

Chris Ryan's

PIO BOOT CAMP™

A Hard-Hitting, No-Nonsense Media Relations Seminar
for Police, Fire & First Responders™



July 23-26, 2012
Greenwood Police Dept.
Greenwood (Indy), Indiana



4-Day 'Master Public Information Officer'™ - Certification Course

Intensive Media Relations Training - High caliber instruction,
exercises, videos, on-camera practicals & more

Learn...

- Social Media Revolution - Tricks, secrets & pitfalls
- Crisis & Incident Command communications
- What's a "Multi-Platform Journalist" & why should I care?
- Secrets reporters don't want you to know
- Twitter, Facebook & Google+ are changing police forever
- More effective on-scene media strategies
- Your "open-door policy" may be a career killer
- Videos: Good, bad & ugly of news media interviews
- Take the heart out of a negative news story
- Tricks pros use to prepare for interviews & more
- New technology can save your agency's reputation
- Gunslinger Journalists™ - Are you their next target?
- An eye-opening look inside a television news room
- What is your body language really saying?
- Control more of what is printed and broadcast
- Write more effective news releases



\$595 per person
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