

Chris Ryan's

PIO BOOT CAMP™

A Hard-Hitting, No-Nonsense Media Relations Seminar
for Police, Fire & First Responders™



July 12-15, 2010
Anchorage Police Dept.
Anchorage, Alaska



4-Day 'Master Public Information Officer'™ - Certification Course

Intensive Media Relations Training - High caliber instruction,
exercises, videos, on-camera practicals & more

- Incident Command / Homeland Security
- Developing a more effective on-scene media response
- Secrets & tricks reporters don't want you to know
- Blogs & internet news sites - Is your agency going global?
- Crisis & EOC communications
- Gunslinger Journalists™ - Are you their next target?
- Videos: Good, bad & ugly of news media interviews
- What your body language is really saying?
- Develop your public information policy
- An eye-opening look inside a television news room
- Write more effective news releases & collateral materials
- Control more of what is printed and broadcast
- The "real world" of aggressive reporting and media ethics
- Top 25 responses to the toughest media questions
- Verbal and non-verbal message development



\$595 per person

Register at PoliceMediaRelations.com
or call 602-840-2959

Chris Ryan
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