



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.

Wednesday, March 20 and Thursday, March 21, 2019
9 a.m. to 4 p.m.

NMBA Office 2333 Wisconsin St. NE, Albuquerque, NM 87110

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 Keith Elder, 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.

To sign up go to NMBA.org and click Media Training Button

For questions: Phone/ Fax: Melanie J. Majors
505.881.4444/800.622.2414
e-mail: melaniemajors@nmba.org

Michelle Lujan Grisham
Governor

Michael Sandoval
Cabinet Secretary

Commission

Dr. Keith White
Commissioner
District 1

David Sepich
Commissioner
District 2

Keith Mortensen
Commissioner
District 3

Ronald Schmeits
Commissioner
District 4

Butch Mathews
Commissioner
District 5

Billy Moore
Commissioner
District 6