



News Media Training



Join Other Law Enforcement and Public Information Officers from the Region
Simulated: Campus Shooting, Terrorist Attack, Hurricane, Controversy and Routine Incidents

You Will Come Away with Skills to:

- Take Control of Every News Conference or Interview**
- Use Effective Terminology to Build Credibility**
- Become More Proactive and Less Reactive**
- Turn Negative Press into Positive Press**
- Create a More Positive Public Image**
- Manage Tricky Questioning**



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

Instructors Russell Ruffin and Penny Carter are Skilled Broadcast News and Police Media Relations Professionals

2-Day Seminar \$295

Hallandale Beach, Florida

May 27-28, 2010

Hosted by
Hallandale Beach Police Dept.

Hallandale Beach Police Dept.
400 S Federal Hwy
Hallandale Beach, FL 33009
May 27-28, 2010 (8 am - 5 pm)

Hotel Information Available

- Register online at www.PublicSafetyMediaTraining.com
- Register by Phone: (866) 470-0716 (Toll Free 24 hrs.)
- Register by FAX: (775) 665-7672

Name of Guest(s) _____

Name of Your Agency: _____

Address: _____

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