

# PIO WORKSHOP



**AUGUST 11-12, 2026**

8:00AM - 5:00PM



**San Joaquin County Sheriff**

7000 Michael Canlis Boulevard  
French Camp, CA



**REGISTRATION**

\$499

## ABOUT THE COURSE

The role of the PIO has evolved significantly over the last few years, and so has the expectation from the public and media to get them transparent-timely information. This course will provide participants with the essential knowledge and practical tools to manage public information, whether it is a routine operation, positive PR story, or critical incident.

Through a blend of lectures, hands-on exercises, and real-world case studies, participants will learn how to develop and implement effective communication strategies, manage media relations, and engage with the public through various channels. By the end of the course, participants will be equipped to navigate the complexities of public information in emergencies and build trust within their communities.

## TOPICS

- The PIO role - responsibilities and expectations
- Media interviews
- Conducting press conferences
- Laws, policies, and procedures
- How to develop and manage a PIO team
- Developing a crisis communication plan
- Publishing news on social media
- Crisis communication strategies
- Crafting press releases and media kits
- Pitching stories to the media
- Managing multi-agency incidents
- Establishing media partnerships

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