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PIO BOOT CAMP™

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



**May 7-10, 2012
Garland County Sheriff's Dept.
Hot Springs, Arkansas**

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

You'll learn...

- Social Media Revolution - Tricks, secrets & pitfalls
- Crisis & Incident Command communications
- What's a "Multi-Platform Journalist" & why should I care?
- iPad & Droid Apps that dramatically impact your agency
- When to respond and when to just shut-up!
- Your "open-door policy" may be a career killer
- Why reporters need your dept. on social media!
- Videos: Good, bad & ugly of news interviews
- Federal Court ruling makes everyone a reporter
- Secrets reporters don't want you to know
- Twitter, Facebook & YouTube are the news now!
- You may NOT need a media policy
- Take the heart out of a negative news story
- Google & new tech can save your dept's reputation
- What are your words and body language really saying?
- An eye-opening look inside a TV news room
- Writing more effective news releases



\$595 per person

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