

CAPIO J. LINDSEY WOLF PIO INSTITUTE

1. Purpose

Established by CAPIO in 2003, and renamed in honor of CAPIO member and Paul B. Clark award-winner Lindsey Wolf in 2010, the PIO Institute is a professional development program that offers a certificate in the field of public information for CAPIO members who complete any ten of the designated Institute courses.

2. Administration of the Institute

The PIO Institute will be administered by the CAPIO Board of Directors' Education and Development Chair. The Education and Development Chair is responsible for all CAPIO education and development programs, including maintaining the roster of CAPIO member's attendance at required courses, promoting and identifying courses that qualify as a PIO Institute Course and working with the CAPIO Vice President of Awards to award certificates at the annual conference

3. Eligible Candidates

The Certificate of Public Information from the PIO Institute is offered exclusively to CAPIO regular and associate members who have met the requirements for certification. Upon successful completion of courses, CAPIO members will receive a certificate of completion.

4. Requirements for Certification

Candidates must complete six required courses and four other courses for a total of ten courses.

a. Required Courses

- i. Media Relations
- ii. Writing
- iii. Electronic Media
- iv. Public Speaking
- v. Crisis Communication
- vi. Strategic Communication

b. Elective Courses

- i. Public Presentations
- ii. Selling the Idea

- iii. Legal Issues and Ethics
 - iv. Photography/Video
 - v. Measuring Results
 - vi. Working with Elected Officials
 - vii. Diffusing Hostility
 - viii. Branding
- c. Courses are generally offered at the CAPIO Annual Conference, but may also be offered at regional workshops throughout the state and via CAPIO webinars. Certain courses at the conference, regional workshops and webinars will be designated as “J. Lindsey Wolf PIO Institute Courses.” Every effort will be made to include 3-5 different courses that qualify for certification annually.
- d. Candidates wishing to utilize workshops from non-CAPIO sponsored events should submit the workshop flyer to the Education and Development Chair for consideration. Of the ten courses required for Certification, only two non-CAPIO workshops/courses will be allowed if proof of completion or a flyer describing the workshop/course content is provided to Education and Development Chair. The past course/workshop information must be submitted to the Chair within a year of completion of the non-CAPIO workshop or course.
- e. CAPIO members may also receive up to one credit in the “Public Speaking” or “Public Presentations” category for leading a CAPIO annual conference session, regional workshop or webinar. The information on the session, workshop or webinar must be submitted to the Education and Development Chair within a year of completion.
- f. When taking an Institute course, participants should be sure to sign the attendance roster in order to receive credit for the course.
- g. There is no time limitation for completing the ten courses.