



NATIONAL INFORMATION OFFICERS ASSOCIATION

March, 2008

Dear Sir/Madame:

More and more the leaders of emergency response organizations are realizing the importance of a strong Public Information Officer. The PIO is your agency's front-line contact to the media and thereby the public. By allowing your PIO to be a member of the National Information Officers Association, you are providing him or her valuable educational and networking opportunities. We are an association of more than 600 public safety, government, and first-responder PIOs dedicated to integrity and professionalism, and who are constantly working to keep abreast of the latest in media, technology, and best-practices.

There is one more step you can take to help ensure you have a PIO who is prepared to represent you and your agency in any situation. Please consider providing approvals and funding to send your PIO to the NIOA's annual training conference, this year being held August 24 through 27 in Reno, Nevada.

The conference will feature sessions dedicated to: New Social Media Technologies; "When Your Agency Becomes the News"; Communications Concerns in a Pandemic; and a special session on how PIOs can survive the stress of being a front-line communications specialist in a crisis. We have nationally acclaimed instructors, including Tom Olshansky from the U.S. Fire Administration, who will lead our PIO Basic and PIO Advanced sessions; Richard Brundage, one of this country's premier risk-communications trainers; and members of the CDC who will lead the pandemic communications discussions.

In addition we will offer a track afternoon with tailored sessions for new, seasoned and veterans PIOs, along with a best-practices morning where different departments will share their successes. We will discuss the California wildfires in relation to interagency communication and the Minnesota bridge collapse.

This is an extraordinary opportunity for your PIO to gain valuable knowledge that they can bring back to your agency, and also develop key contacts from their region.

The cost of registration is the same as last year – register before July 1, and the four-day conference cost is only \$495. Payment is not required or due until conference check-in. For the money, we believe this is the best and most targeted training your PIO can get.

Thank you for your consideration.

Yours in service,

A handwritten signature in black ink, appearing to read 'Judy Pal', written in a cursive style.

Judy Pal
President
National Information Officers Association