



Boise, Idaho, host city for the
INTERNATIONAL ASSOCIATION OF CHIEFS OF POLICE
Public Information Officers Section
MID – YEAR CONFERENCE, JUNE 19 – 22, 2007



Conference Location:
The Grove Hotel, Grove Ballroom
245 So. Capitol Blvd., Boise ID 83702
(208) 333-8000

Agenda:

******This is a draft agenda as of 5/4/07. Most speakers at this time are confirmed, however, agenda is subject to change.***
Any questions, please call Lynn Hightower, PIO Boise PD (208) 577-3808

Conference Times:

Begins: 8:00 a.m. Tuesday, June 19th
Ends: Noon, Friday, June 22nd

Conference speakers & workshops will begin 7:30 – 8:00 a.m. and conclude by approx. 5:00 p.m. each day, except Friday.

All conference workshops are scheduled for the Grove Hotel.

Continental breakfast will be provided.

Tuesday evening following the conference attendees are also invited to a networking reception with light finger foods.

Lunch & Dinner: None are provided during the conference (with the exception of the IACP PIO Section business lunch Thursday.)

The conference hotel is in the heart of Boise's Downtown. Dozens of lunch and dinner choices are within easy walking distance!

Workshops & Speakers:

Tuesday, June 19th, 2007:

8:00 a.m. – 8:45 – Welcome & Announcements

8:45 – 10:15 - PIO Basics, You got the job, now what?

Ed Buice, Naval Criminal Investigative Service

10:15 – 10:25 – Break

10:30 – 11:30 - Who Ya Gonna Call: Reaching out to the Media

Det. Ed Troyer, Pierce County Sheriff's Dept., Pierce County, Washington

11:30 – 1:00 – Lunch on your own downtown

1:00 – 2:00 - Tech Gadgets to Improve your Media Communications

Julianne Marshall, ATF, Seattle

2:00 – 2:10 – Break

2:15 – 4:30 - Be a Body Language Expert: Non-Verbal Secrets to Success & Interviewing

Janine Driver, ATF, Washington, D.C., National Expert used by law enforcement and the media on learning to read and use body language.

At conclusion: Hospitality Reception for attendees

Wednesday, June 20th:

7:30 a.m. – Opening Announcements:

PIO Perks through IACP - Dr. Susan Braunstein, Assoc. Prof. of Communications, Barry University, Miami, FL

7:45 – 9:15 a.m. – Case Study: Groene/McKenzie Murder/Kidnapping

Capt. Ben Wolfinger, Kootenai County Sheriff's Office, Coeur d'Alene, Idaho

9:15 – 9:25 – Break

9:30 – 10:30 – Case Study: Kim Family Search

Lt. Gregg Hastings, Oregon State Police

10:30 – 10:40 – Break

10:45 – 12:00 – Media Panel

Patrick Orr – Idaho Statesman newspaper, Cops, Crime & Courts reporter
Steve Bertel – Assignment Editor, KIVI TV, ABC affiliate, Nampa, Idaho
Ken Weaver, News Director, KBOI Radio
Isabelle Bilbao, General Assignment Reporter, KTVB, NBC Affiliate, Boise

12:00 – 1:25 – Lunch on your own downtown

1:30 – 3:00 – Delivering the Difficult Message (or Getting Out Your Own Bad News!)

Panel Discussion:

Det. Ed Troyer, Pierce County SO – Chief Homicide/Suicide Case
Sgt. Jeff Goodwin, Colorado State Patrol – Girder Incident
Master Trooper Ron Watkins. Colo. State patrol – Girder Incident
Bill Manny, Managing Editor, Idaho Statesman newspaper.

3:00 – 3:10 – Break

3:10 – 4:30 - Communicating in a Cluttered Environment – Targeting Your Message and Your Marketing

Alice Mathews a Senior Account Executive with The Tombras Group, Chicago
Susan Gorcowski, National Highway Transportation & Safety Administration, Chicago

Thursday, June 21st :

7:30 a.m. – Opening Announcements

7:45 – 9:15 - Dissecting a Critical Incident – Differing Stakeholders, Differing Views

Panel Discussion – panelists TBA

Moderator: Prof. John Freemuth, Boise State University

9:15 – 9:25 – Break

9:30 – 11:00 – Managing Your Message – Why Your Message in a Crisis Should be Your Message Every Day

Workshop, Group & Individual Exercises, and yes, you will participate!

Facilitator: Lynn Hightower, Communications Director, Boise Police Department

11:00 – 12:30 – Lunch – IACP PIO Section Business Meeting, brown bag lunch, Grove Hotel

12:40 – 1:10 –The National Law Enforcement Museum: Helping Make the Dream a Reality

Kevin Morison, formerly with DC Metro Police, now Communications Director for the Nat'l Law Enforcement Officers Memorial Fund

1:15 – 2:45 - Archives to Assets: Preserving the History of Your Agency

Mary Grady, Public Information Director, Los Angeles Police Department

with technical assistance available from Joe Toluse and Steve Walker, Curators with the Idaho State Historical Society

2:45 – 2:55 – Break

3:00 - 4:00 – COPS – Having a national audience for a ride along

Jimmy Langley, COPS Producer, Langley Productions

Capt. Eugene Smith, Bench Patrol Division, Boise Police Dept.

Friday, June 22nd :

8:00 – Opening Announcements

8:15 – 9:15 - PSA's & VNR's: Using Video to be Pro-Active with Your Public Safety Message

Chuck McClure, Information Specialist & Videographer, Boise Police Department

9:15 – 9:25 – Break

9:30 – 11:00 – Amber Alert – What Your Department Needs to Know. Also includes Endangered Persons Advisories.

Paul Murphy, Utah Attorney General's Office

11:00 – 11:30 – Wrap up & Concluding Remarks

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