

Training Notification

Class: **News Media Relations & On-Camera Training**

Hosted by: **Florida Department of Law Enforcement**

Miami FDLE Regional Operations Center 1030 NW 111th Ave., Miami, FL 33172 2 Days Nov. 13-14, 2017 8:30 am - 5 pm	Tampa Bay FDLE Regional Operations Ct. 4211 North Lois Avenue, Tampa, FL 33614 2 Days Nov. 16-17, 2017 8 am – 5 pm
---	---

With the recent Hurricanes, tragic shootings in Las Vegas and the murder of Police Officers across the United States, THIS may be **the most relevant and valuable training you will ever receive**. This class is taught by 2 instructors who were on the ground in Dallas, San Bernardino, Ferguson, Baltimore and Roseburg during and following the most recent breaking news events.

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 TV News camera is used so that everyone in the class can practice before a LIVE camera. *Breaking News* Simulations are presented 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 **video** of their performance. (Please bring a USB jump drive if you would like to make your own additional copy)

Topics Covered:

- Lessons Learned from Real World Events
- Holding an Effective News Conference/Interview
 - Keeping Your Media Message On Track
 - News Release Writing and Distribution Tips
 - 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: 200 page Media Relations Guide/Workbook. 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**