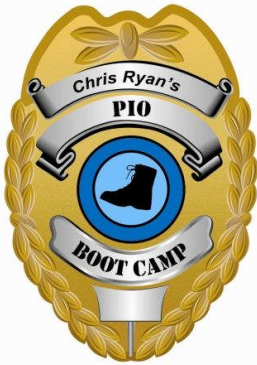


Chris Ryan's

PIO BOOT CAMP™

**A Hard-Hitting, No-Nonsense Media Relations Seminar
for Police, Fire & First Responders™**



**March 22-25, 2010
Rohnert Park DPS
Rohnert Park, California**

4-Day 'Master Public Information Officer'™ - Certification Course

A Live, Progressive, Interactive Media Relations Training Event with **Chris Ryan**
High caliber instruction, exercises, videos, on-camera practicals & more

You'll learn...

- Secrets & tricks reporters don't want you to know
- What's a "Multi-Platform Journalist" & why should I care?
- Crisis & Incident Command communications
- Twitter, FaceBook & MySpace are changing police forever
- More effective on-scene media strategies
- Your "open-door policy" may be a career killer
- Videos: Good, bad & ugly of news media interviews
- Take the heart out of a negative news story
- Secrets pros use to prepare for interviews & more
- New technology can save your agency's reputation
- Gunslinger Journalists™ - Are you their next target?
- An eye-opening look inside a television news room
- What is your body language really saying?
- Control more of what is printed and broadcast
- Write more effective news releases
- The "real world" of aggressive reporting and media ethics
- Top 25 responses to the toughest media questions
- Verbal and non-verbal message development



\$595 per person

Register at www.piobootcamp.com
or call 602-445-6442

Chris Ryan
SEMINARS