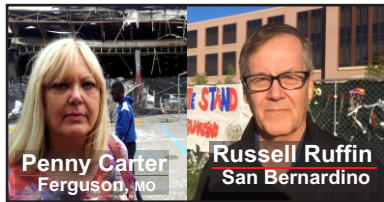


Communicating Effectively with the Media



Discover the 3 Key Mistakes Police Agencies Make in Dealing with Media How to Make Sure Your Message Gets Reported



Experienced Veteran Reporters/Instructors

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.

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