



NIOA

National Information Officers Association

2012 TRAINING CONFERENCE

DOWNTOWN HILTON HOTEL • NASHVILLE, TN

SUNDAY-WEDNESDAY

AUGUST 26-29, 2012

Sponsored by:



About the Conference

The NIOA training conference is the only national meeting designed and held exclusively to address the needs of public information officers (PIOs). Gain new insights on crisis communication from experts who have successfully handled some of the most intense, high-profile events in the nation. Learn to create better relations between your department and the media through valuable discussion sessions, and take advantage of unrivaled networking opportunities with fellow PIOs from across North America.

Registration

You can register now and pay at the door! Early Bird Registration deadline is July 1. (You must be a member in good standing with dues paid before July 1, 2012 to receive the member rate.)

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

After July 1

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

- Registration closes Friday, August 3. All registration forms must be received by 5:00 p.m. on this date.
- All fees must be paid by the time you check-in or you will not be allowed to attend.
- Credit cards and purchase orders are NOT accepted. Checks received without registration forms will be returned.
- No refunds will be granted after Friday, August 3.



Hotel

Located in the heart of downtown Nashville, the Hilton Nashville Downtown is a full-service, all-suite luxury hotel. It's a short walk to the "Entertainment District" and legendary Second Avenue that houses a variety of restaurants, shops and nightclubs.

The Hilton government per-diem rate is \$107, plus taxes. The NIOA has a limited number of reduced-rate rooms available until July 24. After that time, rooms at the discounted rate will be on a first-come, first-served availability only. You must call the hotel directly at 1-615-620-1000 and mention NIOA when registering to receive the conference rate.

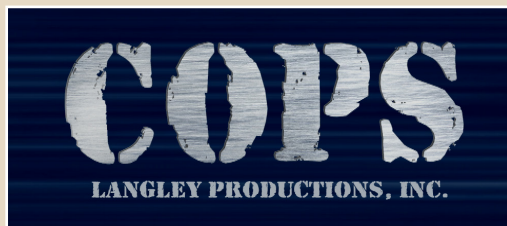
Meals

As part of the conference fee, continental breakfast will be provided Sunday through Wednesday. Sunday's reception, Tuesday's business luncheon and Wednesday's dinner are also provided. All other meals are on your own.

Dress Code

Dress for all conference sessions is professional business casual, no shorts, t-shirts or sandals are permitted. Collared golf shirts are acceptable.

Special thanks to Langley Productions for graciously sponsoring this conference.



Other Information

- Conference check-in will begin Sunday and Monday at 7:00 a.m.
- Sessions begin promptly at 8:30 a.m. each morning.
- Conference presentations are tentative and 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 at 865-389-8736 or by e-mail at nioa@comcast.net.



Downtown Hilton hotel

Sunday, August 26

7:00 - 8:30 a.m.
Continental Breakfast

7:00 a.m. - 2:00 p.m.
Conference Check-in

8:30 a.m. - 3:45 p.m.
Basic PIO Class
Ronald Jones
Assistant to the Superintendent
Louisiana State Police

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. This 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.

5:00 - 5:30 p.m.
New Member Orientation Meeting
As a new member of the NIOA, here's your chance to meet the Board of Directors and learn about the organization and the conference.
Dress: Casual

5:30 - 6:15 p.m.
Regional Meetings
You are encouraged to attend this meeting to meet face-to-face with your Regional Director and other members from your area to network and discuss issues of mutual concern.
Dress: Casual

6:30 - 7:30 p.m.
President's Reception
This reception is open to all members and spouses, offering a chance to make new friends and renew acquaintances in a relaxed atmosphere. No children please, alcohol will be served – wine and beer is provided.
Dress: Casual

Monday, August 27

7:00 - 8:30 a.m.

**Continental Breakfast and
Conference Check-in**

8:30 - 8:50 a.m.

Opening Ceremonies

8:50 - 9:00 a.m.

Break

9:00 - 10:15 a.m.

Indiana State Fair Stage Collapse

Captain David Bursten

Indiana State Police

Thousands of people were waiting to see the country band Sugarland at the Indiana State Fair last August when 60-70 mph winds began blowing. The massive rigging and lighting system covering the stage tilted forward, and then plummeted onto the front of the crowd, killing five people and injuring many more. Capt. David Bursten, Commander, Public Information Section of the Indiana State Police will discuss the national media coverage and what lessons they learned from this incident.

10:15 - 10:30 a.m.

Break

10:30 - 11:45 a.m.

Reno Air Crash

Officer Michele Anderson

City of Reno Public Information

Deputy Armando Avina

Washoe County Sheriff's Department

On September 16, 2011, at the National Championship Reno Air Races, The Galloping Ghost, slammed into the tarmac and disintegrated on impact in front of an area with spectator-filled box seating, killing 11 people including the pilot and injuring at least 69 others. National and international media attention focused on this horrific incident over the next several months while local agencies worked together to handle the immediate emergency, the investigation, and the aftermath. City of Reno Public Information Officer Michele Anderson and Washoe County Sheriff's Deputy Armando Avina will discuss the incident, challenges, and lessons learned.

11:45 a.m. - noon

Candidate Introduction

12:00 - 1:30 pm

Lunch on Your Own

1:30 - 2:45 p.m.

The Josh Powell Incident

Detective Ed Troyer

Pierce County, WA

Sheriff's Office

What began as a case of a missing Washington woman led, two years later, to the murder-suicide of her two sons and her husband. NIOA member Detective Ed Troyer will take us through the Powell Family's mysterious and tragic story ending with a father allegedly murdering his two young sons and committing suicide by blowing up his home before a social worker could help the boys.

2:45 - 3:00 p.m.

Break

3:00 - 4:30 p.m.

Social Media 101

PIO Stephanie Slater

Boynton Beach Police Department

Many public safety agencies have been engaging their communities online using social media platforms for several years now, while others remain reluctant. This session by Stephanie Slater of the Boynton Beach, Florida Police Department, will give a brief introduction to social media, and then take a deeper look at examples of how it can help your department cater to the needs of its community, as well as exploring new ways to keep your content fresh and users engaged, while avoiding some major risks.

Dinner On Your Own

Tuesday, August 28

7:30 - 8:30 a.m.

Continental Breakfast

8:30 - 9:45 a.m.

Ohio School Shooting

Lieutenant John Hiscox

Geauga, Ohio County Sheriff's Office

On February 27, 2012, the tiny city of Chardon, Ohio, was suddenly thrown into the national spotlight when a lone gunman opened fire in the Chardon High School cafeteria. Ultimately, three students died and a fourth was injured. Lieutenant John Hiscox, of the Geauga County Sheriff's Office found himself in the middle of a situation none of us ever want to deal with. Lt. Hiscox will share his first hand experiences of being a "small town" PIO suddenly finding himself on a national stage.

9:45 - 10:00 am
Break

10:00 - 11:15 a.m.
International House of Pancakes Shooting
Sheriff Ken Furlong
Captain Ken Sandage
Carson City Sheriff's Office

On September 6th, 2011, amid nationwide rising concerns of "credible" 9/11 anniversary threats, Carson City, Nevada was thrust into the international media spotlight with the shooting deaths of uniformed Nevada National Guard soldiers at an IHOP restaurant. The media storm onslaught was intense, immediate, and overwhelming to the local jurisdiction. Sheriff Ken Furlong and Capt. Ken Sandage from the Carson City Sheriff's Office will share their experiences during this tragic event.

11:15 - 11:30 a.m.
Break

11:30 a.m. - Noon
Business Meeting and Election of Officers

12:00 - 1:30 p.m.
Luncheon & Keynote Speaker



- *The Honorable Alberto R. Gonzales*
- *Former White House Counsel*
- *Former U.S. Attorney General*
- *Former Texas Supreme Court Justice*

Alberto Gonzales, the only lawyer ever to serve both as White House counsel and attorney general of the United States, is scheduled to deliver the keynote address to NIOA members at this year's annual training conference.

Gonzales was sworn in as the nation's 80th attorney general on Feb. 3, 2005, a position he held for 2 1/2 years. Prior to that he was White House counsel to President George W. Bush. Before coming to Washington, he served as a justice of the Supreme Court of Texas and Texas' secretary of state.

Since leaving government service, Gonzales has practiced law in Austin and taught at Texas Tech. He is currently filling the Doyle Rogers Distinguished Chair of Law at Belmont University in Nashville.

Gonzales was born in San Antonio and raised in Houston. He graduated from Texas public schools, Rice University and Harvard Law School. He also attended the United States Air Force Academy and served in the Air Force.

1:30 - 1:45 p.m.
Break

1:45 - 3:00 p.m.
Newport News 1980 Abduction Mystery
PIO Lou Thurston
Newport News Police Department
Jessica Larch
WTKR-TV Norfolk, VA.

In 1980 a baby was abducted by a woman posing as a Social Services worker. The baby was never located and the case eventually faded from view, until many years later when a local television reporter read about the case on the Internet and contacted the local police public information office to ask about it. Newport News PIO Lou Thurston and Jessica Larch of WTKR-TV in Norfolk will relate how the public information office, a young reporter, a detective and a forensics technician worked as a team to breathe new life into a case that had been shelved for nearly three decades.

3:00 - 3:15 p.m.
Break

3:15 - 4:15 p.m.
Homeland Security and Public Affairs
Chad Wood
Risk Communications Specialist
DHS Headquarters, Washington DC

Although more than a decade has passed since the September 11, 2001, terrorist attacks on the United States, Americans are constantly reminded that we live in an unsettled world that requires constant vigilance. As our cities and counties make plans and acquire equipment for terrorism-related responses, so, too, should public information officers be prepared because individual jurisdictions may be targeted for disaster. Chad Wood from the U.S. Department of Homeland Security headquarters will lead a discussion on PIO preparation and coordination for worst of the worst scenarios.

Dinner on Your Own

Wednesday, August 29

7:30 - 8:30 a.m.

Continental Breakfast

8:30 - 9:45 a.m.

Los Angeles—Unoccupying the Occupiers

Lieutenant Andy Nieman

Los Angeles Police Department

Steve Gregory

National Correspondent, Clear Channel Radio

Learn how the LAPD created press pools that embedded with officers as they rushed in to clear tents and Occupy protesters from the property of Los Angeles City Hall, as well as how the LAPD's attempt to create a unique media coverage plan caused major controversy among news directors, managers and television network attorneys. Lt. Andy Nieman from LAPD and Steve Gregory, National Correspondent for Clear Channel will discuss how LAPD balanced freedom of the press with potential interference at a major tactical event.

9:45 - 10:00 a.m.

Break

10:00 -11:30 a.m.

PIO Boot Camp

Jennifer Miller

Rockford Gray

Good media skills and effective crisis management don't just happen. These skills are learned and perfected through planning and training. In most cases, a public agency or organization will be judged not on what caused a crisis itself, but on how agency leadership and spokespeople managed that crisis after it occurred. To be successful, organizations must create a plan in advance. Jennifer Miller from Rockford Gray, a crisis communications company, will hold a PIO Boot Camp to help prep you for the worst.

11:30 a.m. - 1:00 p.m.

Lunch on Your Own

1:00 - 2:30 p.m.

Challenges in the Courtroom: Dealing with the Media during the Casey Anthony Trial

Dr. Allen Moore, APR

Orange County Corrections Department

Between May 24 and July 5, 2011, media representatives from across the nation descended on Orlando, Florida, to report gavel-to-gavel coverage of the Casey Anthony

murder trial. The intense interest in this case from both the media and the general public, as demonstrated by the crowds of people who turned out to attend the proceedings day after day, was just part of the drain on the public information officers involved. Dr. Allen Moore, APR, who manages public affairs for the Orange County Corrections Department, will lead a presentation on the development of an essential media management plan for such a high profile case. He will include details on what to expect from tabloid and social media journalists.

2:30 - 2:45 p.m.

Break

2:45 - 4:00 p.m.

Networking Session

This is an opportunity to meet with your fellow PIO's to forge new relationships and learn from each other.

6:30 - 8:30

Closing Banquet



Questions?

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



National Information Officers Association

2012 Training Conference Registration

Downtown Hilton Hotel - Nashville, TN
Sunday, August 26 - Wednesday, August 29

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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?

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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
- For those NOT attending full conference.*
- This session is free for those attending full conference.*

EARLY BIRD RATE

- \$495 Member Rate before July 1
- \$595 Non-Member Rate
- (must be a member before July 1st)*

- \$695 Fee after July 1 - Regardless of membership
- \$795 Day of conference registration - Regardless of membership
- 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

Checks received without a registration form will be returned!

**Need a NIOA W-9 form?
Go to nioa.org**

Please Type or Print Legibly

Name _____

Agency _____

Address _____

City _____

State _____ Zip _____

Phone _____

Email _____

*You must contact the Downtown Hilton Hotel 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 Downtown Hilton Hotel.*

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

Sponsored by:



Register now and pay at the door!



Post Office Box 10125
Knoxville, Tennessee 37939

*If the addressee is no longer at this address, please
deliver to replacement or other interested party.*

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pay at the door!**