



MASTER PUBLIC INFORMATION OFFICER

ST. PETERS, MO

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:

February 23 - 27, 2026

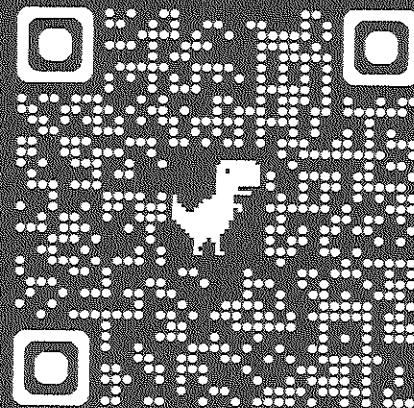
LOCATION:

St. Peters Police
Department

1020 Grand Teton Dr.
St. Peters, MO 63376

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