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Media Survival: Media Relations for the Public Safety Professional

Russell D Ruffin

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Media Survival: Media Relations for the Public Safety Professional Russell D Ruffin
From rioting in Baltimore to unrest in Ferguson, author, Russell Ruffin has been on the scene for the nation's leading Breaking News stories. With valuable "Lessons Learned" insight from first hand observations as an Emmy Award Winning Television Reporter and Author, Ruffin has developed a detailed step-by-step guide to help Law Enforcement professionals work more effectively with the community and public through News Media Relations. After the Columbine High School shootings, Russell Ruffin developed the nation's leading Media Training program for Law Enforcement. He has instructed police officers all over America. After the protests, looting and fires that followed the officer involved shooting death of Michael Brown, he conducted News Media Relations training for Ferguson and St. Louis area police agencies. Ruffin is also author of, Media Matters, a critical look at media relations disasters and accomplishments. His current publication, Media Survival, is already assisting police agencies and training academies across America. His book emphasizes the importance of Media Relations during a crisis. His work demonstrates how to create Talking Points and compose effective News Releases. Readers will also discover how to utilize News Conferences and Interviews to convey the critical information needed to build credibility and head off a crisis. The Office of the President’s Federal HIDTA program has recognized his contribution to Law Enforcement and partnered with him for police media training. Russell Ruffin personally conducts his exclusive Public Information Officer Training at police academies and agencies in 40 cities across America annually. His book has become a valuable guide and resource for News Makers and Public Information Officers.

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