



# Police & Fire Leaders Going to Media Boot Camp

Leaders, PIOs and spokespersons from Police, Fire and Public Safety agencies from across United States & around the world are attending a different kind of boot camp that dramatically impacts the way they'll communicate with the public and news media.

[PIO Boot Camp](#)<sup>™</sup> is a 4-day intensive training experience designed to take attendees through the ever-changing world of news media relations, social media and public information communications.

Chris Ryan, an internationally recognized media relations and crisis communications expert created the intensive PIO Boot Camp for police, fire and other public safety officials.

Attendees learn the fundamentals of Police, Fire & Public Safety Media Relations and the vital role it plays in communicating with the public and news media.

Mr. Ryan's unique teaching style enables attendees to retain more information through candid class discussions, eye-opening videos, role-playing exercises and more.

"It's an extraordinary way to bring police, fire and public safety officials and spokespersons together," says Ryan. "They train as a group and gain tremendous insight from each other and from a variety of perspectives."

"I want my students to have real world, updated information and skills they'll need for times when plans, books and charts aren't feasible and solid knowledge is crucial," said Ryan.