

THE BACKSTER SCHOOL OF LIE DETECTION

Polygraph Training Opportunity Announcement for the fall, 2015

July, 2014

Pacific NW Polygraph Course

The Backster School of Lie Detection is proud to announce that a full 10-week, American Polygraph Association (APA) approved, Basic Polygraph Examiner Training Course will be offered in Kennewick, Washington next fall, 2015. The course will be sponsored by Kennewick PD and will be open to qualified candidates. Students will still learn directly from the "Grand Master" Cleve Backster through recorded video presentations that are shown throughout the course.

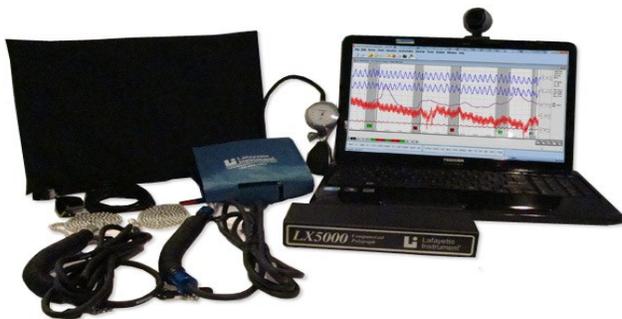
Course will be limited to 30 students

Backster School of Lie Detection: JT Adams, Registrar, 861 6th Avenue, Suite 725, San Diego, CA 92101. Office: (619) 233-6669; e-mail: BacksterPolygraph@gmail.com. Register on-line: <http://www.Backster.net>

Kennewick PD Contact Information: Duane Kist, Training Officer, Kennewick Police Department, 211 W. 6th Avenue, Kennewick, WA 99336 Office: (509) 582-1358; Fax: (509) 585-2240. e-mail: Duane.Kist@ci.kennewick.wa.us

Tentative Course Dates:

September 14 - November 20, 2015 (PE-195).



The Backster School of Lie Detection is the generally recognized leader and premier school throughout the world in establishing and teaching polygraph technique standards. “

- Cleve Backster

About the School

- Founded in 1960 by Cleve Backster ... The “Grandfather of the Modern Polygraph Technique.”
- Second to none in polygraph training.
- Over 192 Basic Polygraph Examiner Training Courses have been success-



Photo Caption

Another Story Headline

Place your stories in order of their importance. For example, your most important story should be at the top of the page. Less important stories, or stories that may appeal to a smaller portion of your audience should be lower down on the page.

Use paragraphs often. A wall of white text makes it hard for the reader to skim a story and find a way to quickly drop in and out of your content. White space gives the user an opening into your information. Don't be afraid to leave spaces open.



Photo Caption

Second Story Headline

Place your stories in order of their importance. For example, your most important story should be at the top of the page. Less important stories, or stories that may appeal to a smaller portion of your audience should be lower down on the page.

Use paragraphs often. A wall of white text makes it hard for the reader to skim a story and find a way to quickly drop in and out of your content. White space gives the user an opening into your information. Don't be afraid to leave spaces open.

You might also designate a consistent spot on the page for lighter, or more editorial content. That way the reader always knows where to look for a certain type of content.

Most successful publications include a mix of content types to satisfy a wide range of tastes. Consider putting your most serious content on the front page, and your lighter content inside.

It's called a story for a reason

Integrate frequent headlines to announce different sections of your story. Consider writing your content in a personal tone, in the same way you might talk to someone sitting across from you at a restaurant.

Include paragraph breaks often

Use paragraphs often. A wall of white text makes it hard for the reader to skim a story and find a way to quickly drop in and out of your content. White space gives the user an opening into your information. Don't be afraid to leave spaces open.

Sidebar Story Headline

Sidebars complement a main article. Use them when you want to keep your main articles direct and information packed, but you still want to share extra or supplementary content.

For example, if your main story is about your new building plans, consider using the sidebar to talk about the history of the land plot, or to tell a story of your first encounter with the property.

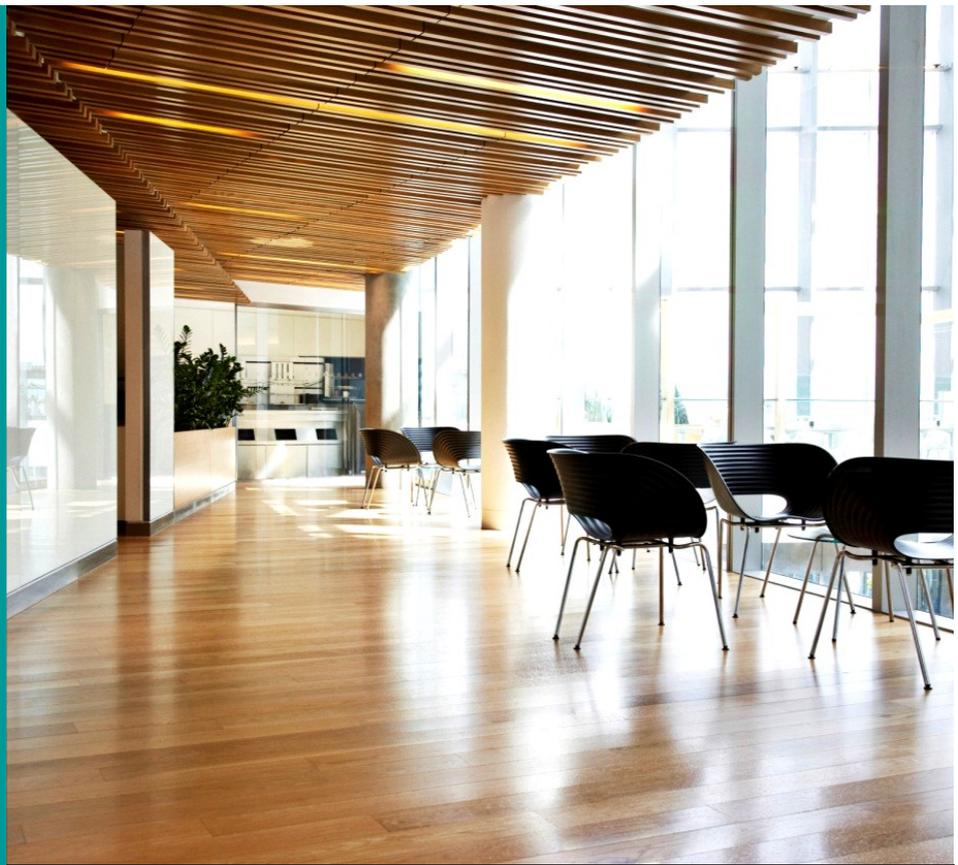


Photo Caption

Another Story Headline

Your headline is an important part of the newsletter and should be considered carefully.

In a few words, it should accurately represent the contents of the story and draw readers into the story. Develop the headline before you write the story. This way, the headline will help you keep the story focused. Examples of possible headlines include Selling Your Home and New Office Opens Near You.

If you have to break a headline into two rows, try to find a natural break in the content. Each line should stand alone so that your readers can easily understand what is in the story even while skimming.

Newspaper editors consider headline writing like poetry. How can you get the reader's attention and draw them into the story in only a few words?

Meanwhile, you don't want to give too much away, or the reader doesn't even have to read the story to understand the content.

Back Cover Story Headline

Use paragraphs often. A wall of white text makes it hard for the reader to skim a story and find a way to quickly drop in and out of your content. White space gives the user an opening into your information. Don't be afraid to leave spaces open.

You might also designate a consistent spot on the page for lighter, or more editorial content. That way the reader always knows where to look for a certain type of content.

Most successful publications include a mix of content types to satisfy a wide range of tastes. Consider putting your most serious content on the front page, and your lighter content inside.

It's called a story for a reason

Integrate frequent headlines to announce different sections of your story. Consider writing your content in a personal tone, in the same way you might talk to someone sitting across from you at a restaurant.

Northwind Traders brings you the world

Northwind Traders
4567 Main Street
Raleigh, NC 02134-0000

Contact Us

Give us a call for more information about our services and products

Northwind Traders
4567 Main Street
Raleigh, NC 02134-0000

(555) 555-0123

email@sample.com

Visit us on the web at
www.northwind.com

PLACE
STAMP
HERE