

News Media Relations & On-Camera Training Class

Class: **News Media Relations**

Host: Indiana Law Enforcement Academy -

5402 Sugar Grove Rd. Plainfield, Indiana 46168 **Sept. 15-16, 2016** 8 am - 5 pm

ILEA In-Service Credit: 16 hours Course Length: 2 Days - \$295.

With the recent shootings in San Bernardino, Roseburg and Colorado Springs and recent officer-involved shootings, **THIS** may be **the most relevant, timely and valuable training you will ever receive**. This class is taught by 2 instructors who were on the ground for mass shootings as well as in Ferguson and Baltimore during protests.

This class is geared for: Public Information Officers, Command Staff, Trainers, Community Relations Personnel and anyone else who deals with the News Media . This fast-paced, hands-on, interactive training is designed to help Law Enforcement communicate more effectively with the Media and Public, both routinely and during times of crisis. In addition to instruction, an assortment of video clips demonstrating both good and bad media relations incidents are projected on-screen. The class is conducted by Emmy Award Winning veteran broadcast news reporter Russell Ruffin who has worked with both Fox News and NBC, covering such stories as the Fall of the Soviet Union, Columbine High School Shootings, the 9-11 Attack, Oklahoma City Bombing, as well as Police and Fire beats.

Class Participation: LIVE On-Camera

To make the experience more realistic, a full-size TV News camera is brought in so that everyone in the class can practice before a LIVE camera. *Breaking News* Simulations are run and each student goes before the LIVE camera for interviews and news conferences. The instructor and the rest of the class act as reporters by asking tough questions. Participants are given an objective critique, along with a **DVD video** of their performance.

Topics Covered:

- Lessons Learned from Ferguson and Baltimore
- Holding an Effective News Conference/Interview
 - Keeping Your Media Message On Track
 - News Release Writing and Distribution
- Becoming More Proactive and Less Reactive
- Using the Social Media to Your Advantage
- Turning Negative Press into Positive Press
 - Creating a More Positive Public Image
 - Managing Tricky Questioning
- Handling Ambush Interviews and Investigative Reporters
- Creating and Distributing Your Own Sound Bites and Interviews
 - Projecting the Proper Body Language

Materials Provided: 126 page Media Relations Guide/Workbook. DVD video of on-camera practice.

Maximum Class Size: 25 **To Register:** (hyperlink) <http://www.PublicSafetyMediaTraining.com>
for any questions or to **register by phone: 303-470-0716**

Are You Prepared for Breaking News?



What Do You Do If YOU Are the Story?

This could be the most valuable training experience of your career

On the ground where News is being made



Instructors **Russell Ruffin** and **Penny Carter** - Award Winning TV News Veterans who authored two books on Media Relations, have traveled the country from **Baltimore** to **Ferguson** to **San Bernardino** for some of the nation's major Breaking News events to determine what can be learned to help avoid and manage a news media crisis.

On-Camera Training

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 following along in our workbook and proceeding at their own level. Take home our free exclusive Media Relations Guide

Lessons Learned from Real World Events

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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In-Service **ILEA Credit**

Indianapolis Area

Hosted by

Indiana Law Enforcement Academy

Plainfield, IN Sept. 15-16, 2016
8 am - 5 pm

Indiana Law Enforcement Academy
5402 Sugar Grove Road
Plainfield, Indiana 46168

Complimentary coffee, water, snacks provided
Hotel information available



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)

2-Day Seminar \$295

Name of Guest(s) _____

Name of Your Agency: _____

Address: _____

City, State, Zip: _____

Phone _____

To Whose Attention Do We Send the Invoice? _____

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