



# *2013 Training Conference*

**Sheraton Sand Key, Clearwater Beach, FL**

**Sunday-Wednesday  
August 25-28, 2013**

**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, **register by June 30, 2013**. To receive the member rate, you must be a member in good standing with dues paid by June 30, 2013.

**New!** ↓

### 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](http://NIOA.org) and click "credit card registration."
- Registration closes at 5:00 pm. on Friday, August 2.
- All fees must be paid by 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 2.**



## *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 \$93/night, plus taxes, but you must reserve before July 25. After that, only a limited number of rooms will be available at the discounted rate on a first-come, first-served basis. Call the hotel directly at 800-456-7263 to reserve your room and be sure to say you are with the NIOA conference.

## *Meals*

Included in the conference fees are continental breakfasts from Sunday through Wednesday mornings, Sunday evening's reception, Tuesday's business luncheon 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*

**Check-in** Sunday and Monday begins at 7:00 am.

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

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**Conference presentations** are subject to change without notice.

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**Check the NIOA website** at [www.nioa.org](http://www.nioa.org) for any changes or updates.

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

Visit the TVEyes booth at the conference.

  
**tveyes**  
always watching

# Sunday, August 25

7:00 AM - 2:00 PM

Check in

7:00 - 8:30 AM

Continental Breakfast

8:30 AM - 3:45 PM

**The Art and Science of Being a Great PIO**

When should I call a news conference? How do I set it up? What are acceptable and unacceptable uses of a news conference? Who should speak and who should attend? What outcomes can you expect? Long time instructor Ronnie Jones covers all this and more. Jones is in his 33rd year with the Louisiana State Police and has taught crisis and media management for more than 30 years. New and veteran PIOs will gain invaluable help in navigating the ever-changing media environment.

5:00 - 5:30 PM

New Member Orientation

5:30 - 6:15 PM

Regional Meetings

6:30 - 7:30 PM

President's Reception

Dinner on Your Own.

# Monday, August 26

7:00 AM

Check-in

7:00 - 8:30 AM

Continental Breakfast

8:00 - 8:20 AM

Opening Ceremonies

8:20 - 8:30 AM

Break

8:30 - 10:00 AM

**The Aurora Movie Theater Shootings**

July 20, 2012. Aurora, Colorado. A packed premier of the new Batman film, *The Dark Knight*. The true nightmare begins when a young man enters the theater wearing a gas mask and ballistic gear. With multiple weapons he shoots 70 movie-goers, killing 12. The incident rocks a Denver suburb and the nation. Aurora Police Department PIO, Sergeant Cassidee Carlson, was primary spokesperson for the duration of the follow-up investigation.

Carlson will discuss her experiences, including how local PIO's banded together to help survivors and families of the victims deal with days of intense, worldwide media focus.

10:00 - 10:15 AM

Break

10:15 - 11:45 AM

**Massacre at Sandy Hook Elementary**

Less than six months after the Aurora theatre shootings, the nation was again stunned when a gunman entered Sandy Hook Elementary School in Newtown, Connecticut and committed perhaps the most horrific mass murder 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 killing 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 one of the most high-profile, emotional cases of a PIO's career.

11:45 AM - NOON

Introduction of Candidates

NOON - 1:30 PM

Lunch on Your Own.

1:30 - 2:00 PM

**Columbine Revisited**

There were precedents to the horror of the Newtown mass murders. In 1999, two high school students from Columbine High School in Littleton shot and killed 12 students and one teacher. Over 20 others were shot but survived before the pair killed themselves. It was one of the first events of its kind that unfolded live on national television. Steve Davis, then PIO for the Jefferson County Sheriff's Office, became the face of the investigation, and won widespread praise for his calm, reassuring demeanor in the face of intense media scrutiny. Davis will briefly recount his experience at Columbine High School, and address how evolving technologies have radically changed the speed and manner of crisis coverage. Davis, who is now the PIO for the Lakewood, Colorado Police Department, will also discuss his handling of a recent tragedy, when an officer mistakenly shot and killed a fellow officer while on call.

2:00 - 3:00 PM

### **Handling Incidents of Global Interest: A Panel Discussion**

For the first time ever, Cassidee Carlson, Steve Davis, and Paul Vance, PIOs tasked with handling media during three of the most horrific mass murder cases in American history, the Aurora, Columbine, and Newtown shootings, will join together on a panel to compare notes and answer questions from NIOA members. Don Kelly, a 23-year veteran PIO for the Baton Rouge Police Department and NIOA Past President, will moderate the discussion.

3:00 - 4:30 PM

### **Networking Session**

Meet with your fellow PIOs, sharing challenges, tactics and solutions, forging new relationships and learning from each other.

**Dinner on Your Own.**

## ***Tuesday, August 27***

7:30 - 8:30 AM

### **Continental Breakfast**

8:30 - 10:00 AM

**Building and Marketing the Public Service "Brand"** This interactive session deals with practical public relations issues for the public service sector. How can we work together with community stakeholders to provide safe, secure and mutually productive communities? What internal and external cultural barriers challenge productive partnerships? How can we work effectively with community and business power structures? What does "customer relations" mean in the public service sector? What practical marketing strategies impact "brand" placement/development and persuasion? The session is enriched with concrete examples and case studies. Our presenter is Lt. Colonel James Vance, (USMC), who retired after 21 years of service. Vance was on the graduate faculty in media relations, marketing and leadership communications at the FBI Academy in Quantico, Virginia. He is currently an adjunct faculty member of both the University of Virginia and the University of Richmond.

10:00 - 10:15 AM

**Break**

10:15 - 11:20 AM

### **Coordinating National Media Coverage - Mystery in Effingham County**

In 2008, a triple shooting/double murder in Effingham County, Georgia, left two prominent businessmen dead, one a former county commissioner, rocking the community and gaining national media attention. Here are the facts: Philip Heidt and his son Carey were killed while sleeping. Philip's wife, Linda, was gravely injured but survived. Almost a year later, deputies arrested Craig Heidt, the eldest son of Philip and Linda, charging him with the crimes.

NBC Dateline's interest was sparked by newspaper accounts of this case, particularly trial testimony that Craig was having an affair with the wife of his brother, Carey, both before and after the murders. Effingham County Sheriff's Office PIO Det. David Ehsanipoor and Dateline producer Sarah Karlson discuss how local law enforcement and national media worked together on this high profile report before it aired.

11:20 - 11:30 AM

**Break**

11:30 AM - NOON

### **Business Meeting and Elections**

NOON - 1:30 PM

### **Luncheon**

#### **Keynote Speaker: TBA**

Please check NIOA.org for updates.

1:30 - 1:45 PM

**Break**

1:45 - 3:00 PM

### **Social Media 2013 – Trends, Relevance & Efficiency**

You're agency is using Social Media. Now what? Stephanie Slater, public information officer for the Boynton Beach (FL) Police Department, will discuss the latest trends in Social Media; the newest platforms and apps to consider implementing; and why Twitter is the most important real-time social platform a PIO can use. Topics also will include how to efficiently maintain your Social Media presence in the middle of a major incident, as well as how to stay relevant in a time of social media overload.

3:00 - 3:15 PM

**Break**

## ***Questions?***

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

3:15 - 4:15 PM

## Practical Communications & Information Technology for Today's PIO

The volume and speed of information transfer constantly multiplies. Your time does not. You have more media to monitor and more publics needing instant answers. How can the already busy PIO keep up? You may be surprised how many tools and practical technologies are out there to help you, including an array of efficient social media platforms for situation awareness & brand management. Mark Basnight, Charlotte (NC) Fire Department's PIO, delivers a crash course in gathering, verifying and analyzing information. He'll also present tools and tactics for disseminating information to multiple audiences through smartphones, tablets and laptops.

Dinner on Your Own.

## Wednesday, August 28

7:30 - 8:30 AM

### Continental Breakfast

8:30 - 9:45 AM

### Help For the Missing

The National Center for Missing & Exploited Children (NCMEC) is a private, (501)(c)(3) nonprofit organization, created in 1984. The Center has helped to dramatically improve the recovery rate for missing children and processed over 1.7 million reports of crimes against children. Craig Hill, director of training and outreach for NCMEC, provides valuable guidance for public information officers working with the media during a missing child incident and will cover the many resources NCMEC provides to families, communities, responders, media, law enforcement, and PIO professionals.

9:45 - 10:00 AM

### Break

10:00 - 11:30 AM

### Making Your Social Media Policy Work

Every agency needs a policy or order that governs employee conduct in personal and professional use of social media platforms. Hear one agency's unique approach to linking its social media policy and Code of Conduct. Every employee now understands that the message matters most, not the medium that communicates the message. Join Lauri-Ellen Smith, APR, as she recounts the research, development, and implementation of the

Jacksonville (Florida) Sheriff's Office social media policy, and all the bumps on the way to successful implementation.

*NOTE: It is recommended that attendees bring a copy of their agency's Official Code of Conduct and their Social Media Policy (or applicable General/Operational Order) to this session.*

11:30 AM - 1:00 PM

### Lunch on Your Own.

1:00 - 2:30 PM

### The Good Friday Miracle

What can we learn when Murphy's Law doesn't hold? Friday, April 6, 2012, was a peaceful, beautiful day with bright sunshine. Suddenly, at noon, an aircraft crashed into an apartment complex. Naturally first responders predicted a worst case scenario: massive fire, destroyed homes and high fatality counts. It's hard to believe, but there were no fatalities and only a handful of victims with non-life threatening injuries. Local residents began referring to the crash as "The Good Friday Miracle."

Now, imagine being the PIO that must provide instant information to local, national and international media, the U.S. Navy and multiple other agencies, all wanting every question answered immediately. Hear Battalion Chief Tim Riley, Virginia Beach, Virginia Fire Department PIO, as he discusses the PIO operations for the event, including coordinating with the many agencies involved.

2:30 - 2:45 PM

### Break

2:45 - 4:00 PM

### Chasing One of Your Own

For a tense nine days in February, 2013, Southern California was on edge as authorities searched for former Los Angeles police officer-turned-killer Christopher Dorner. Before apparently killing himself during a standoff in San Bernardino County, Dorner went on a nine day campaign of revenge against those he blamed for his 2009 firing from the force. Left dead were the daughter of a retired LAPD official, her fiancé, a police officer and a sheriff's deputy. As the nation watched the developing story, media relations professionals in the LAPD worked closely with Chief Charlie Beck to effectively message and manage the evolving turn of events, including the posting of a \$1 million reward. The NIOA is pleased to welcome as presenters Cmdr. Andrew Smith and Lt. Andrew Neiman from the LAPD and reporter Steve Gregory, a Los Angeles correspondent for Clear Channel Radio.

6:30 - 8:30 PM

### Closing Banquet



## 2013 Training Conference Registration

Sheraton Sand Key, Clearwater Beach, FL

Sunday-Wednesday  
August 25-28, 2013

If conference registration fee is not received by August 2, it **MUST** be paid at the door. Registration closes August 2.

**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](http://nioa.org)**

### Please check all that apply:

- ☐ **\$195** PIO 101 & Advanced Class Only  
For those **NOT** attending full conference.  
This session is free for those attending full conference.

#### FULL CONFERENCE REGISTRATION OPTIONS:

##### CHECK AND CASH:

BY JUNE 30

- ☐ **\$495** Members  
☐ **\$595** Non-Members

Register **NOW** and pay at the door.

JULY 1 OR AFTER

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

- ☐ My registration fee is enclosed  
☐ Registration fee will be paid at the door (after August 3)  
☐ **★★★ I plan to stay for the Wednesday night closing banquet ★★★**

**New!**

To register and pay with a credit card, go to [NIOA.org](http://NIOA.org)  
Click on "credit card registration."

Please note that all credit card transactions will be charged an additional fee.

##### CREDIT CARD:

BY JUNE 30

- ☐ **\$515** Members  
☐ **\$619** Non-Members

JULY 1 OR AFTER

- ☐ **\$723** Members and Non-Members  
☐ **\$827** Walk-up on August 25th

### 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 25. After that time we can not guarantee availability at the Sheraton Sand Key.

### 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.



Post Office Box 10125  
Knoxville, Tennessee 37939

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deliver to replacement or other interested party.*

