

Are you ready???

If a major officer involved incident or a mass shooting occurred in your jurisdiction, would you be ready for the media onslaught? When the incident in Ferguson, MO happened in 2014, CNN alone had 80 people on the ground. Today, the media scrutiny of law enforcement is more intense than ever. In addition, coverage by non-traditional outlets such as podcasts and YouTube true crime channels can have a tremendous impact on an office and a case.

How does a prosecutor's office handle that type of chaos? You prepare for it in advance with a communication strategy custom designed for your jurisdiction. During this course, you will prepare a communications strategy that will have you ready for anything.

Whether your office is large or small, you will learn practical and accessible tips for leveling up your communication. Just as importantly, you will learn how to avoid common communication land mines. Because nobody has time for that!

Traditional media, website and social media, and community outreach strategies will be discussed with PIO professionals across the country.

Summary of July 18, 1:00pm Eastern Time Pre-Work Zoom Meeting

To prepare a customized communication plan for your office during the August PIO training, it's important to have a clear vision of the Elected/Appointed Prosecutors vision. This will require PIO Training participants to work with your Prosecuting Attorney (Chief Prosecutor / D. A., etc.) and complete some work prior to the training.

You will receive the Zoom link for this training once you have registered and paid for the course.

VCG and NDAA will hold a live workshop to take participants through the prework so they can be completely prepared to maximize their time at the training session.

The pre-work meeting will last one hour, and materials will be sent to participants shortly before the zoom event. This material **doesn't need to be completed BEFORE** the zoom meeting as we will discuss what to do during the meeting.

This event will be videotaped so those of you who sign up after July 18 can still benefit from this session.