

# PIO BOOT CAMP

**A Hard-Hitting, No-Nonsense Media Relations Seminar  
for Police, Fire & Public Safety Leaders**



**Sept. 11-14, 2023  
Boerne Police Dept.  
Boerne, Texas**

## **4-Day 'Master Public Information Officer' - Certification Course**

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

- Crisis & Incident Communications – Lessons from TX, OK & NY
- Perception vs. Reality – Messaging in complicated times
- Your “open-door policy” may be a career killer
- There’s a problem with those words!
- Guerrilla tactics to get your message out
- Facebook & Instagram Live! Should we be?
- Preparing for the next big incident in a small town
- News coverage trends, updates & challenges
- Police & Fire Brand Reputation Mgmt. for your de
- The impact of “Cyber Activism” on Police & Fire Dept.’s
- Social Media Revolution: Tricks, secrets & pitfalls
- Videos: Good, bad & ugly of news interviews
- When to respond & when to just “shut up!”
- Apps and tech for an overwhelmed PIO
- Write more effective news releases, posts & tweets
- Secrets reporters don't want you to know
- Take the heart out of a negative news story
- Emergency responses to toughest media questions

**\$595 per person**  
piobootcamp.com  
or 602-445-6442

