



**Florida Association of
Public Information Officers**
Florida PIO Deployment Team



Symposium Luncheon Sponsor

THE 2019 FLORIDA PIO SYMPOSIUM

8 a.m. – 5 p.m. Friday, January 25, 2019

*Hilton Daytona Beach Oceanfront Resort - Grand Ballroom
100 N. Atlantic Ave., Daytona Beach, FL 32118*

Catered buffet lunch included for the first 200 to register, sponsored by FPL

Register for the PIO Symposium here: goo.gl/8ZBWBh

Hurricane Michael and the Importance of Having a PIO Network

Valerie Sale, Bay County, FL PIO, Brooke Powell, Bay County Emergency Services PIO, Heather Kretzer, PIO, Florida Dept. of Health – Bay County

And Florida PIO Deployment Team members

Hurricane Michael was an unprecedented storm with an unprecedented response. Hear from the Bay County PIOs and how their established PIO network contributed to the Joint Information Center. You'll also hear from the PIO Deployment Team on lessons learned from previous disasters and how best practices were implemented in this response.

From the Anchor Desk to the Field

Tom Llamas, anchor of ABC News' World News Tonight Weekend Edition and Chief National Affairs Correspondent. An award-winning journalist, Llamas has covered just about every recent national disaster and many major stories, including a recent exclusive interview with First Lady Melania Trump. Tom has firsthand knowledge of Florida news – he's a south Florida native and worked in Miami before going to the number one market – New York, where he landed the prestigious network assignment. Tom will share his experiences and take-aways from dealing with PIOs during major incidents.

It Couldn't Happen Here

Hon. Christine Hunschofsky, Mayor of the City of Parkland, FL

The City of Parkland will now forever be defined by the horrific tragedy at Marjorie Stoneman Douglas High School on February 14, 2018. Hear from the mayor of the city with a population of 31,000 and how she dealt with the crisis as the city was thrust in the spotlight and managed the message in the media.

NEW THIS YEAR: The Master PIO Series

Changing the Way We Communicate in Crisis – Rachel Moreno, MPIO, Harris County, TX

In the world of public information officers, planning is key. Developing messaging, scheduling interviews and creating crisis and disaster management plans are all important aspects of a PIO's world. This presentation will assist PIOs in developing their communication messages and crisis communication plans.

JUST-ADDED PRESENTATIONS:

Florida Public Records Laws: What PIOs Need to Know for 2019

Pat Gleason, Special Counsel for Open Government, Florida Attorney General's Office

Access to school safety records, surveillance video, procedures for responding to requests for government employees' calendars and text messages, and the impact of Marsy's Law top the list of this year's public records issues and court cases.

Nextdoor for Public Agencies - Joe Porcelli, Public Agency Lead, Nextdoor

The popular community-engaging app is a versatile tool for government and public safety PIOs. Nextdoor can help get information (and your message) out to your community.



Registration/billing questions contact info@ffca.org 850-900-5180

Symposium/events questions contact FAPIO Chair Mike Jachles PIO@FFCA.org 754-800-5111

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