

Powerful 2-Day Media Training



Take Control - Become More Proactive
Build a Positive Public Image
Receive Hands-On Training from the Media Pros

Instructors **Russell Ruffin** and **Penny Carter** are Skilled Network News Veterans and Public Safety Media Relations Professionals

Join Other Firefighters, First Responders and Public Information Officers from the Region

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 proceeding at their own level. Take home our free exclusive 60 page Media Relations Guide.

You Will Come Away with Skills to:

- Use Transitions to Keep Your Message On Track
- Ensure that YOUR Message Gets Reported
- Become More Proactive and Less Reactive
- Prepare Effective News Releases
- Turn Negative Press into Positive Press
- Manage Tricky Questioning
- Use the Social Media Successfully

2-Day Seminar \$295

Belleville, Michigan

Hosted by

Van Buren Fire Department

Aug. 8-9, 2011 9 am - 5 pm

Van Buren Fire Department
Fire Headquarters
7981 Belleville Rd.
Belleville, MI 48111



- Register or pay Online at www.PublicSafetyMediaTraining.com
- Register by Phone (pay by check) (866) 470-0716 (Toll Free 24 hrs.)
- Register by FAX: (775) 665-7672 or US Mail (we'll bill you later)

Name of Guest(s) _____

Name of Your Agency: _____

Address: _____

City, State, Zip: _____

Phone _____

To Whose Attention Do We Send the Invoice? _____

If we may Email the invoice, please provide Email address below:

If you prefer a Fax, please provide Fax number below:

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

Please fax to or make checks payable to: Cherokee Productions, Inc.
865 Northridge Rd., Littleton, CO 80126
Fax 775-665-7672 Phone 303-470-0716