - 3:45 P.M.**

**New Member Orientation Meeting**

As a new member of the NIOA, here's your chance to meet the Board of Directors and learn about the organization and the conference.

**3:45 P.M. - 6:30 P.M.**

**Regional Meetings**

You are encouraged to attend this meeting to meet face-to-face with your Regional Director and other members from your area to network and discuss issues of mutual concern. Check the NIOA Conference App for the time and location of your regional meeting.

**6:30 P.M. - 7:30 P.M.**

**President's Reception**

**DRESS: BUSINESS CASUAL**

This reception is open to all members and spouses, offering a chance to make new friends and renew acquaintances in a relaxed atmosphere. No children please; alcohol will be served. Wine and beer is provided.

## Monday, August 31

**DRESS: BUSINESS CASUAL**

**7:00 A.M. - 8:00 A.M.**

Continental Breakfast and Conference Check-in

**8:00 A.M. - 8:30 A.M.**

Opening Ceremony

**8:30 A.M. - 8:45 A.M.**

Break

**8:45 A.M. - 10:00 A.M.**

**From the Frontlines of Ferguson: Local Police Perspective**

*Sergeant Brian Schellman, PIO, St. Louis County PD*

On Aug. 9, 2014, an officer-involved shooting in Ferguson, MO quickly drew national attention. The St. Louis County Police Department took over the investigation into the encounter between Ferguson Officer Darren Wilson and Michael Brown. Sergeant Brian Schellman, PIO for St. Louis County PD will discuss how he worked with the local and national news media, handled the social media dynamics and political challenges, prepared for the grand jury decision and the one-year anniversary. He will discuss lessons learned and the effects of the event that continue today.

**10:00 A.M. - 10:15 A.M.**

Break

**10:15 A.M. - 11:30 A.M.**

**In the Eye of the Ferguson Storm**

*Mike O'Connell, Director, Missouri Department of Public Safety*

In August 2014, when protests turned violent in Ferguson, Missouri following the fatal police shooting of Michael Brown, Ferguson became the center of international media attention, focusing on police relations with minority communities, charges of the militarization of police, media access and other issues. The Missouri State Highway Patrol was assigned responsibility for security operations in the volatile protest zone. Missouri Department of Public Safety Director Mike O'Connell spent weeks in Ferguson helping coordinate media efforts with local, national and international media as the controversy continued. O'Connell will share his first-hand experiences with NIOA members, as well as offer lessons learned about events that became the focus of the nation and the world.

**11:30 A.M. - 11:45 A.M.**

**Candidate Introduction**

**11:45 A.M. - 1:15 P.M.**

Lunch on Your Own

**1:15 P.M. - 2:30 P.M.**

**Reporting from Ferguson: Local Media Perspective**

*Jasmine Huda, Anchor/Reporter, KMOV-TV*

*Christine Byers, Reporter, St. Louis Post-Dispatch*

Jasmine Huda, anchor/reporter for KMOV-TV, and Christine Byers, reporter for the St. Louis Post-Dispatch, will discuss their experiences of covering the officer-involved shooting in Ferguson, MO on Aug. 9, 2014, including the weeks and months that followed and the subsequent grand jury's decision not to press charges against Officer Darren Wilson for the shooting of Michael Brown. Huda and Byers will talk about what it was like to get information from law enforcement, public officials, and others throughout their coverage, the benefits and challenges of working with public information officers, the dynamics social media and national media brought to their reporting efforts, and their overall experience in trying to keep the public informed.

**2:30 P.M. - 2:45 P.M.**

Break

**2:45 P.M. – 4:00 P.M.**

### **The Critical Role of the PIO after a Police-Involved Shooting**

*Don Aaron, Director, Nashville Police Public Affairs*

Police-involved shootings are the most serious of the critical incidents law enforcement agencies encounter. Accurate and timely messaging is a must to prevent misinformation and rumor from becoming pervasive/controlling in the community. Informed actions and decisions by the PIO are essential. Veteran Nashville Police Public Affairs Director Don Aaron will present a case study of a police-involved shooting last December in which a police officer was critically wounded and the 16-year-old suspect killed. It was the department's first police-involved shooting incident since the Ferguson, Missouri, grand jury decision, and the ensuing nationwide protests.

**Dinner on Your Own**

## **Tuesday, September 1**

**DRESS: BUSINESS CASUAL**

**7:00 A.M. - 8:30 A.M.**

### **Continental Breakfast**

**8:30 A.M. - 10:00 A.M.**

### **Dealing With the Aftermath and Logistics Following a Line of Duty Death**

*Jacki Kelley, Jefferson County, CO Sheriff's Office  
Steve MacDonald, Boston, MA Fire Department*

When your agency experiences a line of duty death, the shock and loss is devastating. In addition to dealing with those emotions, PIOs may find themselves in a position to handle the sometimes overwhelming logistics involved in the funeral service and honoring the agency's fallen member. From dealing with family members and their wishes, to making sure that protocol is followed in each aspect of the memorial service, procession and burial, it can be a daunting task. NIOA members, Jacki Kelley from the Jefferson County (CO) Sheriff's Office and Steve MacDonald with the Boston (MA) Fire Department will relate how they and their agencies planned and carried out the tremendous amount of detail necessary to properly pay tribute and honor their members who were killed in the line of duty.

**10:00 A.M. - 10:15 A.M.**

### **Break**

**10:15 A.M. - 11:30 A.M.**

### **When the PIO Becomes the Story**

*Captain George Brown, Oklahoma Highway Patrol PIO  
Betsy Randolph, Oklahoma Highway Patrol PIO*

In the summer of 2014, Oklahoma Highway Patrol PIO Captain George Brown was interviewed by a Tulsa TV station regarding general traffic stop procedures in the wake of sexual assault complaints by women against Oklahoma law enforcement officers. The TV station stated, "Captain Brown says the very best way to avoid contact with police, is to obey the law in the first place." This gave an immediate perception of victim blaming. An anti-law enforcement social media group took it a step further stating, "Captain Brown says the best way to not get raped by a cop is to obey the law." Oklahoma Highway Patrol PIO Betsy Randolph found herself part of the story when a subject she fought with and arrested in October 2010 beheaded a woman in Moore, Oklahoma

in September 2014. She was subsequently asked to do interviews with state and national networks about the 2010 altercation where she was injured and about her interaction with the beheading perpetrator. Brown and Randolph will explain their situations and provide strategies for working through stress associated with high-profile negative publicity and how to deal with the pressures of being attacked on social media.

**11:30 A.M. - 12:00 P.M.**

### **Business Meeting and Election of Officers**

**12:00 P.M. - 1:30 P.M.**

### **Lunch On Your Own**

**1:30 P.M. – 2:45 P.M.**

### **Colorado Flooding: Accurate Messaging During a Multi-Agency Incident**

*Dan Kochensparger, PIO, Ohio Task Force 1  
FEMA National Urban Search & Rescue (US&R)*

In September of 2013, the state of Colorado was inundated with torrential rains (17 inches in four days) that resulted in massive flooding in the Boulder area. Thousands of residents were evacuated, and the property damage was massive. Colorado officials requested assistance from FEMA's National Urban Search & Rescue (US&R) Response System, and task forces from Utah, Nevada, Missouri, and Nebraska were sent to assist. Dan Kochensparger from Ohio Task Force 1 was deployed as a public information officer for the US&R overhead management team, and spent five days in Larimer County working with PIOs from multiple local, state, and federal agencies. During this presentation, he will give an overview of the experience, placing special emphasis on the importance of integrating consistent and accurate messages during multi-agency incidents.

**2:45 P.M. – 3:00 P.M.**

### **Break**

**3:00 P.M. – 4:30 P.M. AND 6:00 P.M. – 7:30 P.M.**

### **Social Media Working Lab**

A two-track working lab to gain hands-on experience and insight into Social Media.

#### **Track 1:**

*Brennan Matherne, Lafourche Parish, LA Sheriff's Office*

Brennan Matherne will teach the basics of Facebook, Twitter and Instagram page management. Learn methods of when and how to use photos, videos and text in your posts. Learn about post scheduling, photo editing and other ways to keep your social media platforms fresh and engaging for your community.

#### **Track 2:**

*Lt. Christopher Cook, Arlington, TX Police Department*

*Officer Zhivonna McDonnell, Arlington, TX Police Department*

Lt. Cook and Officer McDonnell will show you anyone can learn quickly how to produce video content and edit a polished product that will resonate with social media followers. Attendees will understand 3-point lighting, white balance, audio options, DSLR operation and other camera functions that will allow users to capture great audio and video content. This will be followed up by introduction to Apple Final Cut Pro X and Apple Motion graphics, which is one of the easiest platforms to edit video on a small budget and limited editing experience.

**Dinner on Your Own**

# Wednesday, September 2

**DRESS: BUSINESS CASUAL**

**7:00 A.M. - 8:30 A.M.**

**Continental Breakfast**

**8:30 A.M. – 9:30 A.M.**

**Terror at LAX: Inside the fatal shooting at Los Angeles International Airport**

*Mary Grady, Managing Director, Media and Public Relations, LAX*

On Nov. 1, 2013, a lone gunman walked into Terminal 3 of LAX Airport and opened fire. He killed one TSA officer and injured several others. Nearly 4,000 passengers and employees ran from three terminals while thousands more were forced to shelter in place at one of the busiest airports in the world. The active shooter incident quickly became international news, presenting Mary Grady, Managing Director of Media and Public Relations at LAX, with one of the most difficult communication crises of her career. Ms. Grady will discuss how her team tackled the unique and difficult challenge of managing crisis communication in a Social Media world with a 24-hour news cycle and everyone is a citizen journalist.

**9:30 A.M. – 9:45 A.M.**

**Break**

**9:45 A.M. – 10:45 A.M.**

**The Disappearance of Hannah Graham: A Police Chief's Perspective**

*Timothy Longo, Charlottesville, VA Police Chief*

In September 2014, the City of Charlottesville, Virginia and the University of Virginia were thrown into the national spotlight when 18-year-old sophomore Hannah Graham went missing after spending the evening with friends. The Charlottesville Police Department and UVA Police Department launched an investigation into the disappearance that eventually led to the arrest of a suspect and later to the victim's remains. For a number of reasons, including similar cases at universities around the state, this case drew media attention from across the globe. Charlottesville Police Chief Timothy Longo quickly became "the face" of this case as he kept the media updated and made passionate pleas for the community to contact police with information. Chief Longo will discuss how he and others worked with the media during this very intense, involved and emotional search and investigation.

**10:45 A.M. – 11:00 A.M.**

**Break**

**11:00 A.M. – 12:00 P.M.**

**When a Child Goes Missing: Insight from the National Center for Missing & Exploited Children**

*Robert G. Lowery, Jr., Vice President, Missing Children Division, National Center for Missing & Exploited Children*

A child has gone missing and your agency is called to respond. What is the first step for a PIO? Then what? Robert G. Lowery, Jr., Vice President of the Missing Children Division for the National Center for Missing & Exploited Children will provide an overview of the investigative and search process, with emphasis on responding to critically missing and abducted children. The presentation will cover the challenges for the family, the agency, the investigative team, the PIO and the community, and what to expect if the case results in a long-term investigation.

**12:00 P.M. – 1:30 P.M.**

**Lunch on Your Own**

**1:30 P.M. – 2:45 P.M.**

**Crisis Communication Boot Camp**

*Jennifer Miller, Rockford Gray*

Rockford Gray's Crisis Communication Boot Camp is an instructor-led discussion covering what is at stake in a crisis, what makes government agencies vulnerable and how PIOs can engage with the media in a crisis. Not only do we discuss how to respond to an ambush interview, but also how to respond to reporters when the situation is still evolving and facts are fluid. We introduce methods to "buy time" with the media and keep reporters contained at the scene of an incident. Next, we discuss how agents can anticipate the news media's behavior, so they can respond appropriately. Finally, we go over the spokesperson's responsibilities. The presentation includes video clips of both good and bad behavior.

**2:45 P.M. TO 3:00 P.M.**

**Break**

**3:00 P.M. – 4:00 P.M.**

**#TweetingTroopers**

*Trooper Ben Gardner, Kansas Highway Patrol*

*Trooper Tod Hileman, Kansas Highway Patrol*

In November 2013, Kansas Highway Patrol Trooper Ben Gardner, started using Twitter as part of his PIO duties and quickly became aware of how incredibly successful it could be for public outreach. In January 2014, other PIOs from KHP, including Trooper Tod Hileman, started twitter accounts, and they have collectively become known across the nation as the #TweetingTroopers. Gardner and Hileman will talk about how the program works, how they got buy-in from their agency leadership, and measuring the increased visibility and engagement that makes the #Tweeting Troopers so successful.

**4:00 P.M. TO 4:30 P.M.**

**President and Vice President Swearing-In Ceremony**

**6:30 P.M. – 10:30 P.M.**

**Closing Celebration**

**DRESS: BUSINESS CASUAL**

Put on your dancing shoes and celebrate another incredible conference with great food, music and fantastic prizes.



**2015 Training Conference Registration**  
Sheraton Sand Key, Clearwater Beach, FL

Sunday-Wednesday  
Aug. 30 - Sept. 2, 2015

**SEATING IS LIMITED AND WILL FILL QUICKLY**  
*Register Early!*

***Please check all that apply:***

**All payments and prices are U.S. Dollars**

- \$195** Managing Your Message: Essential Skills for the Ultimate Public Information Officer  
*(free for those attending the full conference, \$195 for those attending this one day only)*
- \$495** Members Rate  
*(membership forms, fees and conference registration must be received before June 30 to qualify)*
- \$595** Non-Member Rate  
*(conference registration must be received before June 30 to qualify)*
- \$695** fee after June 30
- \$795** Day of conference registration
- ★★★** I plan to stay for the Wednesday night closing banquet **★★★**

**Go to [nioa.org](http://nioa.org) for credit card registration. An additional fee applies.**

If you are sending a check, make sure a registration form is enclosed with the check. If conference registration payment is not received by August 7, it **MUST** be paid at the door.

**All fees must be paid by the time you check in at the conference or you will not be allowed to attend.**

**Checks received without a registration form will be returned!**

Federal Tax ID Number: 59-2973492

**Need a NIOA W-9 form?**

**Go to [nioa.org](http://nioa.org)**

***Questions?***

Check our website at [www.nioa.org](http://www.nioa.org) or contact Lisa McNeal via email at [nioa@comcast.net](mailto:nioa@comcast.net) or 865-389-8736.

**NO REFUNDS AFTER AUGUST 7.**

***Please Type or Print Legibly***

Name \_\_\_\_\_

Agency \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

**Return this completed registration form to: NIOA | P.O. Box 10125 | Knoxville, TN 37939**

*You must contact the Sheraton Sand Key directly for room reservations. The NIOA block of reduced cost reserved rooms will be released on July 24. After that time we can not guarantee availability at the Sheraton Sand Key.*