Media Training
for First Responders

Attendees will learn:

- How to develop effective talking points, written statements and other press materials
- What to do in a crisis
- Best practices for responding to the media
- On camera practical training
- Social media dos and don'ts

The D&L Public Information Officer (PIO) training program is designed to provide first responders with the knowledge and skills to support proper decision-making by delivering the right message, to the right people, at the right time.

Training is conducted by broadcast journalist and media relations professional, Lou Desmond. Desmond has more than 25 years' experience in PR and has worked with many first responder organizations.

MAGLITE® product giveaways

2-Day Seminar $425

October 28-29, 2025

From 9am to 5pm

Hosted by
Black Butte Police Department
13885 Bishops Cap
Black Butte Ranch, OR 97759

A portion of each registration is donated to the National Law Enforcement Officer's Memorial Fund

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Media Training for First Responders

At Black Butte Police Department || October 28-29, 2025 || 9am - 5pm

REGISTRATION FORM

ATTENDEE(S) NAME _____ PHONE _____

AGENCY _____ EMAIL _____

OFFICE ADDRESS _____

PO# (optional) _____ Total $ incl. _____ Or to pay by credit card, call (949) 244-5946

(Register online or submit form a minimum of 5 days prior to training date.)

Deadline to cancel reservations is October 20, 2025. Registration not cancelled by this date including no shows are non-refundable. Substitutions are allowed up to 24 hours prior to training.

(949) 244-5946 www.dandlpr.com

nicole@dandlpr.com Register online