Media Relations 2.1

For EMS, LAW Enforcement and Government

Friday, June 24, 2011
10:00 a.m. - 3 p.m.

Hampton Inn West/NAU
2400 South Beulah Blvd.
Flagstaff, AZ 86001
(928) 913-0800

Included In The Agenda:
› Being ready when the ‘National Story’ happens in your town
› Learn the one thing to NEVER DO when the big story breaks
› Is interviewing with radio, television and print all the same?
› Which is more important, local media or network media?
› Getting inside the mind of an investigative reporter
› Who should be the face/voice of the story?
› What are reporters looking for?
› Media relations and social media
› The perfect press conference

Very Limited Seating
ONLY $199 /person
N.I.O.A/A.I.O.A. discount available
Register online at thepioreport.com

LAPD Capt. John Romero
Commanding Officer LAPD Mission Div.
25 year veteran; Former OIC LAPD Media Relations; Updated and implemented new Media Relations Curriculum; Graduate, FBI Nat’l Academy; Teaches Media Relations at LAPD Academy.

Steve Gregory
Award-winning Investigative Reporter
Covered some of the nation’s biggest stories - Hurricane Katrina, Death of Michael Jackson. Rodeo/Chedeski Fire; Border Security; Teaches Media Relations at LAPD Academy.

Bart Graves
Media Relations Coordinator, AZ DPS
Former award-winning reporter; Member, NIOA; Frequent Guest Speaker on Media Relations; Political Reporter and Political Consultant. AZ Associated Press Reporter of the Year.

Media Relations for the 21st Century™