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2014 Training Conference

Sheraton Sand Key, Clearwater Beach, FL

Sunday-Wednesday
August 24-27, 2014



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 formal and informal settings, reap the advantage of unrivaled networking opportunities with other dedicated PIOs from across North America.

Registration

To claim your Early Bird discount, **your membership dues and conference registration must be received by June 30, 2014.** To receive the member rate, you must be a member in good standing with dues paid by June 30, 2014.

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	\$619

July 1 or After

Members and Non-Members.....	\$723
Day of Conference Registration.....	\$827

- There is an additional charge for electronic registration to cover NIOA's cost.
- To register using a credit card, go to NIOA.org and click "credit card registration."
- Registration closes at 5:00 pm. on Friday, August 8.
- 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.**
- **No refunds will be granted after Friday, August 8.**



Hotel

The conference will be held at the Sheraton Sand Key in Clearwater Beach, Florida, nestled on ten acres, between a sparkling warm bay and a white sand private beach along the Gulf of Mexico.

NIOA has arranged for Sheraton's government per-diem room rate of \$99/night, plus taxes, but you must reserve before July 24. Call the hotel directly at 727-595-1611 to reserve your room and be sure to say you are with the NIOA conference to get the discounted rate.

Meals

Included in the conference fees are continental breakfasts from Sunday through Wednesday mornings, Sunday evening's reception and Wednesday's dinner. All other meals are on your own.

Dress Code

Dress for all conference sessions is professional business casual. Collared golf shirts are acceptable but NO shorts, t-shirts or flip-flops are permitted. The closing banquet is casual.

Fast FACTS

Conference Check-in

Sunday and Monday begins at 7:00 am.

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

Conference presentations

are subject to change without notice.

Check the NIOA website

at www.nioa.org for any changes or updates.

If you have questions,

please contact Lisa McNeal via email at nioa@comcast.net or 865-389-8736.

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Sunday, August 24

7:00 AM - 3:00 PM

Registration

7:00 AM - 8:30 AM

Breakfast

8:30 AM - 2:15 PM

Be the Best You Can Be: Essential Skills for the Proactive Public Information Official

This highly interactive workshop is designed to give guidance and insight to the new Public Information Official (PIO) – and refresh the skill sets of the more experienced ones – by examining key elements of this important organizational function. Retired Marine Lt. Col. James L. Vance, who also taught at the FBI Academy, will discuss five topics: “Roles and Responsibilities of the Modern PIO,” “Key Media Trends and Their Impact on You,” “Fighting Back When You’ve Been Wronged by the Media,” “Managing Successful Press Conferences and Briefings,” and “Media Relations in High Visibility Settings.” The use of lectures, small group discussions, and contemporary case studies will enhance the learning experience. Ample time for student input and questions will be incorporated into the learning environments.

2:15 - 2:30 PM

Break

2:30 - 3:45 PM

Social Media 101

How do I upload a video to Facebook? What’s a hashtag? Can I sync my Instagram to my Twitter and Facebook? How do I create a Twitter handle? Your chief just told you to create Social Media platforms for your agency. Now what? In this interactive, hands-on session, Stephanie Slater of the Boynton Beach Police Department will answer your questions on how to get started with Social Media.

3:45 - 4:45 PM

New Member Meeting

6:30 - 7:30 PM

President’s Reception

Monday, August 25

7:00 AM

Registration

7:00 AM - 8:30 AM

Breakfast

8:00 - 8:20 AM

Opening Ceremonies

8:20 - 8:30 AM

Break

8:30 - 8:45 AM

Sponsor and Vendor Introductions

8:45 - 10:15 AM

DC Navy Yard Shooting

On September 16, 2013 an Information Technology contractor working at the Washington Navy Yard snuck a shotgun into the building and opened fire, killing a dozen people and injuring three more before being killed in a shootout with law enforcement. This session will examine what public information strategies and tactics worked well, what can be improved upon, and what PIOs and PAOs can do to be more prepared for such an incident.

10:15 - 10:30 AM

Break

10:30 - 11:45 AM

West Texas Plant Explosion

On April 17, 2013, a fire inside a fertilizer plant caused a catastrophic explosion that killed 15 people and injured 200 more. Ten of the people killed were members of the City of West (Texas) Volunteer Fire Department who were attempting to battle the blaze. A statewide call for assistance went out due to the overwhelming amount of injuries and devastation caused by the blast. Patrick Swanton of the Waco Police Department served as spokesman for this incident. He’ll discuss the role of the PIO during an unfolding crisis, the need for pre-incident planning, and the importance of building relationships with media prior to catastrophic events and how to mentally survive a critical incident.

11:45 AM - 12:00 PM

Candidate Introduction

12:00 - 1:30 PM

Lunch on Your Own

1:30 - 3:00 PM

Sandy Hook School Shooting

Less than six months after the Aurora theater shootings, the nation was again stunned when a gunman entered Sandy Hook Elementary School in Newtown, Connecticut and committed one of the most horrific mass murders in American history, gunning down 20 children and six adults before killing himself. It was later learned he

had also murdered his own mother. The killings horrified and traumatized the nation and again focused the attention of the world's media on a random act of violence. Now a national debate surges over the issue of gun control. Lt. Paul Vance of the Connecticut State Police was the primary spokesperson for the event and will share his experience of handling this high-profile, emotional case.

3:00 - 3:15 PM

Break

3:15 - 4:45 PM

Firefighters Held Hostage: Police and Fire Working Together

Five Gwinnett County Firefighters were taken hostage at gunpoint while responding to a medical call on April 10, 2013. One hostage was released prior to the Gwinnett County Police Department arriving on scene. The remaining four hostages were held throughout the duration of the call. The incident received a significant amount of media attention from local, national and international media, both during the incident and in the following days. The media attention presented unique challenges to both the Police Department and the Fire Department.

Tuesday, August 26

7:00 AM - 8:30 AM

Breakfast

8:30 - 10:00 AM

Breakout A

Stressed: The Untold Dangers

Public Information Officers and other emergency workers are consistently bombarded with a variety of external factors that contribute to severe stress. They are experts at dealing with high-stress events and keeping calm during seemingly uncontrolled situations. But who do they call for help when they are the ones in need? Eric Clauss, from the Monroe Carell Jr. Children's Hospital at Vanderbilt, will share his personal journey with PTSD. This powerful and interactive presentation will provide life-changing lessons on managing stress levels that can be applied to anyone in any career.

Breakout B

Mass Shooting at Salon Meritage

A lone gunman walked into a busy hair salon and opened fire on patrons and employees, targeting his ex-wife, a stylist at the salon. After the gunfire

ended, nine people were shot and eight killed. Seal Beach (California) Police Department's Steve Bowles will recount the events surrounding the Oct. 12, 2011, shooting at Salon Meritage. The presentation will focus primarily on the media and public information aspect of one of Southern California's worst mass homicides. Bowles will discuss his role as a member of the arrest team, as a first responder inside the salon assisting in lifesaving efforts, and his role as the PIO conducting his first press conference with the aggressive Southern California media within an hour of the shootings. Bowles will also discuss the importance of preparation, media relationships, and creating a PIO team when a critical incident occurs in your agency, especially those agencies that do not have full-time public information officers.

10:00 - 10:15 AM

Break

10:15 - 11:45 AM

Breakout A

Advanced Social Media

How do you keep your social media platforms fresh and engaging? Is there more you can do online to positively promote your agency? This Advanced Social Media session will offer insight, tips and best practices to answer these questions. Deputy Brennan Matherne of the Lafourche (Louisiana) Parish Sheriff's Office and David Melancon from the Thibodaux (Louisiana) Police Department will share ideas about how PIOs can make social media new and exciting on a daily basis. Christopher Cook and Zhivonni McDonnell of the Arlington (Texas) Police Department will then talk about low-cost options on how to produce, edit, and finalize a wide range of video products. From weekly or biweekly shows and public service announcements to special video projects, PIOs will learn how to create content that will resonate with their community and followers.

Breakout B

Mass Shooting at Salon Meritage

Repeated session, see previous, "Breakout Session A, 8:30 - 10:00 am" for session description.

11:45 AM - 1:15 PM

Lunch on Your Own

1:15 - 2:45 PM

Breakout A

Stressed: The Untold Dangers

Repeated session, see previous, "Breakout Session B, 8:30 - 10:00 am" for session description.

Breakout B

Advanced Social Media

Repeated session, see previous, "Breakout Session A, 10:15 - 11:45 am" for session description.

2:45 - 4:30 PM

Networking

Wednesday, August 27

7:00 AM - 8:30 AM

Breakfast

8:30 - 9:45 AM

Jessica Ridgeway Abduction and Murder

Trevor Materasso and Cheri Spottke from the Westminster (Colorado) Police Department will explain how a missing child report turned into a national story within the first few hours. They will walk you through 19 days of around-the-clock coverage, how the release of information was controlled, and how the media was used to help find a killer. This complex case involved 78 public safety agencies and required 21 PIOs.

9:45 - 10:00 AM

Break

10:00 - 10:30 AM

Business Meeting and Elections

10:30 AM - 12:00 PM

Jointly Messaging to the World in a Disaster

Americans were horrified on April 15, 2013, when two bombs exploded near the finish line of the 117th annual Boston Marathon. Three people were killed. More than 250 others were injured. In the aftermath, hundreds of federal agents and local law enforcement officers from a number of agencies became involved in the search for clues and, ultimately, the two men responsible. Messaging to the public became critical in this investigation and prompted the establishment of a Joint Information Center (JIC). FBI Supervisory Special Agent Jason Pack from the Bureau's National Press Office was an integral member of the Boston JIC and will share his first-hand experiences, successes and lessons learned. This is a must-attend session for all PIOs, as you never know when the worst of the worst will occur in your jurisdiction, thrusting the eyes of the country and world upon you.

12:00 - 1:30 PM

Lunch on Your Own

1:30 - 2:45 PM

A Family's Wish vs. Texas Law and a Hospital Caught in the Middle: The Marlise Munoz case

When the family of a brain dead pregnant woman asked that she be removed from life support, John Peter Smith (JPS) Hospital in Fort Worth, argued that Texas law required it to protect the life of her unborn child. Hospital officials said they were bound by the law which prohibited withdrawal of treatment from a pregnant patient. J.R. Labbe, Vice President of Communications and Community Affairs at JPS Health System, will discuss how she and her staff worked with local, national and international media in the case of Marlise Munoz.

2:45 - 3:00 PM

Break

3:00 - 4:30 PM

Cleveland Hostage Case - Don't Forget the Victims

On May 6, 2013, media from across the nation descended on a Cleveland, Ohio, neighborhood after learning that three young women imprisoned for more than a decade by Ariel Castro, a 52-year-old former school bus driver, had escaped from his home. The victims were subjected to unthinkable brutality and abuse during their captivity in a case that shocked the consciousness of America. FBI Special Agent Vicki Anderson, a spokesperson from the Bureau's Cleveland Division, was on the front line of this investigation and worked daily to balance the media's demand for information with the absolute privacy needs of the victims. Agent Anderson will discuss the delicate media relations issues involved and what worked and what didn't. This session will also help serve as a reminder that victims' needs must be considered in the development of a media strategy related to crimes of violence and abuse.

4:30 PM

New President Swearing In

6:00 - 8:30 PM

Closing Dinner with Prize Drawings



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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 8, it **MUST** be paid at the door. Registration closes August 8.

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

Checks or money orders received without a registration form will be returned!

Federal Tax ID Number: 59-2973492
Need a NIOA W-9 form?
Go to nioa.org

Questions?

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

NO REFUNDS AFTER AUGUST 8.

Please check all that apply:

- \$195** Be the Best You Can Be: Essential Skills for the Proactive Public Information Official & Social Media 101
(free for those attending the full conference, \$195 for those attending this one day only)
- \$495** Members Rate
(membership 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 for credit card registration.

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.