

IACP PIO SECTION
MID-YEAR CONFERENCE
Reagan National Airport Radisson Hotel
Arlington, Virginia
April 19—21, 2006

Tuesday, April 18, 2006

2:00—6:00 pm REGISTRATION / HOTEL LOBBY

Wednesday, April 19, 2006

7:00 a.m.—4:00 p.m. REGISTRATION / HOTEL LOBBY

8:00 a.m.—8:30 a.m. OPENING CEREMONY

8:45 a.m.—10:00 a.m. “TRACTOR MAN”
Sgt Scott Fear, US Park Police

10:15 a.m.—11:45 a.m. “ADVANCED PIO”
Tom Olshanski, Director of Communications
United States Fire Administration, Emmitsburg, MD

12:00 p.m.—1:00 p.m. LUNCH ON YOUR OWN

1:00 p.m.—2:00 p.m. “TAKE COMMAND”
Ned Lundquist, Captain USN Retired, Anteon Corp.

2:15 p.m.—3:15 p.m. “CRIME VICTIMS AND THE MEDIA”
Moderator: Dr. Susan Braunstein, Barry University
Ted Gest, Criminal Justice Journalists

3:30 p.m. TRAVEL TO NAVY YARD

4:00 p.m.—8:00 p.m. HOST NIGHT RECEPTION / NAVY MUSEUM

Thursday, April 20, 2006

7:00 a.m.—4:00 p.m. REGISTRATION / HOTEL LOBBY

8:00 a.m.—4:00 p.m. TECHNOLOGY EXHIBITS OPEN

8:00 a.m.—8:10 a.m. WELCOME / ANNOUNCEMENTS

8:15 a.m.—9:30 a.m. WEB WORKSHOP
Foster Arnett, Digital One Productions, Knoxville TN
Mark Larsen, Digital One Productions, Knoxville TN
Sgt. Boyd Bryant, Everett WA Police Department

9:45 a.m.—10:30 a.m. “EVERY PICTURE TELLS A STORY DON'T IT?”
Lynn Hightower, PIO, Boise ID PD
PHC (AW) John Bivera, Photographer's Mate Chief Petty Officer,
Photographer to the Chief of Naval Operations

- 10:30 a.m.—11:30 a.m. “FOUR CRITICAL ELEMENTS OF DELIVERING YOUR MESSAGE”
Moderator: Mark Oswell, National Media and Constituent Affairs Officer
NOAA Fisheries Law Enforcement
- The Value of Networking for Law Enforcement
Susannah Cernojevich, Office of Congresswoman Lynn Woolsey (D-CA)
Justin McNaull, AAA—National Capital Chapter
- Keeping Positive Relations With the Local Media
Don Hines, US Marshal Service
SA Mike Campbell, Bureau of Alcohol, Tobacco, Firearms and Explosives
- The Importance of Media Training
Brandi Dobbins, Vanguard Communications
Amee Roberson, Veterans Administration
Cornelia Sorenson, DOJ National Institute of Justice
- Communicating in a Crisis
Dan Goren, West Street Productions
David Gai, USN LCMDC Retired
- 11:30 a.m.—12:45 NEWSMAKER LUNCHEON
Jim Miklaszewski, NBC News Pentagon Correspondent
- 1:00 p.m.—2:30 p.m. MEDIA PANEL
Moderator: Matt Martin, PIO, Arlington County VA PD
Jamie Stockwell, Reporter, Washington Post
Hank Silverberg, WTOP Radio
Gail Pennybacker, WJLA TV
Stephanie Lambidakis, Producer, CBS, Washington DC
Norma Montenegro, Univision TV
- 2:45 p.m.—3:45 p.m. “TANTALIZING TASER TALES----SEPARATING FACT FROM FICTION”
Steve Tuttle, TASER International Vice President of Communications
- 3:45 p.m.—4:00 “MORE THAN NAMES ON A WALL; THE NATIONAL LAW
ENFORCEMENT OFFICERS MEMORIAL”
Craig Floyd, Chairman NLEOM Foundation
- 4:00 p.m.—4:30 p.m. TRAVEL TO NLEOM
- 4:45p.m. TOUR NLEOM

Friday, April 21, 2006

- 8:00 a.m.—11:00 REGISTRATION / HOTEL LOBBY
- 8:00 a.m.—12:00 p.m. TECHNOLOGY EXHIBITS OPEN
- 8:00 a.m.—8:15 a.m. WELCOME / ANNOUNCEMENTS

8:15 a.m.—9:45 a.m. "THE PSYCHOLOGY OF MESSAGING"
Ron Edmond, Senior Technical Specialist
Oak Ridge Association Universities, Oak Ridge, TN

10:00 a.m.—11:00 a.m. "ACCELERATE YOUR MEDIA COVERAGE;
LESSONS FROM THE US NAVY"
Rear Admiral T.L. McCreary, CHINFO
Tom Houston, NCIS Director of Communications

11:15 a.m.—1:00 p.m. PIO SECTION BUSINESS MEETING
WORKING LUNCH

1:15 p.m.—2 :15 p.m. "CHALLENGES FACING SMALLER MARKET PIOs"
Glen Fossa, Fitchburg Massachusetts PD
Lynn Hightower, Boise Idaho PD
Chuck Satterfield, NHTSA Vermont

2:30 p.m.—3:30 p.m. "COPS"
Jimmy Langley, Langley Productions

3:45 p.m.—4:45 p.m. "AMERICAS MOST WANTED"
Steve Katz, Supervising Producer, AMW

5:00 p.m. CERTIFICATES / CLOSING REMARKS

RECEPTION HOSTED BY AMERICA'S MOST WANTED

Saturday, April 22, 2006

8:00 a.m. NETWORKING BREAKFAST / RADISSON RESTAURANT