

# Public Relations/Media Training for Prosecutors

October 4-5, 2016

Sheraton Keystone Crossing - Indianapolis



## Day 1 – Tuesday, October 4

- 8-9 a.m. Registration and Hot Breakfast**
- 9-9:15 a.m. Welcome  
Jason Mount, Co-Chairman, IPAC Public Relations Outreach Committee
- 9:15-9:30 a.m. Designating a PIO – How Informing the Public Assists a Successful Prosecution**  
David Powell, IPAC Executive Director
- 9:30-10:30 a.m. The Prosecutor and the Media - Dissecting the Colorado Theater Shooting Case**  
George Brauchler, DA, 18th Judicial Circuit, Aurora, Colorado
- 10:30-10:45 a.m. Break**
- 10:45-11:45 a.m. Media Lessons Learned in Prosecuting the Colorado Theater Shooting**  
George Brauchler, D.A. 18th Judicial Circuit, Aurora, Colorado
- 11:45-1:15 p.m. Lunch**
- 1:15-2:15 p.m. Managing a National News Event**  
John McDonald, Caeli Communications, Former VP-Corporate Communications and Public Affairs, American Airlines Group
- 2:15-2:30 p.m. Break**
- 2:30-3:30 p.m. Crisis Control – Panel**  
Tim Horthy, Dave Bursten, Jason Mount. Pat Baldwin, moderator
- 3:30-4:30 p.m. You Don't Have to Answer That Question! Balancing a Prosecutor's Ethical Obligations with Media Expectations**  
John McDonald
- 4:30-5 p.m. Small Counties – How to Attract Attention in a Small Media Market**  
Jason Mount

## Day 2 – Wednesday, October 5

- 7:45-8:45 a.m. Hot Breakfast**
- 8:45-9:30 a.m. The Prosecutor and the Public – Utilizing Modern Methods to Influence and Inform**  
Jennifer Joyce, City of St. Louis Circuit Attorney
- 9:30-9:45 a.m. Break**
- 9:45-10:30 a.m. The Prosecutor and the Public – (continued)**
- 10:30-10:45 a.m. Break**
- 10:45-11:45 a.m. Ethics & the Media – Operating within the Boundaries of the Indiana Rules of Professional Conduct**  
James Oliver, IPAC Chief of Criminal Law
- 11:45-12:45 p.m. Lunch**
- Prosecutors & the Press – What the Press Wants You to Know**  
Stephen Key, Executive Director, Hoosier State Press Assn.
- 12:45-2:15 p.m. In the Hot Seat – Media Intervention in High Profile Cases**  
John McDonald, moderator  
Jason Mount, Rodney Cummings, Pat Baldwin, evaluators  
Whitney Riggs, Peg McLeish, Jessica McBrier, "media"
- 2:15-2:30 p.m. Break**
- 2:30-4 p.m. In the Hot Seat (continued)**
- 4 p.m. Wrap Up**

