



Institute for
LAW ENFORCEMENT ADMINISTRATION

THE CENTER FOR AMERICAN AND INTERNATIONAL LAW



The Strategic PIO: Communicating in Crisis

2025
April 8 - 11

Hosted by the Spring Fire Department
Spring, Texas

REGISTER NOW
cailaw.org/ilea

EVENT HIGHLIGHTS

This program is designed to help you with planning your message to shape your community's perception of your department; guide you through the foundation of media relations and the interview process. You will learn the difference and importance of communicating in crisis and how to effectively use social media to support your agency's brand.

TCOLE CREDIT
30 HOURS



CAILAW.ORG/ILEA
1.972.244.3400

COURSE OVERVIEW

Judy Pal, who has been on both sides of the media relations aisle, brings perspectives from real world experiences as a PIO and as a news reporter. Judy will deliver an impactful program designed to help you with planning your message to shape your community's perception of your department; guide you through the foundation of media relations and the interview process. You will learn the difference and importance of communicating in crisis and how to effectively use social media to support your agency's brand.

TOPICS

- Perception, Planning and the News Media
- Media Relations & the Interview Process
- Crisis Communications
- Social Media / Mock Scenario

WHO SHOULD ATTEND

This course is designed for public information officers, as well as personnel in leadership positions, in law enforcement and emergency service agencies.

TUITION | LOCATION | TIMES

TUITION

\$ 750 ILEA Member | \$ 850 ILEA Non-member (Includes all instruction and handouts.)

LOCATION | TIMES

Spring Fire Dept.
Spring Fire Dept. Administration Building
656 E. Louetta
Angleton, TX 77515

DAILY 8:30 AM TO 5:00 PM

HOTEL INFORMATION

Hilton Garden Inn
23535 Northgate Crossing Blvd.
Spring, TX 77373

Hampton Inn & Suites
23523 Northgate Crossing Blvd.
Spring, TX 77373

Residence Inn by Marriott
22814 Holzwarth Rd.
Spring, TX 77389

Courtyard Inn by Marriott
22742 Holzwarth Rd.
Spring, TX 77389

Holiday Inn Express & Suites
21606 Spring Plaza Dr.
Spring, TX 77388

Best Western Plus Spring Inn & Suites
353 E. Louetta Rd.
Spring, TX 77373

The Institute for Law Enforcement Administration's mission is to improve the quality of justice by developing law enforcement leaders and practitioners through premier professional education and technical support.



REGISTRATION FORM

The Strategic PIO: Communicating in Crisis April 8-11, 2025 • Spring, Texas

Registration includes all instruction and handouts. Lodging and meals are excluded.

Check applicable box:

ILEA Member \$750
Non-Member \$850

REGISTRATION ROSTER

Your name & contact information will be included on the Registration Roster, unless you indicate otherwise below.

Include only my name & employer/company's name on the roster.
Do not include my name & contact information on the roster.

Name/Rank _____
Agency/Firm _____
Address _____
City, State _____ Postal Code _____
Country _____ Phone _____
E-mail _____

RACE / ETHNICITY

To assist CAIL in its commitment to inclusivity, diversity and non-discrimination, we invite you to provide the following (optional) information:

Hispanic/Latino White Black/African American
Native Hawaiian/Other Pac Island American Indian/AlaskaNative
Asian Two or More Races Decline to Specify

PAYMENT INFORMATION

Check enclosed payable to: The Center for American and International Law

Purchase Order attached# _____

Invoice my agency: Attention: _____

Credit Card: All credit card payments should be made online through the event page or through www.cailaw.org/payment.

GENERAL INFORMATION

CANCELLATION POLICY: Tuition, less a \$50 handling charge for each registration, will be refunded upon WRITTEN CANCELLATION received not later than five (5) working days prior to the program. Email lgaspar@cailaw.org. After this date, no refunds, but substitution of attendees for this program will be permitted. Registrants not entitled to a refund will receive the course materials online.

NONDISCRIMINATION POLICY: The Center for American and International Law does not discriminate on the basis of race, color, sex, religion, national origin, age, disability, veteran status, sexual orientation, gender identity, or any other protected status in educational activities, scholarship programs or admissions.

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ELIGIBILITY POLICY: The Institute for Law Enforcement Administration provides professional education and technical support to the law enforcement community. A registrant in an ILEA program must be a sworn officer; a civilian employee of a law enforcement department; or an employee of a municipal, county or state agency. Anyone interested in attending an ILEA program who does not meet the above standard requirements will need to request advance approval. Such requests will be considered on a case-by-case basis.

PHOTO/AUDIO/VIDEO RELEASE: Registration for or attendance at this event acknowledges consent to be recorded or photographed. We reserve the right to use any photograph/video taken at our events, without the expressed written permission of those included within the photograph/video. We may use the photograph/video in publications or other media material produced, used or contracted including but not limited to: brochures, invitations, books, newspapers, magazines, television, websites, annual reports, newsletters, etc. To ensure the privacy of individuals, images will not be identified using full names or personal identifying information without written approval from the photographed subject.

WAYS TO REGISTER

ONLINE

credit card only
www.cailaw.org

MAIL

check only
The Center for American
and International Law
5201 Democracy Dr.
Plano, Texas 75024

EMAIL

Lisa Gaspar: lgaspar@cailaw.org
ILEA: ilea@cailaw.org

PHONE

credit card only
1.972.244.3404
ILEA: 1.972.244.3430
8:30am-5:00pm Central



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