



CALIFORNIA STATE SHERIFFS' ASSOCIATION FOUNDATION
MEDIA RELATIONS SEMINAR: February 25-26, 2025
 Ventura County
 AGENDA

Time	Tuesday, February 25, 2025	Location
8:00am – 12:00pm	Attendee Registration	
10:00am -12:00pm	The Roles and Responsibilities of the Public Information Officer Attendees (PIO's Only Roundtable) Moderators: Tony Cipolla, PIO San Luis Obispo County Sheriff's Office Raquel Zick, PIO Santa Barbara County Sheriff's Office 30 Minute Presentation: Jim Touchstone, JonesMayer	
12:00pm-1:00pm	Lunch (provided to attendees)	
1:00pm – 1:15pm	Welcome to Media Relations Seminar Host/Committee Chairs: Host/Chair: Sheriff Ian Parkinson, San Luis Obispo County Vice-Chair: Sheriff Jeremiah LaRue, Siskiyou County Presentation of Colors: Ventura County Sheriff's Office Color Guard - Pledge of Allegiance	
1:15pm – 3:00pm	Crisis Communications Presenters: Joe Vazquez, ColePro Media Laura Cole, ColePro Media	
3:00pm – 5:00pm	San Bernardino County Sheriff's Office – Incident Debrief Presenter: TBD	
5:30pm – 6:30pm	Reception	
Wednesday, February 26, 2025		
7:00am – 8:00am	Breakfast	
8:00am – 9:00am	AI Training Presenter: Yosh Kakkad, San Diego County Sheriff's Office	
9:00am – 10:00am	Social Media Training Presenters: Joe Vazquez, ColePro Media Laura Cole, ColePro Media	
10:00am – 11:00am	Ask the Sheriff Moderator: Joe Vazquez, ColePro Media	
11:00am	Conclusion Committee Chairs: Chair: Sheriff Ian Parkinson, San Luis Obispo County Vice-Chair: Sheriff Jeremiah LaRue, Siskiyou County	

Training/Meeting Hotel Information: CSSA has secured a special room rate at The Zachari Dunes on Mandalay Beach , Curio Collection by Hilton, 2101 Mandalay Beach Rd in Oxnard (Ventura County). CSSA room rate for a one bedroom \$183. Reservations can be made by calling 805-362-2779 using group code: CSSA or online at: [Zachari Dunes Hotel Registration](#). Cut-off date is January 24, 2025. Please make your room reservation ASAP (it is easier to cancel than to reserve).

Media Relations Seminar Schedule of Events

Tuesday, February 25th:

10:00 AM – 12:00 PM (PIO’s Only)
12:00 PM- 1:00 PM- Lunch provided
1:00 PM – 5:00 PM (Media Seminar)
5:00 PM (Reception)

Wednesday, February 26th:

8:00 AM – 11:00 AM (Media Seminar)

Feel free to reach out with any questions.

Thank you.

**CHELSEA
WEATHERS**
EXECUTIVE ASSISTANT II



California State Sheriffs' Association
California State Sheriffs' Association Foundation

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