

What Do YOU Do When the News Media Shows Up?



Public Safety
Media Training



Advanced News Media Training Seminar

Powerful Video Simulations:

From the Routine to a School Shooting to a Terrorist Attack

LIVE On-Camera TV News Interviews with YOU:

Conducted by Emmy Award Winning TV Reporters

Receive Free DVD Video of Your On-Camera Training

2 Day Seminar \$295

16 Hours

Detroit Area

Oakland Police Academy

Oakland Community College

2900 Featherstone Rd.

Auburn Hills, MI 48326-2845

Phone 248-232-4200

Fax 248-232-4225

Course Name:

News Media Training for Law Enforcement

Course Code: PBSV-5400

September 8-9 2008

8:30 am - 4:30 PM

Name of Guest(s) _____

To Whose Attention Do We Fax or Email the Invoice and Registration Info?

Email Address or Fax # _____

Name of Your Agency: _____

Address: _____

City, State, Zip: _____

Phone _____

Please fax to or make checks payable to: Oakland Community College

2900 Featherstone Rd.

Auburn Hills, MI 48326-2845

Fax 248-232-4225

Hotel Info Available

Join us in the Detroit Area



News Media Training

Join other Public Information Officers from the Region

Simulated: Campus Shooting, Terrorist Attack, Disasters, Controversy and Routine Incidents

You Will Come Away with Skills to:

- Maintain Control of News Conferences and Interviews**
- Turn Negative Press into Positive Press**
- Build or Re-Build Your Public Image**
- Control News Coverage by Controlling the Flow**
- Hold a News Briefing without Revealing Sensitive Information**
- Recognize Key Words/Phrases to Use and to Avoid**
- Receive Media Training *Certificate of Excellence***

Instructor Russell Ruffin has spent 25 years as an Emmy Award Winning Television Reporter. From the White House to the Courthouse, you've watched his reports on: *Fox News, CNN, NBC News, America's Most Wanted, A&E American Justice, Extra and The Today Show.*



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