

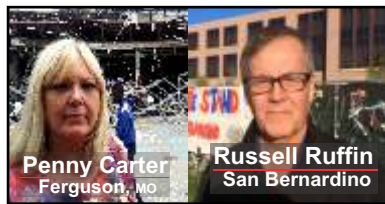
Are You Prepared for Breaking News?



Florida School Shootings Las Vegas Shootings

What Do You Do If YOU Are the Story?

This could be the most valuable training experience of your career



Penny Carter
Ferguson, MO

Russell Ruffin
San Bernardino

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.

On-Camera Training

Simulated Breaking News Events: From the Routine to the Extreme

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

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

Get Ahead of a Crisis Quickly

Keep the Media Message On Track

Become More Proactive and Less Reactive

Handle Ambush Interviews and Investigative Reporters

Write More Effective News Releases

Create & Distribute Your Own Sound Bites & Interviews

Use the Social Media to Your Advantage

2-Day Seminar \$295

Omaha, Nebraska

Hosted by

Omaha Police Department

Omaha, NE

Sept. 20-21, 2018

8 am - 5 pm

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They offer discount rate if you ask for Omaha Media Relations Rate



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