



Fort Bend County

Homeland Security & Emergency Management

Training Request

Name: Mary Staff

Today's Date: 6/5/2023

Name of Course/Class: National Information Officers Association

Training Location: Nashville, TN

Tuition: \$625

Course/Class Date(s): 8/27/23 - 8/30/23

Hotel: The Omni Hotel

No. of Days: 4

Airfare: \$346.00

No. of Hours: 26




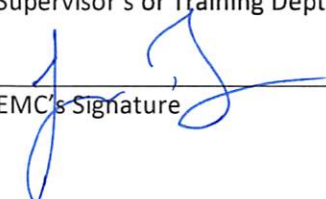
Per diem: \$264.00

County vehicle (y/n): No

Total Cost: \$2,581.00

How will this training benefit the organization?

The PIO training program is designed to provide you with the essential knowledge, skills, and abilities to support proper decision-making by delivering the right message, to the right people, at the right time. The EMI training program provides PIOs with the opportunity to learn and practice the tasks of gathering, verifying, coordinating, and disseminating public information at all levels of government. Themes weaved throughout the series include the 95/5 concept and an emphasis on whole community strategic communication planning. The 95/5 concept relates to non-emergency and emergency PIO activities.

	<u>6/5/2023</u>		
Employee's Signature	Date	Supervisor's or Training Dept Signature	Date
			<u>6/5/2023</u>
Deputy EMC's Signature	Date	EMC's Signature	Date

2023 NIOA Training Conference

Sunday, August 27 – Wednesday August 30, 2023

Omni Hotel | Nashville, TN

COST/REGISTRATION INFORMATION

- For those who are members and register by June 30 the cost is \$625.
- For non-members who register by June 30 the cost is \$725.
- For everyone (members and non-members) who register on July 1 or later, the cost is \$750.
- If your budget year does not start until July you can still go ahead and register with the check registration form and pay later.
- ALL FEES MUST BE PAID BY AUGUST 12.
- **Pre-registration is required, no walk-in registrations will be accepted.**

The conference registration form is your invoice (the word “Invoice” appears at the top of the check registration form). Schedule is subject to change. Updates will be posted at www.nioa.org.

The NIOA accepts checks and credit cards for conference fees. *Purchase Orders are not accepted.* Credit card users will get an electronic receipt. Register at <https://www.nioa.org/site/training-conference/>. **There are no refunds or transfers after August 1.**

HOTEL INFORMATION

The host hotel is the Omni, 250 Rep. John Lewis Way South, Nashville, Tennessee 37203.

The conference fee does not include the cost of your hotel room(s). Room rates are \$201.00, plus taxes. There is an additional charge for rooms with more than one person. When contacting the Omni, please use our reservation code NIOA2023. Their number is (615) 782-5300 or you can use this link for reservations: <https://www.omnihotels.com/hotels/nashville/meetings/nioa-2023-08272023>

Parking

The Omni hotel parking is valet only at \$55 per day (includes in and out). NIOA will have a limited number of free one-time use (no in and out) parking passes at the Music City Center garage across the street that will be made available on a first-come basis using a QR code on the conference app. More details will be posted on the conference app at a later date.

Dress is business casual. No shorts or flip flops, please!

A continental breakfast will be provided Monday, Tuesday and Wednesday. Lunch and dinner are on your own.

DO NOT MAKE TRAVEL ARRANGEMENTS UNTIL YOU RECEIVE A CONFIRMATION EMAIL FROM NIOA, OTHERWISE SEATS CANNOT BE GUARANTEED.

REGISTRATION CLOSES WHEN CONFERENCE SELLS OUT, SO REGISTER EARLY.

SEATING IS LIMITED AND WILL FILL QUICKLY. REGISTER EARLY!

2023 NIOA Conference Agenda

Sunday – August 27

12:00-5:00pm	Conference Check-in
4:30-5:30pm	Regional Meetings
6:30-7:30pm	President's Reception

Monday – August 28

7:00-8:30am	Breakfast / Conference Check-in
8:30-9:00am	Welcome / Opening Ceremonies
9:00-10:30am	The Idaho Murders Robbie Johnson, Idaho Department of Lands The investigation of the murders of four college students in Moscow, Idaho began instantly with an army of FBI, state, and local law enforcement. However, an experienced Public Information Officer was not immediately assigned. Inconsistent messaging and an information vacuum contributed to an international media frenzy. Robbie Johnson stepped into the lead PIO role three weeks after the murders. Robbie will present how she managed media expectations, controlled the narrative, helped restore public confidence in the investigative team, and left the Moscow Police Department with a communications strategy that can be an effective part of any crisis communication incident.
10:45am-12:00pm	Dealing with the Deaths of Co-Workers Jayme Fuller, Bernalillo County NM Sheriff's Office At the height of New Mexico's record-breaking fire season, a Bernalillo County SO helicopter assisting with firefighting efforts crashed, killing three deputies and a firefighter. BCSO PIO Jayme Fuller will share their emotional experience and provide tips to help you better prepare during distress when tragedy strikes your agency.
12:00-1:30pm	Lunch
1:30-1:45pm	Candidate Introductions
1:45-2:15pm	Vendor Introductions
2:30-4:00pm	The Covenant School Shooting Don Aaron, Metro Nashville Police Department Kendra Loney, Nashville Fire Department John Howser, Vanderbilt University Medical Center On March 27, 2023, Nashville, Tennessee and our nation were shaken by a mass shooting inside The Covenant School, a private Presbyterian place of learning, that left three nine-year-old students and three adult staff members dead. The killer was fatally shot by members of the Metropolitan Nashville Police Department who quickly entered the building and located her on the second floor. In addition to the immediate response, the MNPd was fast to disseminate information, including surveillance and body camera footage. The Nashville Fire Department also relayed information from the scene, while staff at Vanderbilt University Medical Center dealt with scores of inquiries from local and national media. Don Aaron from Nashville Police, Kendra Loney from Nashville Fire, and John Howser from Vanderbilt University Medical Center will speak on their handling of the Covenant mass murder case and lessons learned.

Tuesday, August 29

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| 8:30-9:30am | Reputation Management and Image-Building
John Miller, CNN Chief Law Enforcement & Intelligence Analyst
John Miller as served as a national network television anchorman and a high-ranking PIO at the FBI, New York Police Department and Los Angeles Police Department. With such a distinguished career in both law enforcement and journalism, he is uniquely positioned to share his insights and perspectives on the current state of the union of today's broadcast media. Miller will delve into the challenges facing the industry, including the impact of social media and the ongoing battle against misinformation. He will explore the role of traditional media in shaping public opinion and discuss the ways in which it must adapt to stay relevant in an increasingly digital age. He will also examine the importance of accountability and transparency in journalism, and the need for responsible reporting in the face of ever-changing global events. With Miller's signature blend of wit, intelligence, and journalistic integrity, his presentation promises to be insightful and thought-provoking. |
| 9:45-10:30am | PIO Credentialing 101: Your Guide to Professional Designation
Brian Goss and Ashley McDonald, Center for Public Safety Excellence's Commission on Professional Credentialing
Whether you're applying for the Public Information Officer professional designation or using it as a roadmap to success, this session is for you. Learn more about the credentialing process, its eligibility criteria, technical competencies and more. |
| 10:30-11:30am | Awards Ceremony |
| 11:30am-12:00pm | Business Meeting & Elections |
| 12:00-1:30pm | Lunch |
| 1:30-2:30pm | Weatherford PD Solo PIO/Critical Incident Video
Tiffany Vanzant and Tina Maxwell, Weatherford TX Police Dept.
This presentation will include an overview of an officer-involved shooting at a small agency with limited PIO resources. The speakers will discuss the primary written release, incident brief, and release of evidentiary video, and how those decisions were made, with a focus on the storyboard, timeline for release, and message development. They will also share their challenges that were identified during the process, review community feedback for the event, and discuss resources utilized for a smaller agency in creating the video response. |
| 2:45-4:00pm | Philadelphia Rowhouse Fire
Kathy Matheson, Philadelphia Fire Dept.
It was before dawn on a cold January morning when a tragic fire took the lives of a dozen women and children in a rowhouse apartment. The incident led to an avalanche of questions from journalists, elected officials and neighborhood groups. Kathy Matheson will discuss the all-hands effort by multiple city agencies to gather information and provide answers while supporting a grieving community. |

Wednesday, August 30

- 8:30-9:30am** **The Sniper's Nest: Managing an Active Shooter Incident**
Alaina Gertz, Washington DC Metropolitan Police Dept.
On Friday, April 22, 2022, a "lone wolf" gunman began firing over 200 rounds from a 5th floor apartment window towards the Edmund Burke School in Northwest, DC, just as parents were arriving for dismissal. MPD's Office of Communications worked at the scene and in the office, to provide as much information to the media and the public that they could. Alaina Gertz will explain how the incident taught them many lessons about critical incident response, internal communication, and social media utilization.
- 9:45-10:15am** **Free FEMA Training Courses**
Nicole Shutts, FEMA Emergency Management Institute
Public information is a vital function in disaster operations that contributes greatly to saving lives and protecting property. FEMA's Emergency Management Institute (EMI) Public Information Officer (PIO) training program is designed to provide PIOs with the essential knowledge, skills, and abilities to support proper decision-making by delivering the right message, to the right people, at the right time. This presentation by Nicole Shutts will discuss the different training courses that are available through EMI's PIO training program.
- 10:15-11:45am** **The Columbus Christmas Miracle**
Melanie Amato, Columbus OH Division of Police
On December 19, 2022 - The Columbus Division of Police issued an Amber Alert for two, 5-month-old twins that were abducted by a stranger when their mom left them in the car to pick up a Door Dash order. What transpired was a 5-day national man hunt that crossed over two states. Melanie Amato will go over the details of the case and the communication issues that arose within the department and the media.
- 11:45am -1:15pm** Lunch
- 1:15-2:30pm** **Communicating a Critical Incident in Real Time**
Michelle Guido, Orange County FL Sheriff's Office
On Feb. 22, 2023, a suspect shot five people, killing three, at three different scenes spanning five hours in Orlando, Florida. Michelle Guido with the OCSO will offer a step-by-step outline of the agency's communications response in the critical first 24 hours, from the first tweet to the initial media briefing, through the release of body worn camera footage.
- 2:45-4:15pm** **Managing Media Relations Like a Rockstar**
Dr. Joe Trahan, US Army (Ret.)
During this dynamic and humorous presentation by media trainer Dr. Joe Trahan you'll become Rockstar Ready and a Superhero Spokesperson by learning to follow proven methods for interview preparation and techniques
- 4:15-4:30pm** Board Swearing-In