



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 to 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 responding 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 28 through August 31 in Phoenix, Arizona.

The conference will feature sessions dedicated to the shooting in Tucson, Arizona, a major fire that claimed 12 lives in Reno, Nevada, the Kingman, Arizona prison escape, sessions on social media, and much more.

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. Thanks you for your consideration.

Respectfully,

Jack Goldhorn
2010 – 2011 President NIOA