



National Information Officers Association

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 PIOs 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 23 through 26 in Nashville, Tennessee.

The conference will feature sessions dedicated to: Media in a Recession: How Much Should Your Agency Do for Them?; Positive PR Campaigns; Dealing with Aggressive Reporters, Social Media to Make Your Job Easier; Adding Safety to Your Key Messages; and coordinating and managing Joint Information Center (JIC) Operations. We have nationally acclaimed instructors, including Ronald Jones from the Louisiana State Police, who will lead our PIO Basic and PIO Advanced sessions; James Pribble MD, an emergency medicine physician that spearheaded a study on key messaging; and Ike Pigott, a known social media evangelist that led the Red Cross into a new era of communications during Hurricane Katrina.

In addition we will offer a track afternoon with tailored sessions for new, seasoned and veterans PIOs, along with a best-practices morning where different departments will share their successes. We will discuss the extensive arson concerns in Coatesville PA over three months in early 2009, as well as the longest prison hostage siege in U.S. history at Arizona's Lewis Complex.

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. 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.

Yours in service,

Rich Palmer
NIOA President 2009