



Conference Participants:

On behalf of the Arlington Police Department, welcome to Arlington, Texas! Our staff has worked with the IACP to bring you a variety of interesting and timely conference sessions designed to enhance your media relations skills and make you a poised professional prepared for the unexpected. Developing relationships here will improve your ability to engage the media as a resource in achieving your agency's public safety strategy. We are excited you are here, and hope you enjoy the conference and your visit in our city.

Theron Bowman
Police Chief, Arlington, Texas



Founded in 1893, the International Association of Chiefs of Police is the world's oldest and largest association of law enforcement executives with nearly 22,000 members in 104 countries.

For more information about the IACP's PIO Section:
Wendy Balazik
IACP's Staff Liaison to the PIO Section
515 North Washington Street • Alexandria, VA 22034
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IACP PIO Welcome Reception & Dinner

Special thanks to our sponsor:



DFW International Airport
Public Affairs

Wednesday, May 28
6 p.m.
Hall of Fame Room
2nd Floor, Sheraton Hotel



Working Together To Make Arlington Better

INTERNATIONAL ASSOCIATION OF CHIEFS OF POLICE

Public Information Officers Section
Mid-Year Conference

Arlington, TX

May 28-30, 2008



Wednesday, May 28, 2008

7 a.m.
Registration and check in until 4 p.m.
Outside the Champions Ballroom 2 & 3

7 a.m. **Continental breakfast**
Inside Champions Ballroom 2 & 3

8 - 8:45 a.m.
Welcome
Dr. Theron Bowman, Arlington Police Chief
Posting of Colors-Arlington Police Honor Guard
National Anthem & Opening Announcements

8:45 - 10:15 a.m.
The April 2007 Tragedy at Virginia Tech
Corinne Geller, Public Relations Manager, Virginia State Police

10:15 - 10:30 a.m. **Break**

10:30 - 11:30 a.m.
What Reporters Want and Need
Susan Risdon, Red Media Group; Former NBC News Reporter

11:30 - 1 p.m. (Not provided) **Lunch**

1 - 2:30 p.m.
The Art of News Releases
Tela Goodwin Mange, Chief of Media Relations, Texas Department of Public Safety

2:30 - 2:45 p.m. **Break**

2:45 - 4 p.m.
**Sex Offenders, the Media, and the Public:
Framing a Law Enforcement Response**
Detective Bob Shilling, Seattle Police Dept., Sexual Assault and Child Abuse Unit
Alissa Huntoon, IACP Project Manager, Sex Offender Mgmt. Training & Technical Assistance Program

4 - 4:15 p.m. **Closing Announcements**

Don't Miss

IACP PIO Welcome Reception & Dinner
Tonight at 6 p.m.

See back of brochure for details.

Thursday, May 29, 2008

7 a.m. **Continental breakfast**
Inside Champions Ballroom 2 & 3

8 - 8:10 a.m. **Opening Announcements**

8:10 - 10:10 a.m. **Rapport-building, Persuasion
and Influence: Using Body Language to Your
Advantage**
Janine Driver, President, Lyin' Tamer™ Education, LLC

10:10 - 10:30 a.m. **Break**

10:30 - 11:30 a.m. **Television Interview
Techniques: Forming Your Message and Getting
It Heard**
Rebecca Rodriguez, President, Ciano Media

11:30 - 1 p.m. (Provided) **Lunch at Sheraton
PIO Mid-Year Business Meeting**

1 - 2:30 p.m. **Case Study: The Abduction and
Slaying of 9-year-old Amber Hagerman
(for whom the AMBER alert is named)**
Mark Simpson, Retired Sgt. Arlington Police Dept;
Homicide Supervisor-Head of Amber Task Force
Robert Tharp, Media Relations/Crisis Comm. Staff
Member, Androvett Legal Media & Marketing; Former *Fort
Worth Star-Telegram* Reporter

2:30 - 2:45 p.m. **Break**

2:45 - 3:45 p.m. **In the Line of Duty Deaths: PIO
Duties and Considerations**
Janice M. Crowther, Senior Corporal, Dallas Police Dept.

3:45 - 4 p.m. **Break**

4 - 4:45 p.m. **Guide to Reporters:
The Good, the Bad, the Dumb**
Tanya Eiserer, Reporter, *The Dallas Morning News*

4:45 - 5 p.m. **Closing Announcements**

Friday, May 30, 2008

7 a.m. **Continental breakfast**
Inside Champions Ballroom 2 & 3

8 - 8:10 a.m. **Opening Announcements**

8:10 - 9:10 a.m. **Panel Discussion: Immediacy and
Accuracy: Working Together Quickly! in a Multi-
Media World**
Joe Harn, Officer, Garland, TX Police Dept.
Chuck Schechner, Reporter, KRLD News Radio 1080
Kathy Vetter, Multimedia Managing Editor, *Fort Worth
Star-Telegram*
Kent Chapline, Exec. Online Producer, KTVT & KTXA

9:10 - 9:20 a.m. **Break**

9:20 - 10:20 a.m. **Identity Crime: What Every PIO
Needs to Know about One of the Fastest Growing
Crimes in America**
Chief Stephen J. White, Doylestown Township Police,
Bucks County, Penn.
Chief William Berger, Palm Bay, FL Police Dept.

10:20 - 10:30 a.m. **Break**

10:30 - 11:30 a.m. **Crime on a School Campus:
Building Relationships with School PIOs**
Veronica Sopher, Director of Public Information, Arlington
Independent School District

11:30 - 1 p.m. (Not provided) **Lunch**

1 - 2:15 p.m. **An Unfolding Lesson in Community
and Media Relations:
Teen Fight Clubs Caught on Tape**
James E. Hawthorne, Jr., Deputy Chief, Arlington Police
Department

2:15 - 2:30 p.m. **Break**

2:30 - 3:30 p.m. **State and National Traffic Safety
Resources for Police PIOs**
Bruce Shults, Senior Program Manager, NHTSA Region 6
Susan Gorcowski, Associate Administrator, Office of
Communications and Consumer Information, NHTSA
Misty Moyse, Director of Media Relations, MADD National
Terry Pence, Director, TxDoT Traffic Safety Section

3:30 - 4 p.m. **Wrap up and Concluding Remarks**