



# MASTER PUBLIC INFORMATION OFFICER

## CARMEL, IN

Building off the MPR course, the Master Public Information Officer course moves the participant from the tactical to the strategic level of media and brand management. Participants will spend 4 ½ days exploring the business model of media engagement, take a deeper dive into cultivating a brand image through internal and external communications, and learn how to proactively pitch stories in today's 24/7 news environment. Students will learn the advanced means of creating high-quality in-house videos for social media, develop messaging calendars, and learn the art of being a strategic advisor. This course will build on crisis management skills in tabletop exercises designed to build the framework for a crisis communication manual. Participants are encouraged to bring a laptop, as writing exercises will be assigned during the course.

**Prerequisite:** This class builds on concepts learned in the FBI-LEEDA Media and Public Relations class, therefore, **students must have completed the MPR class prior** to enrolling in the Master PIO class.

DATE:

June 22 - 26, 2026

LOCATION:

Carmel Police Department  
1000 S Rangeline Road  
Carmel, IN 46032

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