

# News Media Relations & On-Camera Training

Hosted by: Ozark, Police Department  
2914 W. Commercial St., Ozark, AR 72949

April 5-6, 2021 8:00 am – 4:30 pm 16 Hours CLEST Credit

## Utilize Mainstream and Social Media to Establish an Accurate Narrative

This class is taught by 2 instructors who routinely cover some of the nation's major breaking news events in order keep their course the most up to date in America.

**This training is geared for: Law Enforcement, Firefighters, Public Information Officers, Command Staff, Trainers, Community Relations Personnel, and anyone else who deals with the News Media.**

This fast-paced, hands-on, interactive course is designed to help Public Safety representatives communicate effectively with the Media and Public, both routinely and during times of crisis. An assortment of video clips demonstrating both good and bad media relations incidents are shown to the class. The course was created and 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 as well as crisis news events across America.

### Class Participation: LIVE On-Camera

**Breaking News** Simulations will place willing participants before a LIVE TV News training camera for interviews and news conferences. The instructors 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.

### LIVE Demonstrations:

Using Your **Smartphone** to Shoot and Distribute Your Own Video Sound Bites to the Media  
Utilizing **Facebook LIVE** and other Social Media

### Topics Covered:

- Developing Effective Talking Points
- Establishing the Accurate Narrative of a News Event
- Holding an Effective News Conference/Interview
- Keeping Your Media Message On Track
- Press Release Writing and Distribution
- Managing Tricky Questioning
- Projecting the Proper Body Language
- Lessons Learned from Real World Events
- News Briefings Without Revealing Sensitive Information
- Ambush Interviews and Investigative Reporters
- Recognizing Key Words and Phrases to Use and to Avoid
- Turning Negative Publicity into Positive Press

**Materials Provided:** 220 page Media Relations Guide/Workbook. Video of your on-camera performances.

**Maximum Class Size:** 30 **To Register:** (hyperlink) <http://www.PublicSafetyMediaTraining.com>  
or register by phone: 303-470-0716 \$295 per student