



MASTER PUBLIC INFORMATION OFFICER

COLUMBUS, NE

Building on the FBI-LEEDA Media & Public Relations course, the Master Public Information Officer (MPO) course is a four-and-a-half-day seminar that elevates participants from tactical to strategic media and brand management. Students will study the business model of media engagement, thoroughly explore brand image cultivation through internal and external communications and learn how to proactively pitch stories in today's 24/7 news environment.

Course Topics Include:

- Cultivating and refining brand image
- Internal and external communications strategies
- Proactively pitching stories
- Business model of media engagement
- Crisis management planning
- Interactive tabletop exercises
- Producing high-quality video for social media

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 MPO class.

DATE:

July 17 - 21, 2028

LOCATION:

Columbus Nebraska Police
Department

2330 14th Street
Columbus, NE 68601

CONTACT HOST:

Capt. Douglas M. Molczyk

douglas.molczyk@columbusne.us
402-276-4033



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