



Great Thinking With a View

Everett, Washington

IACP PIO SECTION MID-YEAR CONFERENCE

Best PIO Training

Scenic Puget Sound June 14 – 18, 2005

Agenda

Tuesday, June 14, 2005

- 2:00 PM to 6:00 PM Registration Everett Police Headquarters
- 6:00 PM to 9:00 PM Reception: IACP Reception Flying Pig Brewery, 2900 Colby Avenue, Everett, WA

Wednesday, June 15, 2005 Everett Events Center Ballroom A

IMPROVING YOUR DELIVERY

- 7:30 AM to 8:30 AM Continental Breakfast
- 8:30 AM to 9:00 AM Welcome
- 9:00 AM to 11:00 AM **Understanding the PIO Role in the 21st Century**
 - Moderator: Sgt. Boyd Bryant Everett Police Department
 - Officer Rex Osborne Manteca CA,
 - Ed White KING TV NBC News Director
 - Diana Hefley, Everett Herald
 - Anna Velasquez, KIRO TV
 - Chief James I Scharf Everett Police Department
- 11:00 AM – 12:00 PM **Your first six months as a PIO** Not filling old shoes, Filling New Shoes.
 - Rich Niebusch Snohomish County Sheriff's Office,
- 12:30 – 1:30 PM Lunch on Your Own
- 1:00 – 2:00 PM **Writing Great Copy** Journal Articles, Books, Promotional Materials, and News Releases
 - Dr. Susan Braunstein Barry University
- 1:30 – 3:00 PM **Voice Techniques** Tony Stevens NorthSound 1380
 - Projecting a Positive Image and Making Great Sound Bites **AUDIENCE PARTICIPATION**
- 3:00 – 5:00 PM **On Camera Presence and Techniques** Jane McCarthy KING 5 News
 - Developing a Package
 - How to Play Your Part and Maximize Impact for Your Agency

Thursday June 16, 2005 Everett Events Center Ballroom A

TECHNOLOGY AND MEDIA RELATIONS

- 8:00 – 9:00 AM Continental Breakfast
- 9:00 AM to 10:00 AM Washington State Patrol – **Live Traffic Broadcast Programs**
- 10:00 AM to 12:00 **News Conferences and You**
 - Using the News Conference to Unify a Difficult Message
 - When to Use a News Conference
 - Running A News Conference in a Positive Professional Fashion
- 12:00 – 1 P.M. Lunch On Your Own
- 1:00 PM to 2:00 PM **Affordable Technology Enhancements for Your Agency** --- Everett Police
 - Simple affordable systems for media relations
 - An Overview of the City of Everett Wireless Communications System
 - Mobile Video Production
- 2:00 TO 4:00 P.M **Producing Your Own TV Program** for Internal and External Broadcast
 - REX OSBORNE, Manteca CA. P.D.
- 4:00 – 5:00 PM AFTERNOON BREAK
- 5:00 – 7:00 PM **Technology Showcase with How to Hands On Sessions**
 - Coaching for on camera interviews
 - Everett P.D. Wireless Network Demonstration
 - Photo Composition Tips and Tricks
 - Web Content Management
- 7:00 PM **Hosted Dinner SURF AND TURF** – Global Communications Convergence Hosted by Cisco Systems
 - Host Manny Ravelo Cisco Systems

Friday, June 17, 2005 Everett Events Center Ballroom A

WHEN IT ALL HAPPENS AT ONCE

- 7:30 AM to 8:30 AM Continental Breakfast
- 8:30 AM to 10:00 **am NIMS: Impact of Incident Command/ Joint Information Centers**
 - Participating in Larger Exercises
 - Broadening Your Experience with National Training Opportunities
- 10:00 AM to NOON **The GREEN RIVER MURDER CASES** dealing with news media during a multi year investigation
 - John Urquhart King County Sheriff's Office
- Noon – 1 PM Lunch on your own
- 1:00 PM to 3:00 PM **Hurricanes Francis and Jeanne, Natural Disasters and Public Information Communications**
 - Dr. Susan Braunstein Barry University
 - Port St. Lucie Florida Police Department
 - Ann Decker District Manager for Florida Congressman Mark Foley, Majority Assistant Whip
 - Multi-Agency Response and Martial Law
 - What to do when nothing works
 - How to work when your house just blew away
 - **3:00 PM – 4:00 P.M. Open Forum**

Saturday, June 18, 2005 Everett Events Center Board Room

IACP PIO SECTION Committee Meetings