

# PIO 201: ADVANCED COMMUNICATIONS TECHNIQUES FOR FIRST RESPONDERS

POST  
Credited  
Training



Advanced Communications Techniques for First Responders is the follow up course to the Desmond & Louis Public Information Officer (PIO) training program. This one-day intensive is designed to provide first responders with deeper knowledge and skills for interacting with and responding to the media on-camera.

Smaller class sizes ensure more one-on-one time with the instructor conducting mock interviews where you'll face all kinds of media scenarios.

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.

**1-Day  
Intensive \$475**

**June 19, 2025**  
From 8am to 5pm

Hosted by  
**Kootenai County Sheriff's Office**  
2451 W. Dakota Ave.  
Hayden, ID 83835

**Advanced Communications Techniques for First Responders**  
At Kootenai County Sheriff's Office || June 19, 2025 || 8am - 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 June 9, 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](http://www.dandlpr.com)

✉ [nicole@dandlpr.com](mailto:nicole@dandlpr.com)

Register Online