

# Training Conference

March 10-12, 2020

## Gatlinburg, Tennessee

Location: Gatlinburg Convention Center

Course Name	Start	End
Advanced Internal Affairs Investigation	March 10	March 11
Detecting Deception	March 10	March 11
Pix4d for Crash Investigation	March 10	March 11
Covert Surveillance	March 10	March 11
Prisoner Control	March 10	March 11
Cold Case	March 10	March 12
Officer Involved Shooting	March 10	March 12
Criminal Drug Interdiction Techniques and Concealment Locations	March 10	March 12
Proactive Leadership Skills: Fundamental Tools for Leading Your Team Forward	March 10	March 12

~ **2 WAYS TO REGISTER** ~

Online: [www.patc.com](http://www.patc.com)

Phone: 1-800-365-0119



Public Agency Training Council

5235 Decatur Blvd  
Indianapolis, Indiana 46241

Phone: 1-800-365-0119

Fax: 317-821-5096

Email: [questions@patc.com](mailto:questions@patc.com)

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# Public Agency Training Council

Mark Waterfill, President



National Criminal Justice

Public Safety Continuing Education

Sponsored By:

**Columbus Police Department**

Columbus, Ohio

Training Seminar

## Practical Public Information New and Established PIOs

Instructor:

**Miriam Dickler**

Miriam Dickler is the former Director of Communications for the City of Charlottesville, Virginia.

In her six years with Charlottesville, she served as primary city spokesperson, led a staff of four and an office responsible for media relations, public relations, community engagement, web and social media content and the City's three PEG television stations.

The Charlottesville Director of Communications is also the Lead Public Information Officer (PIO) for Emergency Management, the City's Freedom of Information Act (FOIA) Officer and a senior advisor to the City Manager.

Prior to working for Charlottesville, Ms. Dickler served in a similar role as the first full-time Public Information Officer for the City of Harrisonburg, Virginia, building that city's communications operation from the ground up.

Over the course of her career in local government, she was the primary communications official for multiple events that attracted widespread national attention and responsible for directing teams of local and regional communications professionals through those events and their aftermaths.

In early 2018, Ms. Dickler stepped away from local government communications to explore new opportunities. She is currently working with James Madison University in Harrisonburg to design a local and state government continuing education curriculum. She also consults independently for individuals and organizations.

Ms. Dickler is proud to have been called "one of the best PR professionals" and "a dedicated communications miracle worker" by her colleagues. She lives in Charlottesville with her husband.

**January 13 & 14, 2020**

**Columbus, Ohio**

**Register On-Line At: [www.patc.com](http://www.patc.com)**

# Practical Public Information New and Established PIOs

## Course Overview:

In the ever changing landscape of media and public information, having a confident, competent Public Information Officer on your team is vital to your organization’s success.

This course will familiarize participants with basic public information tools and techniques. The course is appropriate for new and established PIOs. They will learn about the keys to writing successful press releases, communicating through traditional and social media and basic insights into effective crisis communications. Attention will be paid to interview skills and writing for the general public. There will be opportunities to practice using the skills taught in the course as well as to bring questions about issues within departments.

At the end of this course, participants will have the skills and knowledge to:

- Draft press releases
- Write meaningful public service announcements
- Conduct a simple press conference
- Confidently handle media interactions
- Understand the uses for a diverse range of communications tools
- Be prepared for crisis, including the practical application of skills taught in NIMS training

## Seminar Agenda Practical Public Information New and Established PIOs January 13 & 14, 2020

### January 13, 2020

7:30 a.m.— 8:00 a.m.  
8:00 a.m.—12:00 p.m.

**Registration**  
**Introductions**  
**Basic media knowledge**

- Types of media
- Ways we interact with media
- ADA considerations
- Embargos

**Writing for the media and public**

- Key Knowledge
- Products

1:00 p.m.—5:00 p.m.

**Lunch (On Your Own)**  
**Practical Writing Exercises**

- Press release
- PSA

**Review of exercise/discussion of real world issues**  
**Interviews and in-person media relations**  
**Practical Exercise (Mock interviews)**

### January 14, 2020

8:00 a.m.—12:00 p.m.

**Review day one**  
**Press Conferences, when and how**

- Practical Considerations
- To stream or not to stream
- Managing the room

**Information Management**

- Archives
- Public access to documents, websites etc.
- Monitoring media

**FOIA considerations**

- Knowing state records law
- When to invoke FOIA restrictions
- Compliance and record retention

**Privacy concerns**

- Crime/Fire victims
- Suspects
- Officers/Firefighters

1:00 p.m.—5:00 p.m.

**Lunch (On Your Own)**  
**Crisis**  
**Using ICS/NIMS/JIS/JIC structure**

- Where the PIO fits in crisis management
- Building a JIC
- Go kits

**Preparation for crisis**

- Sudden emergency
- Anticipated event
- Maintaining the tools to be able to deploy when needed
- PIO team meetings

**PIOs and Emergency Managers**

- Exerting your position
- Staying in contact
- You are the expert in this area, you need to drive the bus
- Key EM PIO duties

**Expanded constituencies**

- Emergency communication tools
- Additional Crisis Considerations
- Accuracy of message
- Who should be spokesperson
- Contingency and redundancy

**Certificate Presentation**

5:00 p.m.

Cut Along Dotted Line

## 3 Ways to Register for a Seminar!

1. **On-line Registration** at [www.patc.com](http://www.patc.com) — Yellow/Blue link in corner
2. **Fax Form** to Public Agency Training Council **FAX: 1-317-821-5096**
3. **Mail Form** to

Public Agency Training Council  
5235 Decatur Blvd  
Indianapolis, Indiana 46241

**\*NEW**

**Federal ID# 47-4078912**

**NEW\***

\*\*\* Pre-payment is not required to register \*\*\*

Upon receiving your registration we will send an invoice to the department or agency .

Checks, Claim Forms, Purchase Orders should be made payable to:  
**Public Agency Training Council**

If you have any questions please call  
**317-821-5085 (Indianapolis)**  
**800-365-0119 (Outside Indianapolis)**



<b>Seminar Title:</b>	<b>Practical Public Information New and Established PIOs</b>	<b>Seminar ID #16634</b>
<b>Instructor:</b>	<b>Miriam Dickler</b>	
<b>Seminar Location:</b>	<b>Columbus, Ohio Division of Police Training Academy</b> 1000 North Hague Avenue Columbus, Ohio 43204	
<b>When:</b>	January 13 & 14, 2020	<b>NOTE:</b> To receive discounted room rates, please identify yourself with <b>GOVT RATE</b>
<b>Registration Time:</b>	7:30 A.M. (January 13, 2020)	
<b>Hotel Reservations:</b>	<b>Drury Inn</b> 88 E Nationwide Blvd Columbus, Ohio 43215 1-614-221-7008 Contact Hotel for Current Rate (plus tax)	
<b>Registration Fee:</b>	\$325.00 Includes Practical Public Information New & Established PIOs Course Material, Coffee Breaks, and Certificate of Completion.	

**Names of Attendees** 1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

**Agency** \_\_\_\_\_

**Invoice To Attn:** \_\_\_\_\_  
(Must Be Completed)

**Address** \_\_\_\_\_

**City** \_\_\_\_\_ **State** \_\_\_\_\_ **Zip** \_\_\_\_\_

**Email** \_\_\_\_\_

**Phone** \_\_\_\_\_

**Fax** \_\_\_\_\_