



NATIONAL INSTITUTE OF CORRECTIONS LIVE INTERNET BROADCAST

No News Is NOT Good News

The Role of PIOs in Jails

Description

Public Information Officers (PIOs) play a vital role in the local jail. The public's perception and/or misperception of jail operations can influence public safety, funding, elections, and numerous other factors. Responding to media inquiries regarding crisis situations is just one of the many roles of the PIO. Building positive rapport with the media, telling your story, engaging the community and conveying your mission are also priority tasks.

The National Institute of Corrections will conduct a live-streaming internet broadcast on the evolving role of PIOs in jails. The three-hour broadcast titled "No News Is NOT Good News: The Role of PIOs in Jails" will air live on Wednesday, April 13, 2016.

During this live event, we will explore:

- The importance of a proactive community-minded approach to communicating your mission, vision and values
- Characteristics of effective PIOs in contemporary media markets
- Strategies for being the active voice of your jail and telling your story by engaging the media
- Approaches for engaging the community with your jail's mission
- Opportunities for promoting a healthy work/life balance for PIOs
- How you can build positive relationships and create rapport with your local media
- What steps can you take to promote a healthy work/life balance for PIOs

Presenters will also share recommendations and resources.

**"Our tragedies make the news.
So should our triumphs."**

*Karla West, Director of Communications,
Davidson County Sheriff's Office*

Register Now

<http://nicic.gov/training/ib201604>

- Date: April 13, 2016
- Time: 12 pm ET
- Registration deadline:
April 13, 2016
- How to register:

[Find your time zone](#)

9am PT / 10am MT /
11am CT / 12pm ET



Is Your Organization Looking for Answers to the Following Questions?

- What are the advantages to working with your community proactively to inform, educate, and gain support for your jail?
- What are the benefits of actively engaging the media in telling your stories?
- How do you leverage data to support your agency's message?
- How can your agency use social media to promote your mission?

Broadcast Panelists/Subject Matter Experts

- Panda J. Adkins, MSP, Correctional Program Specialist, National Institute of Corrections
- Simon Crittle, Public Information Officer, Denver Sheriff's Department
- Michael Dooley, Director, Staff Development and Training, Pennsylvania Department of Corrections
- Yolonda Evans, Public Information Officer, Prince George's County Department of Corrections
- Derrick Jackson, Director of Community Engagement, Washtenaw County Sheriff's Office
- James Keith, Chief Communications Officer, Bexar County Sheriff's Office
- Nicole Nishida, Public Information Officer, Los Angeles County Sheriff's Department

Who Should Attend

Sheriffs, Jail Public Information Officers, Jail Community Outreach Personnel, National Correctional Associations (ACA, AJA, NSA, etc.), Jail Administrators, NIC Large Jail Network, NIC Jail PIO Network, NIC Communication Directors Network, Correctional Administrators (Chief Deputies, Chiefs of Corrections, Chiefs of Staff/Administration, etc.), State Correctional Associations, Community Organizations who partner with Jails, Directors of Corrections, Colleges and Universities with Criminal Justice and Communications Programs

About Live Broadcasts

NIC's live Internet broadcasts offer corrections professionals an interactive video forum on current and pressing topics in corrections. These broadcasts are interactive and allow you to engage with and learn from experts around the world.

Delivered via Internet streaming, the broadcasts are available for download by any individual, agency, or facility nationwide. You can view the broadcast on a computer screen or mobile device individually or use a projector to enlarge the signal for a sizable audience.

Registration is required, but there is no charge to attend.