

The Nation's #1 Media Relations Training for Public Safety

Media Relations & On-Camera Training



Free DVD Video of Your Performances

Learn from the BEST in the News Industry

Instructors **Russell Ruffin** and **Penny Carter** - Award Winning TV News Veterans who wrote the book on Media Relations

Control Your Message in the Mainstream and Social Media

Master Any News Conference or Interview

Become More Proactive and Less Reactive

Join Other Public Safety and Public Information Officers from the Region

Simulated Breaking News Events: From the Routine to the Extreme

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

You Will Come Away with Skills to:

- Use Transitions to Keep Your Message On Track
- Ensure that YOUR Message Gets Reported
- Prepare Effective News Releases
- Turn Negative Press into Positive Press
- Manage Tricky Questioning
- Use the Social Media Effectively
- Record and Distribute Your Own Sound Bites

2-Day Seminar \$295.

16 Hrs. POST CC#9070-33240-13-001 Plan IV

Hosted by

San Diego

Regional Training Center

San Diego, California June 16-17, 2014
8 am - 5 pm

San Diego Regional Training Center
6155 Cornerstone Court, Suite 130
San Diego, CA 92121

Complimentary coffee, bottled water, pastries
and snacks provided all day both days
Hotel info provided



Public Safety Media Training

Member: **ILEETA**
International Law Enforcement Educators and Trainers Assoc.

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

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