



IACP Public Information Officers Section MIDYEAR CONFERENCE

MAY 7-9, 2018

One Police Plaza
New York City, New York



theIACP.org/PIOMidYear

Hosted by the
New York City, New York,
Police Department



Sponsored by **AXON**

All events held at One Police Plaza unless otherwise noted

SUNDAY | MAY 6, 2018

6:00 pm

Networking Event — Stone Street Dining — Cobblestone Street
52 Stone Street, New York City, New York 10004

This is an “on your own” networking event for attendees arriving on Sunday. There are lots of places to eat and drink in the heart of the Financial District near Stone Street Dining.

MONDAY | MAY 7, 2018

7:00 am - 8:30 am

Registration

8:30 am - 8:40 am

Opening Ceremonies

8:40 am - 9:00 am

Welcoming Remarks

James P. O’Neill, *Commissioner*, New York City, New York, Police Department
IACP PIO Section Chair Christopher Cook, *Lieutenant*, Arlington, Texas, Police Department
Phillip Walzak, *Deputy Commissioner of Public Information*, New York City, New York, Police Department
Emcee: Tarik Sheppard, *Lieutenant*, New York City, New York, Police Department

9:00 am - 10:30 am

Panel Discussion: Neighborhood Policing: Communicating a New Philosophy

Terence Monahan, *Chief of Department*, New York City, New York, Police Department
Rodney Harrison, *Chief of Patrol*, New York City, New York, Police Department
Phillip Walzak, *Deputy Commissioner of Public Information*, New York City, New York, Police Department
Yael Bar-tur, *Director of Social Media and Digital Strategy*, New York City, New York, Police Department

10:30 am - 10:45 am

Networking Break

10:45 am - 12:00 pm

The Good, Bad, and Ugly of Body-Worn Cameras

T.J. Smith, *Chief of Media Relations*
Officer Jeremy Silbert, *Media Relations*
Baltimore, Maryland, Police Department

12:00 pm - 1:00 pm

Lunch Provided by the NYPD

1:00 pm - 2:00 pm

Boston Marathon Bombing — Social Media Strategy

Cheryl Fiandaca, *Investigative Reporter*
CBS Boston, Former Spokeswoman for Boston Police Department

2:00 pm - 3:00 pm

Communication Strategies Involving Sexual Offense Reporting

Susan Herman, *Deputy Commissioner*, Collaborative Policing
New York City, New York, Police Department

3:00 pm - 3:15 pm

Networking Break

3:15 pm - 4:30 pm

Case Study — Remember Parrish: When a Line of Duty Death Goes Viral

Lauren LeKander, *Lead Public Information Office and Social Media Director*
Douglas County, Colorado, Sheriff’s Office
Dionne Waugh, *Digital Communications Manager*
Jefferson County, Colorado, Sheriff’s Office

4:30 pm - 5:30 pm

IACP PIO Section Leadership Business Meeting

SPONSOR EVENT

Monday, May 7, 2018

Malt House - 9 Maiden Lane

5:30-7:30 pm

Sponsored by



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TUESDAY | MAY 8, 2018

- 8:30 am - 9:30 am **Communication Strategies: Use of Force and People With Mental Illness**
Terry Tobin, *Deputy Chief*, Collaborative Policing Bureau
New York City, New York, Police Department
- 9:30 am - 10:30 am **Advanced Social Media Topics**
Katie Nelson, *Social Media and Public Relations Coordinator*
Mountain View, California, Police Department
- 10:30 am - 10:45 am **Networking Break**
- 10:45 am - 12:00 pm **Active Shooter Incident — Chaos in Las Vegas**
Jeffrey Clark, *Sergeant*
Las Vegas, Nevada, Metro Police Department
- 12:00 pm - 1:30 pm **Lunch and Photo Opportunities Provided by the NYPD**
- 1:30 pm - 2:30 pm **Lessons Learned: Three Terror Attacks in New York City**
Phillip Walzak, *Deputy Commissioner of Public Information*
J. Peter Donald, *Assistant Commissioner, DCPI*
Scott Glick, *Detective*
New York City, New York, Police Department
- 2:30 pm - 3:30 pm **Fake Guns and Public Information — Shooting at Suburban Mall on Black Friday Weekend**
Lieutenant Christopher Cook, *Media Office Commander*
Arlington, Texas, Police Department
- 3:30 pm - 3:45 pm **Networking Break**
- 3:45 pm - 5:00 pm **Best Practice Communication During Mass Demonstrations**
Michael DeBonis, *Detective, DCPI*
James Byrne, *Detective, Office of the Chief of Department*
New York City, New York, Police Department

WEDNESDAY | MAY 9, 2018

- 8:30 am - 10:00 am **National and Regional Media Panel**
Lea Artz, *Head of Newsroom, Citizen and Former CBS News Producer*
Kristine Johnson, *Anchor and Reporter, WCBS & CBS News*
Aaron Katersky, *Correspondent, ABC News*
Shimon Prokupecz, *Crime and Justice Reporter, CNN*
William Rashbaum, *Senior Reporter, New York Times*
Moderated by: Phillip Walzak, *Deputy Commissioner for Public Information*
New York City, New York, Police Department
- 10:00 am - 11:00 am **Communicating Significant Incidents in Today's Digital World**
William Aubrey, *Assistant Chief, Detective Bureau*
Carlos Nieves, *Sergeant, DCPI*
New York City, New York, Police Department
- 11:00 am - 11:15 am **Networking Break**
- 11:15 am - 12:15 pm **Counterterrorism Messaging**
John Miller, *Deputy Commissioner, Counterterrorism and Intelligence*
New York City, New York, Police Department
- 12:15 pm - 12:30 pm **Closing Remarks**

On Wednesday afternoon, NYPD is offering small group tours of various places of interest including national news studios, operational units, and pay as you go tours to some local sights. More information including how to sign up for these will be forwarded to attendees prior to the conference.

IACP Public Information Officers Section Leadership

GENERAL CHAIR

Christopher Cook, *Lieutenant*
Arlington, Texas, Police Department

GENERAL VICE CHAIR

Zach Perron, *Captain*
Palo Alto, California, Police Department

SECRETARY

Dionne Waugh, *Digital Communications Manager*
Jefferson County, Colorado, Sheriff's Office

OFFICER AT LARGE

Sean Whitcomb, *Sergeant*
Seattle, Washington, Police Department

REGIONAL VICE CHAIRS

Northwest **Sean Whitcomb**, *Sergeant*, Seattle, Washington, Police Department
Southwest **Chris Hsiung**, *Captain*, Mountain View, California, Police Department
North Atlantic **Jeremy Warnick**, *Director*, Cambridge, Massachusetts, Police Department
Mid Atlantic **Julie Parker**, *Director*, Fairfax County, Virginia, Police Department
Southeast **Mark Economou**, *Manager*, Boca Raton, Florida, Police Department
Midwest **Michael Knight**, *Special Agent*, Bureau of Alcohol, Tobacco and Firearms
North Central **Penny Mateck**, *Coordinator*, Cook County, Illinois, Sheriff's Office
Central **Douglas Shoemaker**, *Captain*, Jefferson City, Missouri, Police Department
Western Canada **Kelsie Fraser**, *Media Relations Specialist*, Saskatoon, Saskatchewan, Police Service
Eastern Canada **Sandasha Bough**, *Constable*, London Police Service

About the IACP

The International Association of Chiefs of Police (IACP) is the world's largest and most influential professional association for police leaders. With more than 30,000 members in 150 countries, the IACP is a recognized leader in global policing. Since 1893, the association has been speaking out on behalf of law enforcement and advancing leadership and professionalism in policing worldwide.

The IACP is known for its commitment to shaping the future of the police profession. Through timely research, programming, and unparalleled training opportunities, the IACP is preparing current and emerging police leaders — and the agencies and communities they serve — to succeed in addressing the most pressing issues, threats, and challenges of the day.

The IACP is a not-for-profit 501c(3) organization headquartered in Alexandria, Virginia. The IACP is the publisher of *The Police Chief* magazine, the leading periodical for law enforcement executives and host of the IACP Annual Conference, the largest police educational and technology exposition in the world. IACP membership is open to law enforcement professionals of all ranks, as well as non-sworn leaders across the criminal justice system. Learn more about the IACP at www.theIACP.org.



International Association of Chiefs of Police

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