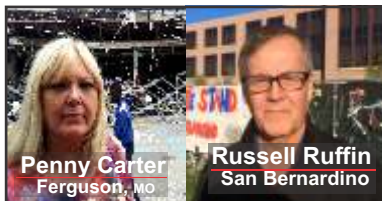


# Are You Prepared for Breaking News?



## What Do You Do If YOU Are the Story?

This could be the most valuable training experience of your career



On the ground where News is being made

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.

## Media Relations & On-Camera Training

Simulated Breaking News Events: From the Routine to the Extreme

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

If you prefer a digital copy of your on-camera performance please bring a USB Jump Drive to make copies

While this is an Advanced class, it is designed so that those with limited experience can benefit by following along in our workbook and proceeding at their own level. Take home our free exclusive Media Relations Guide

### LESSONS LEARNED FROM REAL WORLD EVENTS

Develop Effective Talking Points

Get Ahead of a Crisis Quickly

Keep the Media Message On Track

Become More Proactive and Less Reactive

Write More Effective News Releases

Create & Distribute Your Own Sound Bites & Interviews

Use the Social Media to Your Advantage

**2-Day Seminar \$295**



Register or pay Online - [www.PublicSafetyMediaTraining.com](http://www.PublicSafetyMediaTraining.com)

Register by Phone (pay by check or credit card) (303) 470-0716

Register by FAX: (775) 665-7672 or US Mail (we'll bill you later)

**2-Day Seminar \$295**

## Omaha, Nebraska

Hosted by

Omaha Police Department

**Omaha, NE**

Sept. 28-29, 2017

8 am - 5 pm

Omaha Public Safety Training Center  
11616 Rainwood Rd.  
Omaha, Ne 68142

#### Hotel Information:

Holiday Inn Express at Cherry Hills is 2.4 miles away  
6939 North 102nd Circle, Omaha, NE 68122 phone (402) 505-8181  
They offer a \$84.95 rate if you ask for Omaha Media Relations Rate

Name of Guest(s) \_\_\_\_\_

Name of Your Agency: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone \_\_\_\_\_

To Whose Attention Do We Send the Invoice? \_\_\_\_\_

So that we may Email the invoice, please provide Email address below: \_\_\_\_\_

If you would like for a Purchase Order Number to appear on your invoice, please list your P.O. # \_\_\_\_\_

Complimentary coffee, water and snacks provided

Hotel Info Available