



Dear Agency Leader:

As public safety professionals, the National Information Officers Association (NIOA) understands the importance of effective communication and the role it plays in building trust within our communities. In today's never-ending news cycle, where social media and other digital channels have made information more accessible but also easier to misrepresent, it is vital that we have well-trained and experienced public information officers (PIOs) who can effectively communicate with the public, the news media, and other stakeholders.

This is where I believe the NIOA stands above the rest in providing training and networking across the country so our PIOs will stand tall in our profession as communicators. The NIOA Training Conference is one of the best ways to build capacity within our agencies. By joining NIOA, and attending the training conference, our PIOs will adopt best practices, learn from real-life case studies, and build a network of fellow PIOs across a diverse spectrum.

In addition to the training conference, the NIOA hosts a bi-monthly training webinar with some of the top PIOs across the country presenting on various topics that help develop the skills and expertise needed to effectively communicate with the public during routine and crisis situations. The NIOA also offers resources to help our PIOs stay up to date with the latest trends and best practices in public information and crisis communication.

In my opinion, the greatest benefit of joining the NIOA is that it allows our members to build a network of other PIOs across the country to exchange ideas and experiences, and to build relationships that will prove invaluable during times of crisis.

The benefits of investing in your PIOs are immeasurable. Effective communication can help prevent crises from occurring, and when crises do occur, it can help mitigate the impact on our communities. Investing in the training and development of your PIOs will not only improve your ability to communicate with the public, but it will also help build trust and confidence within the community you serve, which is essential to success as public safety professionals.

We understand and appreciate that training budgets are tight. However, the investment you're making in your team will provide immeasurable results. We strongly encourage you to consider this membership and training conference to assist in the development of your PIO. If you have any further questions, don't hesitate to contact me.

Sincerely,

A handwritten signature in black ink that reads "Jason Elmore".

Jason Elmore

President, National Information Officers Association