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Training Conference

August 29 - September 1, 2010
Sheraton Sand Key
Clearwater Beach, Florida



About the Conference

Our seminars focus on the needs of public safety information officers. We offer unrivaled networking opportunities to meet, and exchange ideas with, fellow information officers from your region and across the U.S. and Canada.

You can register now and pay at the door! Early Bird Registration deadline is July 1 (must be a member in good standing with dues paid before July 1, 2010).

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

After July 1
Members and Non-Members.....\$695

Day of Conference Registration\$725

Registration

All registration forms must be received by Friday, August 6. All registration fees must be paid in full by conference check-in or you will not be able to attend. The NIOA accepts checks or money orders. Cash accepted **only** at check-in—do not mail cash. Checks received without a completed registration form will be returned. **Sorry, credit cards and purchase orders are not accepted. No refunds will be made after August 6.** Please direct all questions to Lisa McNeal at nioa@comcast.net or at (865) 389-8736.

Conference Hotel

The conference will be held at the Sheraton Sand Key Resort. The NIOA has a limited number of rooms blocked for a reduced rate of \$101 plus taxes. After July 29 our block of rooms at the discount rate can't be guaranteed. Call the hotel directly at 1-727-595-1611 and ask for the NIOA rate when making your reservations. Information about the hotel can be found at www.sheratonsandkey.com

Meals Provided

Your registration fee covers a continental breakfast each morning Sunday through Wednesday, Sunday's president's reception, Tuesday's business luncheon and Wednesday's dinner. The hotel has several restaurants, plus there are many others just a short trolley ride away.

Dress Code

The dress for all conference sessions is professional business casual. No shorts, t-shirts, pool wear, beach attire or flip-flops allowed!

Conference schedule and presentations are tentative and subject to change without notice. Check the NIOA website at www.nioa.org for any changes or updates.

Sunday, August 29

7:00 am - 4:00 pm:
Conference Check-in

8:30 am - 3:45 pm:
Basic and Advanced PIO Training

This year, the NIOA is offering a basic PIO class taught by Ronald Jones of the Louisiana State Police. Jones is also a criminal justice instructor at Southeastern Louisiana University and an adjunct faculty member at Tulane University.

The morning session is geared primarily toward new PIOs. However, PIOs with more time on the job may still find the information helpful.

This training is free for those registered for the entire conference, or \$195 for those who wish to attend this session only.

4:00 - 4:30 pm:
New Member Meeting

This meeting is a chance for new members to meet the board of directors and learn more about the organization and the conference.

4:30 - 5:15 pm:
Regional Meetings

Attendees will have the opportunity to meet your regional director and other members from your area to network and discuss issues of mutual concern.

6:00 - 8:00 pm:
President's Reception

This reception is open to all members and spouses, offering a chance to make new friends and renew acquaintances. No children please.

Monday, August 30

7:00 -10:00 am:
Conference Check-in

8:30 - 8:45 am:
Opening Ceremonies

8:45 - 9:00 am:
BREAK

9:00 - 10:15 am:
Up, Up and Away

When Richard Heene and his family made calls to KUSA-TV and the Larimer County Sheriff's Office last year, reports of a boy flying away in a space ship balloon launched a search by law enforcement and coverage by news outlets across the country. Larimer County Sheriff Jim Alderden and KUSA-TV's Patti Dennis discuss the events of the balloon boy hoax and what they learned from this incident.

10:15 - 10:30 am:
BREAK

10:30 - 11:45 am:
Lost at Sea

In the early morning of March 1, 2009, Coast Guard Sector St. Petersburg received a report of an overdue 21-foot sport fishing boat with four persons on board, two of which were professional football players. The Coast Guard launched a massive search effort to locate the boat and the four persons on board. On the second day of searching through high seas and winds, the capsized vessel and one survivor were located. The 235-hour, on-scene, search-and-rescue operation covered over 25,600 square miles before efforts were suspended. Commander Tim Haws explains how the Coast Guard maintained open and constant communications with the families involved, partner agencies, the NFL as well as local and national media.

11:45 - Noon:
Introduction of Candidates

Noon - 1:30 pm:
Lunch on Your Own

1:30 - 2:45 pm:
Metro Transit Train Crash, Washington DC

During the peak afternoon rush hour of June 22, 2009, the Washington, DC Fire and EMS was dispatched to an event that would challenge the agency's personnel and resources as the nation's eyes once again focused on Washington, DC. The initial report from the first engine arriving at the scene, "Engine 26 is on the scene of a Metro train derailment with one car resting

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on top of another... there are multiple casualties." The deadliest incident in the history of the Washington Metropolitan Area Transit Authority had just occurred in the Northeastern section of the District of Columbia. Surrounding Maryland and Virginia jurisdictions responded to assist on-the-scene and/or fill-in at DC firehouses, while nearly all of the DC units were involved in one way or another with the crash. The collision left nine dead and injured more than 70 passengers.

This presentation provides insight into the incident, the response and operations, and most importantly, the first hand accounts of those who responded that day including a new video documentary. Chief spokesperson and Public Information Officer Pete Piringier will provide insight dealing with media.

**2:45 – 3:00 pm:
BREAK**

**3:00 – 4:30 pm:
There's a Change in Leadership
and You Are a Casualty**

After 13 years of being the successful and well-respected public face of the Baltimore County Police, Bill Toohey was out of a job. As PIOs, we often don't have the opportunity to deal with the human side of the events we are working, much less our response to events involving us individually. Toohey offers an insight to why we have to take care of ourselves in stressful situations.

Tuesday, August 31

**8:30 – 9:50 am:
Life in the E.R.**

For many of us, seemingly not a week goes by without a telephone call from a production company asking for our agency's cooperation in the taping of a reality program for TLC, the Discovery Channel, A & E, and a variety of other networks. Can these programs be beneficial for our organization? What type of control do we have over the taping and final product? What conditions and parameters can we insist on? Vanderbilt University Medical Center in Nashville, the region's only Level One Trauma Center, recently allowed a production company for

TLC to spend several days in its Emergency and Trauma Departments. John Howser, Vanderbilt Medical Center's Director of News and Communications, will speak on the processes, meetings, and give-and-take that ultimately led to the production of a series of programs featuring the medical center and its staff.

**9:50 – 10:00 am:
BREAK**

**10:00 – 11:20 am:
Washington State Multiple
Officers Shootings**

On Halloween night in 2009, a Seattle Police Officer was the first of eight police officers shot during three incidents over a six-week time period. Detective Ed Troyer with the Pierce County (WA) Sheriff's Office was the PIO/Media Relations officer for six of those officers, including the incident where four Lakewood, WA police officers were shot and killed in a coffee shop. These incidents garnered vast media attention locally, nationally and internationally. Without the help of the media and the public, the suspects may not have been located nor the cases solved. Learn how the Sheriff's Department used the media as a tool to mobilize a community.

**11:20 – 11:30 am:
BREAK**

**11:30 – Noon:
Business Meeting**

**Noon – 1:15 pm:
Luncheon - Kathy Hostetter,**
News Director WAVY-TV
Building Strong Relationships with Your
Local Media

**1:15 – 1:30 am:
BREAK**

Afternoon Track Sessions: SESSION A

**1:30 – 2:30 pm:
Working with the Military**

The military has professional Public Affairs Officers too and, headed by the Joint Public Affairs Support Element (JPASE) in Suffolk, VA, often train and

attend classes/seminars with civil authorities. Retired Navy Public Affairs Officer Joe Navratil, now a Chief Exercise Planner at the JPASE, explains how the military (uniformed and civilian) Public Affairs and higher level Strategic Communication processes work and how to coordinate with them if you have a crisis communications situation in your area.

**2:30 – 2:45 pm:
BREAK**

**2:45 – 3:45 pm:
Understanding the Media**

As Public Information Officers, we deal with the media every day. But do we really understand them? What do reporters really want from us? Understanding what's helpful for them will help to get your message out there and get the facts straight. Angela Spears, PIO from the Nassau County (FL) Sheriff's Office and former reporter, will give you insight on terminology and helpful tips on working with the media.

SESSION B

**1:30 – 2:30 pm:
Lessons Learned From Handling a
Long Distance Disaster**

A fiery crash on Interstate 10 killed three people, and injured 14 others when a dust storm hit Casa Grande (approximately 70 miles south of Phoenix). There had been no forecast of a storm when nine tractor-trailer rigs and 13 passenger vehicles collided and created an intense fire, and as a result, zero visibility. This was a national/international news story due to the unusual event and horrific nature of the pile-up. The fire was so intense that it impeded visibility for hours after the crash. Arizona Department of Pubic Safety Media Relations Coordinator Bart Graves explains how a two-person (one on-scene and one in the office) team works for incidents of this magnitude.

**2:30 – 2:45 pm:
BREAK**

**2:45 – 3:45 pm:
Are you Prepared? A PIO's
Response to a Police Tragedy.
Lost in Line of Duty Death**

On April 4, 2009, Pittsburgh Bureau of Police officers responded to a 911 domestic

violence call in the small quiet neighborhood of Stanton Heights. Shots rang out and three Pittsburgh Police officers lay mortally wounded. Two were killed at the scene and the third officer succumbed at the hospital from injuries sustained.

After this type of horrific incident the enormous task of the PIO begins. The PIO must quickly draw from experience and exhibit a composed demeanor. They must also camouflage the immense pain of the loss, and professionally field the numerous on-camera interviews. In addition to addressing the tremendous deluge of inquiries from media outlets around the country, the PIO's task is to put into words what the Chief must announce to the world. Diane Richard of the Pittsburg Bureau of Police will help prepare you for the unthinkable.

Wednesday, September 1

**8:30 – 10:00 am:
Twitter, Facebook, Yammer,
Blogging: What's Your Policy?**

Every employee at your agency or company now has the capability to be an editor, reporter or broadcaster. The use of social media to get your message out and to "create" news is becoming standard practice among most companies. Many agencies and companies are now realizing that they no longer have to wait and hope that a news release gets picked up by traditional news outlets. They produce and distribute their own information using their own "channels." Social media has created a host of opportunities and challenges—both internally and externally. How can you help safeguard your department or company from making intended or even unintended news and information that can go viral in moments? You must commit to have policies in place that will protect your organization and the community you serve. Without clearly defined boundaries and guidelines, "common sense may not be so common" amongst your staff and others who interface with your agency. This can result in leaving your organization open to risk and liability. During this presentation, Tammy Chatman of Flight for Life and Glenn Lyden of Mayo Clinics and Hospitals will share the most common areas of concern

and provide examples of policy "dos and don'ts" —including a take-home template to get you started.

**10:00 – 10:15 am:
BREAK**

**10:15 – 11:45 am:
Haiti Earthquake Communication
Issues**

The January 12th earthquake that devastated Haiti drew an immediate response from rescue and relief workers from across the globe, as well as media representatives. America watched as military personnel from the United States Southern Command worked to stabilize the country's infrastructure, including its airport, while assisting in the distribution of humanitarian supplies to the thousands left homeless. Military public affairs staff dealt with a constant stream of reporters who made their way into the country from the neighboring Dominican Republic. Southern Command staff is expected to discuss the public affairs plan it implemented, how well it worked and lessons learned.

**11:45am – 1:15 pm:
Lunch on Your Own**

**1:15 – 2:00 pm:
Best Practice Session #1
The Power of Viral Video
and Social Media**

It could have been the premise of a Lifetime TV movie. A woman hired a hit man to kill her husband. Little did she know that the hit man was an undercover Boynton Beach (FL) police officer. When Public Information Officer Stephanie Slater was told about plans to stage a fake crime scene, she asked to videotape the officers "breaking the news to her" and put it on YouTube.

The event was viewed by more than 250,000 people and used on numerous network news shows. Slater looks at why you should consider incorporating social media into your marketing and public relations plan.

**2:00 – 2:45 pm:
Best Practice Session #2
Multi-State Hazmat Incident**

In August 2009, employees at a St. Louis area company were trying to make some extra money on the side by mixing chemicals. They dropped a barrel of product and all were

exposed. Knowing they were not supposed to be at the company, they fled the scene. Later they began showing up at different hospitals. Before it was over, the incident contained six different hazardous materials scenes spread over 50 miles and several states. Scott Barthelmass of the St. Louis Hazmat Team explains the various obstacles of working with a multi-state hazardous materials incident.

**2:45 – 3:00 pm:
BREAK**

**3:00 – 3:45 pm:
Best Practice Session #3 Threat
of a Columbine-type Attack
Discovered in Virginia Beach**

In April of 2009, the Virginia Beach police and fire departments received a tip that a student was plotting to bomb one of the city's largest high schools. Police and fire followed up on the information and conducted a search warrant of the student's home. Several explosive devices, weapons, maps, plans, and videos were discovered. Two other students were subsequently arrested. All indications were that this student's plans were legitimate and fortunately we will never know if the plan would have been acted out. This lecture by Adam Bernstein of the VA Beach Police Department will focus on the importance of team building, intradepartmental relationships by releasing timely accurate information, combating the misinformation of the social media (big issue for the schools with this story), the high points and low points of this incident and the strategy chosen for dealing with a complex media event.

**6:00 – 8:00 pm
Wednesday Evening
Closing Banquet**

This is one last opportunity to visit and unwind before heading home. This casual evening closing event will include an informal dinner and the Big Raffle. Make sure you stick around through Wednesday night or you'll miss a great finale to a memorable conference!



National Information Officers Association

2010 Training Conference Registration

Sheraton Sand Key Resort - Clearwater Beach, FL
Sunday, August 29 - Wednesday, September 1

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

Questions?

Check our website at www.NIOA.org or contact Lisa McNeal via email at nioa@comcast.net or 865-389-8736.

Register now and save! Register now and pay at the door!

Federal Tax ID Number: 59-2973492

Please check all that apply:

\$195 PIO 101 & Advanced Class Only
(one day only, not attending full conference)

EARLY BIRD RATE	
<input type="checkbox"/> \$495 Member Rate before July 1	<input type="checkbox"/> \$595 Non-Member Rate
<i>(must be a member before July 1st)</i>	

\$695 Fee after July 1 - Regardless of membership

My registration fee is enclosed

Registration fee will be paid at the door (after August 6)

I plan to stay for the Wednesday night closing banquet

\$725 Day of conference registration - Regardless of membership

Please Type or Print Legibly

Name _____

Agency _____

Address _____

City _____

State _____ Zip _____

Phone _____

Email _____

**You must contact the Sheraton Sand Key Resort directly for room reservations.
The NIOA block of reduced cost reserved rooms will be released on July 29.
After that time we can not guarantee availability at the Sheraton Sand Key Resort.**

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

**Checks received
without a
registration form
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