



# NORTHERN CALIFORNIA REGIONAL PUBLIC SAFETY TRAINING AUTHORITY

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## The Executive PIO

### Dates & Times:

January 29 – February 1, 2024 – M, T & W – 0800-1700, Th 0800-1200

### Course Description:

Communication is at the heart of building relationships, thus at the heart of good policing. While Public Information Officers, Communications Directors, and such are often pigeon-holed to media relations and social media functions, the insights and skill true strategic communicators bring to the executive are unique and valuable.

One of the biggest obstacles of the strategic communicator is developing the expertise and confidence necessary to work closely with chief executives. This course will define the challenges facing police executives and how communication can support management in reaching their goals for a safe and secure community.

This course delves into the role of the strategic communicator, what they can bring to the table, and why they are a key part of the command staff. It explores the academia behind communications and crisis planning, as well as thinking more purposefully about the overall brand and image of an agency.

Each day, students will take part in deep-dive discussions about the value of communications, how to garner support for the position, and how to better convey communication theory to executives to earn buy-in for communication programs and enhance the overall communications efforts of their agencies.

### Course Fees: \$750.00

### Who should attend:

This course is tailored to experienced public information officers or executives with responsibility for internal and external communication. This class provides new approaches for those seeking resources and skills to further develop their abilities as a strategic communications advisor for their agencies.

**Location:** NCRPSTA, 2409 Dean Street, McClellan, CA 95652

### Registration:

Registration.....(916) 808-1532  
Email.....[Registration@ncrpsta.com](mailto:Registration@ncrpsta.com)

# The Executive Communicator

Hosted by the:

Northern California Regional Public Safety Training Authority

**January 29 – February 1, 2024**



Communication is at the heart of building relationships, thus at the heart of good policing. While it is often pigeon-holed to media relations and social media functions, the insights and skill true communicators bring to the executive arena are unique and valuable.

This course will define the challenges facing police executives and how communication can support management in reaching their goals for a safe and secure community.

The program delves into the role of the executive communications advisor. It explores the academia behind internal culture, communications and crisis planning, as well as thinking more purposefully about the overall brand and image of an agency.

Each day, participants will take part in deep-dive discussions about the value of communications, how to garner support, and how to better convey communication theory and practice to executives to earn buy-in for programs that enhance the overall communications efforts – both internally and externally – of their agencies.

This course is suited to experienced PIOs/Communications Directors and senior/executive staff wanting to improve their communications skills.

## What Is Covered

### THE IMPORTANCE OF IMAGE, TRUST & INTERNAL CULTURE

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.

### INTERNAL, PEER-TO-PEER, AND UP-CHAIN COMMUNICATION

Explore strategies and tactics to improve overall communication efforts internally and gain consensus and support for programs. Learn ways to better communicate up-chain to earn buy-in.

### CONNECTING WITH OUR COMMUNITIES & CRISIS COMMUNICATIONS

The key to successful communication is understanding stakeholders, preparation, and managing one's message. In crisis, communication is paramount to helping a community heal and move forward.

### PERSONAL BRAND IMAGE & LEADERSHIP COACHING STRATEGIES

Personal image is a large part of leadership. People must know what both leadership and the agency stand for. Learn valuable strategies to help develop that 'true north' and convey tactics to help represent that brand.

### YOUR INSTRUCTOR



With more than 40 years' experience, Judy Pal has served police executives in both Canada and the U.S.

Prior to consulting full-time, she was as an Assistant Commissioner with the NYPD, Director of Operations for FBI-LEEDA, Chief of Staff with the Baltimore and Milwaukee Police Departments, and served as a member of the command staff overseeing public information with the Atlanta, Savannah, and Halifax Regional police departments.

She's conducted image and media training for thousands of law enforcement professionals including FBI Regional Command Colleges across the country. She has conducted training for the command staff of both the NYPD and Philadelphia Police Departments and the Major Cities Chiefs Association.

In the summer of 2022, she consulted with Interpol's Project Stadia on crisis communications prior to the World Cup and recently participated in the U.N.-sponsored Counter Terrorism Preparedness Network's annual conference in Washington, DC.

Pal authored the 2023 COPS office guide to Strategic Communications for Law Enforcement Executives and holds a master's degree in public relations.

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