

# AGENDA

## *Sunday, April 10*

### **Arrivals to Hotel**

- 4:00 - 6:00 p.m. - IACP PIO Section Executive Board & Regional Vice Chairs Meeting
- 7:00 - 9:00 p.m. - Networking Dinner (on your own)

## *Monday, April 11*

- 7:30 - 8:30 a.m.** - **Registration**
- 8:30 - 9:00 a.m.** - **Opening Ceremony & Welcoming Address**
  - KCPD Honor Guard*
  - KCPD Chief of Police Darryl Forté*
  - IACP PIO Section Chair Lt. Christopher Cook*
- 9:00 - 10:00 a.m.** - **News Release 101 & Basic Fundamentals for the Modern PIO**
  - Kansas City, MO Police Department Public Relations Specialist Sarah Boyd*
- 10:00 - 10:15 a.m.** - **Networking Break**
- 10:15 - 11:15 a.m.** - **Using Social Media to Build Trust**
  - New York City, NY Police Department Digital Strategist Yael Bar-Tur*
- 11:15 - 11:30 a.m.** - **Introduction to the International Association of Chiefs of Police**
  - IACP Pio Section Chair - Arlington, TX Police Lt. Christopher Cook*
- 11:30 - 11:45 a.m.** - **Introduction to the National Information Officers Association**
  - NIOA President Ed Buice*
- 11:45 - 12:00 p.m.** - **Sponsor Demonstration**
- 12:00 - 1:30 p.m.** - **Lunch**
- 1:30 - 2:30 p.m.** - **Tweeting Troopers**
  - Kansas Highway Patrol Trooper Ben Gardner*
  - Kansas Highway Patrol Trooper Candice Breshears*
- 2:30 - 2:45 p.m.** - **Networking Break**
- 2:45 - 4:30 p.m.** - **Managing Officer-Involved Shootings**
  - Arlington, TX Police Department Lt. Christopher Cook*
  - Arlington, TX Police Department Officer Zhivonni McDonnell*
  - Seattle, WA Police Department Sgt. Sean Whitcomb*
- 6:30 - 9:00 p.m.** - **Networking Event**
  - Comedy City Night (Sponsored)*

# AGENDA

## Tuesday, April 12

- 8:30 - 9:30 a.m.** - Meeting the Media: Building Relationships and Cultivate Sources in the News Industry  
*Mountain View, CA Police Department Katie Nelson*
- 9:30 - 10:30 a.m.** - Video Panel Workshop  
*Bureau of Alcohol, Tobacco, and Firearms  
Portland, OR Police Department  
Salt Lake City, UT Police Department*
- 10:30 - 10:45 a.m.** - Networking Break
- 10:45 - 12:00 p.m.** - Periscope  
*Baltimore Police Department*
- 12:00 - 1:30 p.m.** - Lunch
- 1:30 - 3:00 p.m.** - Managing the Media During a Serial Killer Investigation  
*Kansas City, MO Police Department Major Rich Lockhart  
Kansas City, MO Sgt. Doug Neimeier*
- 3:00 - 3:15 p.m.** - Networking Break
- 3:15 - 4:30 p.m.** - Using Body Cam Footage for YouTube Channel  
*Seattle, WA Police Department Sgt. Sean Whitcomb*
- 6:30 - 8:30 p.m.** - Networking Event  
*Jack Stack BBQ (Sponsored)*

## Wednesday, April 13

- 8:30 - 9:30 a.m.** - Exploring Instagram and the Benefits on Reaching Additional Audiences  
*Jefferson County, CO Sheriff's Office Digital Communications Manager Dionne Waugh*
- 9:30 - 10:30 a.m.** - Local Media Panel  
*Television, Print, and Radio moderated by KCPD Sarah Boyd*
- 10:30 - 10:45 a.m.** - Networking Break
- 10:45 - 12:00 p.m.** - Facilitated Discussion Panel with Attendees  
*IACP Executive Board & Regional Vice Chairs*