

FBI-LEEDA PRESENTS:

MASTER PUBLIC INFORMATION OFFICER

April 6 – 10, 2020

CSUF Pine Residence Hall - 111
1509 East Campus Dr., Fullerton, CA 92834

Building off of the FBI-LEEDA Media & Public Relations course, the Master Public Information Officer course moves the participant from the tactical to the strategic level of media and brand management. Participants will spend 4 ½ days exploring the business model of media engagement, take a deeper dive into cultivating a brand image through internal and external communications and learn how to proactively pitch stories in today's 24/7 news environment. Students will learn the advanced means of creating high-quality in-house videos for social media, develop messaging calendars, and learn the art of being a strategic advisor. This course will build on crisis management skills in tabletop exercises designed to build the framework for a crisis communication manual.

Prerequisite: This class builds on concepts learned in the FBI-LEEDA Media and Public Relations class, therefore, students should have completed the MPR class prior to enrolling in the Master PIO class.

Register online at www.fbileeda.org or call 877-772-7712 for more information. The registration fee is \$695/student. Class begins at 8:30 am. Dress: business casual.

Hosted by:

Chief Raymund Aguirre and the California
State University Fullerton Police Department



For local information regarding the training venue or hotel accommodations for this training opportunity, please contact Mary Weuve of the CSUF Police Department at 657-278-3302 or email: mweuve@Fullerton.edu. Seminar registration is open to all law enforcement – sworn and professional civilian staff. (You are not required to be a member of FBI-LEEDA to attend.)

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