



FLEPIOA

Florida Law Enforcement Public Information Officers Association

2017 Annual Training Conference Agenda

(agenda is tentative and subject to updates)

Sunday, October 22, 2017

3:00 pm – 6:00 pm	Conference Registration
6:30 pm – 9:00 pm	Welcome Reception

Monday, October 23, 2017

8:00 am – 9:00 am	Breakfast
9:00 am – 9:30 am	Opening Ceremonies
9:30 am – 10:45 am	Public Records Review and Updates <i>Pat Gleason</i> <i>Special Counsel for Open Government</i> <i>Florida Attorney General's Office</i> <i>Pat Gleason serves as Special Counsel for Open Government for Attorney General Pam Bondi. She has also served as the Advocate for the Florida Ethics Commission and Chief of the Administrative Law Section in the Attorney General's Office. She is a graduate of Florida State University College of Law in Tallahassee. She is the editor of the Sunshine Manual and the Public Records Guide for Law Enforcement agencies.</i> <i>This program consists of an overview of the Public Records Act, with special emphasis on issues of interest to law enforcement agencies. Recent cases and legislation will also be discussed. Questions are welcome and encouraged.</i>
10:45 am – 11:00 am	Break
11:00 am - Noon	PIO Introductions and Round Table Discussion
12:00 pm to 1:30 pm	Lunch (on your own)



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1:30 pm to 3:00 pm	<p>Communications Before, During and After a Crisis</p> <p><i>Sandi Poreda, APR</i> <i>Bulldog Strategy Group</i></p> <p><i>Crisis can strike anytime, anywhere to any one of our agencies. As one of only a few thousand nationally accredited public relations professionals, Sandi is always looking for new or better ways to connect with people and help them tell their story. Prior to her work in the private sector, Sandi served the state of Florida in several capacities, including Communications Director for the Florida Attorney General's Office and a state licensing agency. These years of service gave Sandi valuable experience balancing the demands of precise legal strategies with public relations initiatives. Sandi will share some of the best practices and techniques for managing a crisis.</i></p> <p><i>If you don't have a crisis plan in place – you will after hearing Sandi's presentation.</i></p>
3:00 pm to 3:15 pm	Break
3:15 pm to 4:45 pm	<p>Patrolling the Beat with Reporters</p> <p><i>Arek Sarkissian</i> <i>Print Reporter – Naples Daily News</i></p> <p><i>Arek has been a reporter for more than 15 years, and he's spent a good chunk of that time covering public safety for newspapers across the country. Arek was the lead scene reporter for USA Today after the June 2016 Pulse nightclub shooting in Orlando that left 49 people dead. Arek has also taken part in hundreds of ride-alongs, including plenty of high-speed chases with state troopers, rebuffing one clueless prostitute during an undercover operation and enduring one agonizing moment at gunpoint. Arek will explain how good relationships with news agencies can help prevent crime, promote safety and hold officers accountable. No one understands law enforcement better than someone who understands the job.</i></p>
6:00 pm to 8:00 pm	<p>Off-Site Networking Event Location TBD</p>



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Tuesday, October 24, 2017

8:00 am – 9:00 am	Breakfast
9:00 am – 10:15 am	<p>Why High Engagement Matters When Police Use Social Media Officer Melissa Bujeda, PIO Jacksonville (FL) Sheriff's Office</p> <p><i>Officer Melissa Bujeda serves as a Public Information Officer for the Jacksonville Sheriff's Office, the nation's 25th largest law enforcement agency. Jacksonville is the largest city in the continental United States with over 840 square miles. Bujeda has been a sworn police officer for 20 years and serving as the Public Information Officer the last 12 years.</i></p> <p><i>Bujeda is a recognized leader in social media for innovative community outreach, crisis communications, targeted messaging, and an innovator in community policing through social media. In 2015, The Jacksonville Sheriff's Office was nominated as being one of the top three police agencies in the world for using social media in crisis management by ConnectedCops at the Social Media in Law Enforcement (SMILE) annual conference. Also in 2015, Bujeda was selected as a speaker on using social media in crisis management at the International SMILE Conference in Ontario, Canada, but she will be sharing her secrets to her fellow Florida Law Enforcement PIOs at FLEPIOA!</i></p>
10:15 am – 10:30 am	Break
10:30 am to 12:00 pm	<p>Handling Line-of-Duty Deaths Carrie Horstman, PIO Polk County Sheriff's Office</p> <p><i>Line of Duty Deaths are arguably the toughest part of law enforcement work. Carrie will offer techniques and a plan to have in place should the unthinkable happen to your agency.</i></p> <p><i>Carrie Eleazer Horstman began her career at the Polk County Sheriff's Office in 1999 working for the Law Enforcement Colonel. Carrie became a Public Information Officer in 2002. Prior to moving to Polk County, she spent 7 years in the U.S. Air Force as a Cryptologic Arabic Linguist. Carrie is the 2007 recipient of the FLEPIOA Internal Crisis award, and was elected Vice President and Treasurer the same year. She served as the 2008 FLEPIOA President, and has continued to serve as Treasurer since 2007.</i></p>
12:00 pm to 1:30 pm	Lunch (on your own)



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<p>1:30 pm – 3:15 pm</p>	<p>PIO Advanced Basics (breakout session) <i>Lieutenant Dana Coston</i> Cape Coral Police Department PAO <i>Effective PIOs don't just send news releases and hope the media picks up on a story, they drive the news cycle and make reporters clamor to cover what they have. This class goes beyond the old "inverted pyramid" and challenges PIOs to think of their operations as news outlets in their own right and the Media as competition.</i></p> <p><i>Lieutenant Dana Coston is a 20 year law enforcement veteran assigned to the Office of the Chief of Police. He is the Public Affairs Officer for the Cape Coral Police Department and oversees Public Affairs, Community Outreach, Planning & Research, and the Victim Assistance Unit. He also serves as the Department's Webmaster and Social Media Manager.</i></p> <p>Video Editing for the Mobile PIO (breakout session) <i>Genevieve Judge</i> Partnership Policing Communications Coordinator Sarasota Police Department <i>Today's PIO is constantly in the field armed with a mobile phone and the understanding that the public is looking for visuals. Genevieve will show you some of the tips and tricks of making quick, effective videos that can be published from your mobile device!</i></p> <p><i>Genevieve serves as the Partnership Policing Communications Coordinator and Media Relations Liaison under the Chief of Police for the Sarasota Police Department. She's served in this role since May 2013 and has developed partnerships with her community and media outlets to share the good and bad that come with law enforcement.</i></p> <p><i>Genevieve is on-call 24 hours a day, 7 days a week as the sole spokeswoman for SPD. Before joining SPD, Genevieve spent nearly 10 years as a Multi-Media Journalist for TV stations in Sarasota, Florida, West Virginia, Idaho and most recently Fort Myers, Florida. Genevieve was appointed as the FLEPIOA Vice President in 2016.</i></p>
<p>3:15 pm - 3:30 pm</p>	<p>Break</p>



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3:30 pm – 5:00 pm	<p>The Art of Not Answering While Still Building Trust Amanda Warford Videll Public Affairs & Community Outreach Specialist FBI – Jacksonville Division</p> <p><i>Amanda Warford Videll entered on duty with the FBI in 2015 and currently leads the public affairs and community outreach programs for the 40-county Jacksonville Division.</i></p> <p><i>Videll has nearly 20 years of experience in the communications industry, most recently as a Lead Investigative Reporter for CBS 47 and FOX 30 Action News in Jacksonville. Prior to that, she was a Digital Media Producer for the Florida Times-Union and Jacksonville.com, and held positions in public relations, marketing and film production.</i></p> <p><i>Videll was named the 2016 FBI Professional Support Employee of the Year by the Society of Former Agents of the FBI, Florida Crown Chapter. She was also recognized with a Citation for Special Achievement in Public Affairs by former FBI Director James Comey in May 2016. Videll is a three-time Emmy nominee and has received seven awards from Florida Motion Picture and Television Association.</i></p>
6:00 pm – 7:00 pm	Networking Reception
7:00 pm – 8:30 pm	Awards Dinner Banquet

Wednesday, October 25, 2017

8:00 am – 9:00 am	Breakfast
9:00 am – 9:30 am	FLEPIOA Business Meeting
9:30 am – 10:45 am	<p>Taser Informative Session / Q&A Steve Tuttle VP of Strategic Communications TASER International</p> <p><i>Steve Tuttle has been with TASER International from startup to IPO through numerous controversial media challenges. He spent a career preparing for the TASER opportunity with eight years of experience in Washington, DC at national trade associations, on Capitol Hill as a Senate staffer & as a Navy defense contractor traveling often to the US Embassy - Tokyo.</i></p> <p><i>Steve has extensive crisis experience at a worldwide level, understanding the legislative process, PR & public affairs for law enforcement technology & challenging consumer products. Steve is a senior executive leader in crisis communication and tier one spokesperson role, and public affairs expert. He will discuss lessons learned</i></p>



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	<i>in the public affairs arena and also offer a Q&A about TASER/AXON products and services.</i>
10:45 am – 11:00 am	Break
11:00 am – 12:30pm	<p>Ambush on Dallas Police Monica Cordova City of Dallas PIO – former Dallas Police PIO</p> <p><i>Monica Cordova is currently the Senior Public Information Officer for the City of Dallas. Prior to this role, Monica was a Police Officer with the Dallas Police Department for seven years where she honed her skill of crisis communication in the department’s Media Relations Unit. During that time, Monica played an integral role during several major crisis situations, including the Dallas Police Headquarters’ shooting and the tragic ambush on July 7, 2016.</i></p> <p><i>Monica was one of the principle operators of the Dallas Police Department’s social media efforts during these conflicts; she prepared Chief David Brown for multiple press conferences; and she served as a liaison between different agencies and organizations to ensure important and accurate information was relayed to the public. She will tell the story of that horrible tragedy from her point of view and share lessons learned.</i></p>
12:30pm – 1:00pm	Conference Closing Ceremonies

End of conference