



COURSE AGENDA

Public Information Officer Training



August 22 - 24, 2022
Hyatt Regency Bellevue: Eastside Seattle
900 Bellevue Way NE

Bellevue, WA 98004

Auditorium – Third Floor



*Attendees must wear their name tags to all events.
Please turn off cell phones during all sessions.*

TENTATIVE AGENDA*

PRE COURSE ASSIGNMENT

NDAA and VERA CAUSA GROUP want you to walk away from this course with the tools you need to start effective public communication immediately. One of the best tools for PIOs is a customized communication plan, and you will create one during this course. Because this is an intensive process, the course will require pre-work from you. Upon enrollment, you will receive detailed instructions on how to complete the pre-work items.

SESSIONS

DAY 1: Monday, August 22, 2022

8:00 AM - 8:30 AM	Check-in and Registration
8:30 AM - 9:00 AM	Welcome and Orientation-
9:00 AM - 9:30 AM	The State of Things: A National Perspective on the Evolving Criminal Justice System
9:30 AM - 10:30 AM	Establishing a Strong Foundation: The Role of the PIO, types of PIOs and Creating a Sound Strategy and System
10:30 AM -10:45 AM	Break
10:45 AM -12:30 PM	Breakouts – Creating a Custom Communication Strategy



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12:30 PM - 1:45 PM	Lunch (on your own)
1:45 PM - 2:30 PM	PIOs Share Communication Plans for Group Feedback
2:30 PM - 2:45 PM	Refreshment Break
2:45 PM - 3:30 PM	Understanding What the Traditional Media Want from the DA's Office - Guest: Panel of Reporters
3:30 PM - 4:30 PM	What about Content? We have Compelling Stories to Tell: Messaging
4:30 PM - 4:40 PM	Stretch Break
4:40 PM - 5:40 PM	Part I: Preparing for Media Interviews
5:40 PM	<i>Adjourn for the Day</i> – Informal Networking at hotel

DAY 2: Tuesday, August 23, 2022

8:30 AM - 10:00 AM	Part II: Preparing for Media Interviews
10:00 AM - 10:15 AM	Break
10:15 AM - 12:00 PM	Understanding Online Media
12:00 PM - 1:15 PM	Lunch (on your own)
1:15 PM - 2:30 PM	OIS Communication Case Study: Before, During and After the Trial of Officer Jeromimo Yanez for the Killing of Philando Castile
2:30 PM - 2:45 PM	Refreshment Break
2:45 PM - 3:45 PM	When Stuff Hits the Fan: Dealing with a Crisis
3:45 PM - 5:15 PM	Breakouts- Crisis Management Group Planning



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5:15 PM - 6:00PM Crisis Management Plan Group Presentations

6:00 PM *Adjourn for the day– Tour of Local Television Station*

DAY 3: Wednesday, August 24, 2022

8:30 AM - 10:00 AM Above Reproach: Upholding our Ethical Obligations in Public Communication

10:00 AM -10:15 AM Break

10:15 AM -12:00 PM Breakouts- Developing Custom Internal and External Office Media Policies

12:00 PM - 1:15 PM Lunch (on your own)

1:15 PM - 2:00 PM Group Reports on Policies

2:00 PM - 2:15 PM Refreshment Break

2:15 PM - 4:15 PM Press Release, Press Conference and Interviewing Critiques

4:15 PM - 4:30 PM Closing Comments

4:30 PM Course Adjourns

* Please note that this is a tentative schedule. Course titles and content may be subject to change.

No part of this schedule may be duplicated by any means. No audio or videotaping of any presentation is allowed during this course. Statements, points of view or opinions stated during this course or in publications distributed during the course are those of the speakers or authors and do not represent the official position of the National District Attorneys Association. Information dealing with a specific legal matter should be researched in original and current sources of authority.