

# The Strategic PIO

**Host: Hamilton Township Police Dept.**

7780 South State Route 48, Maineville, OH 45039

May 14 – 17, 2024 (3½ days; CPT Approved 16hrs)

Register online: <https://tinyurl.com/2zhvamcv>

Cost: \$650.00



A police department's image has a direct impact on its ability to prevent, manage and solve issues. Simply put, police cannot succeed without the support of the people they are sworn to protect. The image of your police agency as a caring, professional, ethical organization is vitally important to your bottom line.

Every day employees are on the front line – being scrutinized by the community, the media and self-professed “police watchdogs”. In crisis, your job may be to quell rumor, calm a panicked public, and explain complex situations all at once. The pressure will be intense.

In this session, participants will learn about the power and importance of public perception, and strategies to improve their agency's image within their community, especially during crisis. Strategic messaging that helps inform, engage and empower your community is the foundation to building legitimacy. It does matter what police do, but it also matters what people perceive their police are doing.

## What Is Covered

### THE IMPORTANCE OF IMAGE AND TRUST

Trust is the cornerstone of good policing and a safe community. Effective communication through direct and indirect means helps create the image law enforcement wants and needs. Internal communication is as an important element as communicating with your community.

### THE MEDIA

Traditional media have a unique set of wants and needs. This session uncovers the media's primary goal, secrets and tactics to help you better communicate through the media to your community.

### STRATEGIC MANAGEMENT OF YOUR MESSAGE

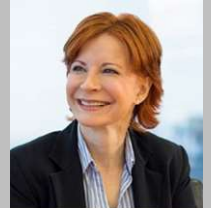
The key to successful communication is preparation, managing your message, managing your image and monitoring how the story is covered. Learn a simple messaging plan that works!

### PRINCIPLES FOR COMMUNICATING IN CRISIS

While developing a strong bond with a community before a crisis is key, communicating during one has a unique set of requirements. Simple, positive messages delivered by every means possible will help your agency and your community move forward through a crisis and beyond.

### YOUR INSTRUCTOR

With more than 35 years' experience, Judy Pal has served in management positions with police, private sector and the professional sports and entertainment industries in both the U.S. and Canada.



She served as an Assistant Commissioner with the NYPD, Director of Operations for FBI-LEEDA, Chief of Staff with the Baltimore and Milwaukee Police Departments, and was a member of the command staff of the Atlanta, Savannah, and Halifax (Canada) police departments.

She has extensive crisis communications experience dealing with sensitive and image-threatening issues including criminal conduct of employees, terrorism events, and natural disasters.

She has consulted for international police agencies in Canada, Chile and Trinidad and has presented world-wide.

Pal holds a Master's Degree in Public Relations, earned her Certificate in Police Leadership from Dalhousie University in Canada and is a published author of strategic communications guides.

She spent five years in television news and four years with a public relations firm before moving to law enforcement.