



## **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. Plus, Law Enforcement Officers will earn 14 hours of NMLEA credits.

**Thursday, Oct. 24 and Friday, Oct. 25, 2019  
9 a.m. to 4 p.m.**

**New Mexico Broadcasters Association Office  
2333 Wisconsin St. NE, Albuquerque, NM**

**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 lieutenant New Mexico State Police.

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

**To sign up go to [NMBA.org](http://NMBA.org) and click Media Training Button**

For questions: Melanie J. Majors 505.881.4444 or  
e-mail: [melaniemajors@nmba.org](mailto:melaniemajors@nmba.org)

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