

Are You Prepared for Breaking News?



What Do You Do When YOU Are the Story?



Times Square

Ferguson, MO

On the ground in Ferguson, MO

Instructors **Russell Ruffin** and **Penny Carter** - Award Winning TV News Veterans who authored two books on Media Relations, have both been in Ferguson interviewing protestors and police to determine what can be learned from the crisis.

This could be the most valuable training experience of your career

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 Skills to:

Get Ahead of a Crisis Quickly

Keep the Media Message On Track

Become More Proactive and Less Reactive

Handle Ambush Interviews and Investigative Reporters

Write More Effective News Releases

Create & Distribute Your Own Sound Bites & Interviews

Use the Social Media to Your Advantage

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