

Media Relations Training



Are You Using the Media to Your Best Advantage?
Take Control of Your Message and Your Public Image
Receive Hands-On Training from the Media Pros

Instructors **Russell Ruffin** and **Penny Carter** are Skilled Network News Veterans and Public Safety Media Relations Professionals

Join Other Law Enforcement and Public Information Officers from the Region

Simulated Breaking News Events: From the Routine to the Extreme

LIVE On-Camera Coaching with Free DVD Video of Your Performances

While this is an Advanced class, it is designed so that those with limited experience can benefit by proceeding at their own level. Take home our free exclusive Media Relations Guide.

You Will Come Away with the Skills to:

- Create & Distribute Your Own Sound Bites to the Media
- Prepare More Effective News Releases
- Use the Social Media Successfully
- Ensure that Your Message Gets Reported
- Use Transitions to Keep Your Message On Track
- Become More Proactive and Less Reactive
- Turn Negative Press into Positive Press
- Manage Tricky Questioning

2-Day Seminar \$295

Hosted by:

Kent Police/Fire Training Center

Seattle Area

Feb. 7-8, 2013
8 am - 4 pm

Kent Fire/Police Training Center
24523 116th Ave. SE
Kent, WA 98031

Hotel Information Available



- Register or pay Online - www.PublicSafetyMediaTraining.com
- Register by Phone (pay by check) (303) 470-0716
- Register by FAX: (775) 665-7672 or US Mail (we'll bill you later)

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