



Institute for
**LAW ENFORCEMENT
ADMINISTRATION**



2023

10/2 - 10/5

The Executive PIO

HOSTED BY THE
DENTON POLICE
DEPARTMENT



ILEA is an Institute of
**THE CENTER FOR AMERICAN
AND INTERNATIONAL LAW**



Judy Pal



With more than 30 years' experience, Judy Pal has served as an Assistant Commissioner with the NYPD, Director of Operations for FBI-LEEDA, Chief of Staff with the Baltimore and Milwaukee Police Departments, and was a member of the command staff of the Savannah, and Halifax (Canada) police departments.

Judy is proud to have conducted image and media training for thousands of law enforcement professionals during her career.

Pal is a past president of the National Information Officers Association, holds a Master's degree in Public Relations and earned her Certificate in Police Leadership from Dalhousie University in Canada.

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COURSE OVERVIEW

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The Executive PIO



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.

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.

Tuition | Location | Times

Tuition

\$725 ILEA Member

\$825 Non-member

Location | Times

Denton Public Safety Training Center
719 E. Hickory
Denton, TX 76205
8:30am to 5:00pm daily

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