



Dear Sir/Madame:

More and more the leaders of emergency response organizations are realizing the importance of a strong Public Information Officer. The PIO is your agency's front-line contact to the media and, thereby, the public. By allowing your PIO to be a member of the National Information Officers Association, you are providing him or her valuable educational and networking opportunities. We are an association of more than 600 public safety, government, and first-responder PIO's dedicated to integrity and professionalism, and who are constantly working to keep abreast of the latest in media, technology, and best-practices.

There is one more step you can take to help ensure you have a PIO who is prepared to represent you and your agency in any situation. Please consider providing approvals and funding to send your PIO to the NIOA's annual training conference, this year being held August 29 through September 1 in Clearwater Beach, Florida.

The conference will feature sessions dedicated to the Metro rail crash in Washington, D.C; the Coast Guard's search & rescue that involved NFL players; Reality TV operations in an emergency room; the murder of four Lakewood, Washington police officers and more. We have nationally acclaimed instructors, including Ronald Jones from the Louisiana State Police, who will lead our PIO Basic and PIO Advanced sessions.

In addition we will offer a track afternoon with tailored sessions for new, seasoned and veteran PIOs, along with an afternoon of best-practice sessions where different departments will share their successes.

This is an extraordinary opportunity for your PIO to gain valuable knowledge that they can bring back to your agency, and also develop key contacts from their region. The cost of registration is the same as last year – register before July 1, and the four-day conference cost is only \$495 for members. Payment is not required or due until conference check-in as long as the member is pre-registered. For the money, we believe this is the best and most targeted training your PIO can get. Please visit www.nioa.org to get more information.

Thank you for your consideration.

Respectfully,

A handwritten signature in cursive script that reads "Marlee Boenig".

Marlee Boenig
2009 – 2010 President
NIOA