Great Thinking With a View
Everett, Washington
IACP PIO SECTION MID-YEAR CONFERENCE
Best PIO Training
Scenic Puget Sound June 14 – 18, 2005

Agenda
Tuesday, June 14, 2005

- 2:00 PM to 6:00 PM Registration Everett Police Headquarters
- 6:00 PM to 9:00 PM Reception: IACP Reception Flying Pig Brewery, 2900 Colby Avenue, Everett, WA

Wednesday, June 15, 2005

Everett Events Center Ballroom A

IMPROVING YOUR DELIVERY

- 7:30 AM to 8:30 AM Continental Breakfast
- 8:30 AM to 9:00 AM Welcome
- 9:00 AM to 11:00 AM Understanding the PIO Role in the 21st Century
  o Moderator: Sgt. Boyd Bryant Everett Police Department
  o Officer Rex Osborne Manteca CA,
  o Ed White KING TV NBC News Director
  o Diana Hefley, Everett Herald
  o Anna Velasquez, KIRO TV
  o Chief James I Scharf Everett Police Department
- 11:00 AM – 12:00 Your first six months as a PIO Not filling old shoes, Filling New Shoes.
  o Rich Niebusch Snohomish County Sheriff’s Office,
- 12:30 – 1:30 PM Lunch on Your Own
- 1:00 – 2:00 PM Writing Great Copy Journal Articles, Books, Promotional Materials, and News Releases
  o Dr. Susan Braunstein Barry University
- 1:30 – 3:00 PM Voice Techniques Tony Stevens NorthSound 1380
  Projecting a Positive Image and Making Great Sound Bites
- 3:00 – 5:00 PM On Camera Presence and Techniques Jane McCarthy KING 5 News
  o Developing a Package
  o How to Play Your Part and Maximize Impact for Your Agency

Thursday, June 16, 2005

Everett Events Center Ballroom A

TECHNOLOGY AND MEDIA RELATIONS

- 8:00 – 9:00 AM Continental Breakfast
- 9:00 AM to 10:00 AM Washington State Patrol – Live Traffic Broadcast Programs
- 10:00 AM to 12:00 News Conferences and You
  o Using the News Conference to Unify a Difficult Message
  o When to Use a News Conference
  o Running A News Conference in a Positive Professional Fashion
- 12:00 – 1 P.M. Lunch On Your Own
- 1:00 PM to 2:00 PM Affordable Technology Enhancements for Your Agency --- Everett Police
  o Simple affordable systems for media relations
  o An Overview of the City of Everett Wireless Communications System
  o Mobile Video Production
- 2:00 TO 4:00 P.M Producing Your Own TV Program for Internal and External Broadcast
  o REX OSBORNE, Manteca CA. P.D.
- 4:00 – 5:00 PM AFTERNOON BREAK
- 5:00 – 7:00 PM Technology Showcase with How to Hands On Sessions
  o Coaching for on camera interviews
  o Everett P.D. Wireless Network Demonstration
  o Photo Composition Tips and Tricks
  o Web Content Management
- 7:00 PM Hosted Dinner SURF AND TURF – Global Communications Convergence Hosted by Cisco Systems
  o Host Manny Rvelo Cisco Systems

Friday, June 17, 2005

Everett Events Center Ballroom A

WHEN IT ALL HAPPENS AT ONCE

- 7:30 AM to 8:30 AM Continental Breakfast
- 8:30 AM to 10:00 am NIMS: Impact of Incident Command/ Joint Information Centers
  o Participating in Larger Exercises
  o Broadening Your Experience with National Training Opportunities
- 10:00 AM to NOON The GREEN RIVER MURDER CASES dealing with news media during a multi year investigation
  o John Urquhart King County Sheriff’s Office
- Noon – 1 PM Lunch on your own
- 1:00 PM to 3:00 PM Hurricanes Francis and Jeanne, Natural Disasters and Public Information Communications
  o Dr. Susan Braunstein Barry University
  o Port St. Lucie Florida Police Department
  o Ann Decker District Manager for Florida Congressman Mark Foley, Majority Assistant Whip
    - Multi-Agency Response and Martial Law
    - What to do when nothing works
    - How to work when your house just blew away
- 3:00 PM – 4:00 P.M. Open Forum

Saturday, June 18, 2005

Everett Events Center Board Room

IACP PIO SECTION Committee Meetings