



MEDIA RELATIONS & PUBLIC INFORMATION OFFICER TRAINING

During the two-day class you will learn:

- spokesperson preparation
- how to develop key messages for traditional and social media
- work with the media to broadcast your message
- understand the rules of engagement, and
- master effective delivery of your message

You'll participate in exercises, hear from media experts and practice your interview techniques on-camera.

Tuesday, July 24 and Wednesday, July 25, 2018

**New Mexico State Police Las Cruces District Office
4055 Sonoma Ranch Blvd.
Las Cruces, New Mexico**

The Training is Free and Lunch is Provided for Participants

The New Mexico Department of Transportation is the sponsor for the free, two-day class and the New Mexico Broadcasters Association conducts the class. Instructors include: Melanie J. Majors, New Mexico Broadcasters Association, and Kevin Bruno, Retired New Mexico State Police lieutenant.

Law Enforcement Officers will earn 14 hours of NMLEA credits and receive a certificate on completion of the class.

For questions: Phone/ Fax: Melanie J. Majors
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Register online at NMBa.org

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