IACP
PUBLIC INFORMATION OFFICERS SECTION
MIDYEAR CONFERENCE

MAY 6–8, 2019  |  Henderson, Nevada

thelACP.org/PIOMidYear

Hosted by the Henderson Police Department
Sponsored by AXON

International Association of Chiefs of Police
### Monday, May 6, 2019

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 am – 8:30 am</td>
<td>Registration</td>
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<tr>
<td>8:30 am – 9:00 am</td>
<td>Opening Ceremony &amp; Welcoming Address</td>
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<td>Henderson Police Department Honor Guard</td>
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<td>Thedrick Andres, Acting Chief, Henderson Police Department</td>
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<td>Dionne Waugh, Section Chair, IACP Public Information Officers Section</td>
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<tr>
<td>9:00 am – 10:00 am</td>
<td>Using Digital Tools to Create Emotional Connections</td>
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<td>Los Angeles Police Department Strategic Communications Unit</td>
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<tr>
<td>10:00 am – 10:15 am</td>
<td>Networking Break</td>
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<tr>
<td>10:15 am – 11:45 am</td>
<td>Officer Involved Shooting Transparency: The Las Vegas Model</td>
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<td>Carla Alston, Director, Las Vegas Metro Police Department</td>
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<td>Jeff Clark, Sergeant, Las Vegas Metro Police Department</td>
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<td>Steve Crupi, Video Production Supervisor, Las Vegas Metro Police Department</td>
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<tr>
<td>12:00 pm – 1:00 pm</td>
<td>Lunch</td>
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<td>1:00 pm – 2:00 pm</td>
<td>Mobile Video: Creating Compelling Video on the Fly (simple steps for using iMovie &amp; other mobile video platforms)</td>
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<td>Genevieve Judge, PIO and Social Media Manager, Sarasota Police Department</td>
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<tr>
<td>2:00 pm – 2:15 pm</td>
<td>Networking Break</td>
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<tr>
<td>2:15 pm – 3:30 pm</td>
<td>Next Level Social Media: Looking at the Digital World Through the Lens of Success</td>
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<td>Chris Hsiung, Captain, Mountain View Police Department</td>
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<td>3:30 pm – 4:30 pm</td>
<td>An Inside Look at a State Criminal Investigative Agency’s Role in Officer Involved Use of Force Incidents</td>
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<td>Nelly Miles, Public Affairs Director, Georgia Bureau of Investigation</td>
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<tr>
<td>6:00 pm – 9:00 pm</td>
<td>Networking Event at One5 Lakeside</td>
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</table>

**SPONSOR EVENT**

**Monday, May 6, 2019**

**One5 Lakeside**

15 Via Bel Canto, Henderson, NV 89011

6:00 pm – 9:00 pm

Sponsored by [AXON](#)
TUESDAY | MAY 7, 2019

8:30 am – 9:30 am  Managing Fear: How the Austin Police Department Kept the Community Informed when a Serial Bomber Struck  
Anna Sabana, Public Information and Marketing Manager, Austin Police Department

9:30 am – 10:30 am  What’s Next? Relating to the Media in a Post-Ferguson World.  
Vera S. Culley, Social Media Coordinator, St. Louis Police Department

10:30 am – 10:45 am  Networking Break

10:45 am – 12:15 pm  Officer Shot, Suspect Dead, International Implications: How do I Tell Everyone?  
Jake Becchina, Sergeant, Kansas City Police Department

12:15 pm – 1:15 pm  Lunch

1:15 pm – 2:15 pm  Snapchat in Law Enforcement  
Jason Cullum, Sergeant, Evansville Police Department  
Philip Smith, Officer, Evansville Police Department

2:15 pm – 2:30 pm  Networking Break

2:30 pm – 3:30 pm  Making Your Website ADA Compliant  
Mark Economou, Public Information Manager, Boca Raton Police

3:30 pm – 4:30 pm  PIO Section Business Meeting

WEDNESDAY | MAY 8, 2019

8:30 am – 9:30 am  San Bruno YouTube Incident/Creating Business Partnerships  
Ryan Johansen, Lieutenant, San Bruno Police Department

9:30 am – 10:30 am  How to Use Instagram Stories  
Yael Bar-tur, Director Social Media and Digital Strategy, New York City Police Department

10:30 am – 10:45 am  Networking Break

10:45 am – 12:00 pm  Local Media Panel  
Moderated by Henderson Police Department
IACP Public Information Officers
Section Leadership

GENERAL CHAIR
Dionne Waugh, Digital Communications Manager
Jefferson County, Colorado, Sheriff’s Office

GENERAL VICE CHAIR
Doug Shoemaker, Chief
Grand Junction, Colorado, Police Department

SECRETARY
Katie Nelson, Social Media and PR Coordinator
Mountain View, California, Police Department

OFFICERS AT LARGE
Yael Bar-tur, Director Social Media and Digital Strategy
New York City Police Department
Genevieve Judge, Partnership Police Communications Coordinator/Public Information Officer
Sarasota, Florida, Police Department

REGIONAL VICE CHAIRS
Northwest .......... Kristin Banchero, Public Relations Specialist, Montana Highway Patrol
Southwest .......... Chris Hsiung, Captain, Mountain View, California, Police Department
North Atlantic ..... Jeremy Warnick, Director of Communications & Media Relations, Cambridge, Massachusetts, Police Department
Mid Atlantic ........ Julie Parker, Senior Advisor for Media Relations, IACP
Southeast .......... Mark Economou, Public Affairs Manager, Boca Raton, Florida, Police Department
Midwest ............ Michael Knight, Special Agent, Bureau of Alcohol, Tobacco, and Firearms
North Central ...... Penny Mateck, Community Affairs Coordinator, Cook County, Illinois, Sheriff’s Office
South Central ...... Christopher Cook, Lieutenant, Arlington, Texas, 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 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.