

Subject: 2-Day Law Enforcement Media Training Seminar

The Kent Police Department will be hosting a 2-day News Media Training on February 14-15, 2012 from 8 am to 5 pm.

The program will assist law enforcement officers in the presentation, distribution and management of news to television, radio as well as newspapers.

The cost of the program is \$295 per person. Participants will view numerous videotape examples of good and bad media relations incidents involving police officers around the country.

Several simulated Mock Disasters and Breaking News Events will include a Campus Shooting and terrorist bomb attack. The simulations will be projected on a big screen and participants will be required to react by going before a LIVE TV News camera and answering reporters' questions about the crisis. The participants' performances will also be projected onto the screen and videotaped. Each participant will be critiqued and given a DVD video of their individual performances.

You will come away with skills to:

- Maintain control of News Conferences or Interviews
- Turn Negative Press into Positive Press
- Build or Re-Build Your Public Image
- Control News Coverage by Controlling the Flow
- Hold News Briefing without Revealing Sensitive Information
- Recognize Key Words to Use and to Avoid
- Receive Media Training Certificate of Excellence

The presenter for the seminar is Russell Ruffin, a 30 year veteran reporter of NBC, Fox, and local affiliates. Ruffin has won the television Emmy and the Telly for his reporting. He has covered such stories as the Columbine High School Shooting, Oklahoma City Bombing, 911 Attack, as well as the fall of the Soviet Union.

To enroll and reserve a seat contact Cherokee Productions, Inc., Denver, Colorado, phone 303-470-0716 or visit their website at www.PublicSafetyMediaTraining.com. Class size is limited to 25.

Location: Kent Police/Fire Training Center, 24523 116th Ave. SE, Kent, WA 98030. For directions or hotel information contact Robin Gaither at the Kent Police Training Center, 253-856-5853 or via email at rgaither@ci.kent.wa.us.