

ADVANCED PIO TRAINING: COMMUNICATING IN CRISIS

Course Overview: Participants will gain an understanding of the difference and importance of communicating in crisis; strategies to communicate to diverse internal and external audiences; and tactics to successfully ensure the right message is delivered to the right people at the right time, so they can do the right thing.

Practical mock exercises will be included to enrich the learning experience for the participant to handle communicating a crisis situation in a real world setting.

Topics:

- Seven Stages of a Crisis
- What to Expect During a Crisis
- Expectations of the Public
- Rules to Live By in a Crisis
- Ten Principles for Communicating in Crisis
- Primary, Probable and Potential Message Killers
- Managing the Message/Your Mouth
- The Television Magazine-Format Interview
- The News Conference
- The Art of the Block and Bridge
- Dealing with Victims
- Personal/Personnel and Other Agency Issues
- Using Technology in Crisis

Who Should Attend? This course is designed for managers and executives as well as public information officers in law enforcement and emergency service agencies.

Faculty: **Judy Pal**
10-8 Communications

With 30 years of experience in the field of management, communications and broadcast journalism, Judy Pal has overseen public affairs for police, government and private industry in both Canada and the United States.

She is a past President of the National Information Officers' Association and has served as an adjunct professor, reporter, producer and news anchor. Judy's company, 10-8 Communications, exclusively services law enforcement and public safety.

Date, Hours and Location: December 3-5, 2012
8:00am to 5:00pm
ILEA headquarters (The Center for American and International Law)
5201 Democracy Drive
Plano (Dallas metroplex), Texas 75024

Tuition: \$395 ILEA Member / \$445 Non-member

Cancellation Policy: Tuition, less a \$50 handling charge for each registration, will be refunded upon WRITTEN CANCELLATION received no later than five (5) working days prior to the program (email: cburkel@cailaw.org). No refunds after this date, although substitutions of attendees for this program are permitted.

TCLEOSE Credit: Law enforcement personnel attending this course are eligible for twenty-four (24) hours of Texas Commission on Law Enforcement Officer Standards and Education (TCLEOSE) credit.