

# Training Notification

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

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

**Tampa Bay Regional Operations Center, 4211 North Lois Avenue, Tampa, FL 33614**

**Course Length: 2 Days (16 Hours) Nov. 1-2, 2018 8 am – 5 pm**

With the tragic Florida High School shootings, terrorist attacks and the senseless murder of police officers, our updated News Media Relations class may be **the most relevant and valuable training you will ever receive**. This class is taught by 2 veteran news reporters, who regularly go to the scene of some of the nation's major breaking news events such as San Bernardino, Dallas, Ferguson, Baltimore and Roseburg to keep our training the most up to date in America.

**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 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 and author 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 and the Oklahoma City Bombing.

### **Class Participation: LIVE On-Camera**

**Breaking News** Simulations will place participants before a LIVE TV News camera for interviews and news conferences. The instructors and the rest of the class get to act as reporters by asking tough questions. Participants are given an objective critique, along with a **video** of their performance. If you prefer a digital copy please bring a **USB jump drive** to plug into our system.

### **Topics Covered:**

- Utilizing **Facebook LIVE** and other Social Media
- Lessons Learned from Real World Events
- Developing Effective Talking Points
- Holding an Effective News Conference/Interview
- Keeping Your Media Message On Track
- News Release Writing and Distribution
- Turning Negative Press into Positive Press
- Managing Tricky Questioning
- Projecting the Proper Body Language
- Handling News Conference Interruptions, Ambush Interviews and Investigative Reporters

### **LIVE Demonstrations:**

Using Your **Smartphone** to Shoot and Distribute Your Own Video Sound Bites to the Media

**Materials Provided:** 200 page Media Relations Guide/Workbook. DVD video of on-camera performance (If you prefer a digital copy, please bring a USB jump/flash drive to make copies)

**To Register:** (hyperlink) <https://publicsafetymediatraining.com/training-classes/>

for any questions or to **register by phone: 303-470-0716**