



CALIFORNIA STATE SHERIFFS' ASSOCIATION FOUNDATION (CSSAF)

MEDIA RELATIONS SEMINAR: February 22 – 23, 2022

SAN LUIS OBISPO COUNTY

AGENDA

Time	Tuesday, February 22, 2022	Location
8:00am – 12:00pm	Attendee Registration	Cabernet Foyer
10:00am -12:00pm	The Roles and Responsibilities of the Public Information Officer Attendees (PIO's Only) Moderators: Tony Cipolla, PIO San Luis Obispo County Sheriff's Office Raquel Zick, PIO Santa Barbara County Sheriff's Office	Cabernet Room
1:00pm – 1:15pm	Welcome to Media Relations Seminar Host/Committee Chairs: Chair: Sheriff Ian Parkinson, San Luis Obispo County Vice-Chair: Sheriff Bill Ayub, Ventura County Presentation of Colors: San Luis Obispo County Sheriff's Office Color Guard - Pledge of Allegiance	Pinot Room
1:15pm – 3:00pm	Lira Shooting Speakers: Commander Chad Nicholson, San Luis Obispo County Sheriff's Office Detective Chad Guiton, San Luis Obispo County Sheriff's Office Chief Deputy Nate Pau, San Luis Obispo County Sheriff's Office PIO Tony Cipolla, San Luis Obispo County Sheriff's Office	Pinot Room
3:00pm – 4:00pm	Butte County Sheriff's Office Fire Speakers: Sheriff Kory Honea, Butte County PIO Megan McMann, Butte County Sheriff's Office	Pinot Room
4:00pm – 5:00pm	Preparing for an Interview Speaker: PIO Christina Favuzzi, Montecito Fire Department	Pinot Room
5:00pm – 6:00pm	Reception	Waterfall Terrace
Wednesday, February 23, 2022		
7:00am – 8:00am	Breakfast	Pinot Room
8:00am – 9:00am	Critical Incident Review Videos Speaker: Sergeant Albert Martinez, Riverside County Sheriff's Office	Pinot Room
9:00am – 10:00am	How to Build Teams (Roles/Responsibilities) Speakers: Sergeant MJ Higgins, San Bernardino County Sheriff's Office PIO Gloria Huerta, San Bernardino County Sheriff's Office	Pinot Room
10:00am -11:00am	Lassen County Sheriff's Office Fire Speaker: Public Safety Manager Lisa Bernard, Genasys Mass Notification Systems	Pinot Room
11:00am	Conclusion Host/Committee Chairs: Chair: Sheriff Ian Parkinson, San Luis Obispo County Vice-Chair: Sheriff Bill Ayub, Ventura County	Pinot Room