



TRAINING ANNOUNCEMENT ON-CAMERA MEDIA TRAINING

302 & CPE FUNDING
APPROVED!

LEADERSHIP & MEDIA EXECUTIVE-LEVEL CRISIS COMMUNICATION

This **immersive, in-person training** brings together two professionals who have stood on opposite sides of the microphone during the same high-profile incidents—one responsible for delivering the message, the other for reporting it. That shared experience creates a **rare, realistic learning** environment **grounded in real-world practice** rather than theory.

Foundational Day | Limited Enrollment | October 6, 2026 | 8:00 a.m.– 4:30 p.m.

Location: Troy Fire & Police Training Center, 4850 John R., Troy, MI 48085

Cost: \$325

Bundle Both Days: \$600

Built for Michigan Command Staff & Executive Leaders

In today's environment, crisis communication is command responsibility — not just a PIO function. Day One strengthens executive messaging, decision-making, and leadership presence before you ever step to a podium.

Training Focus

- Institutional messaging — not incident-only
- Values first, then facts
- High-liability & officer-involved incidents
- Internal alignment before external release
- Transparency without compromising investigations

Participants Will:

- Practice executive on-camera delivery
- Strengthen command presence
- Build disciplined crisis messaging

DAY ONE BUILDS THE FOUNDATION FOR DAY TWO

REGISTER & PAY



<https://x.gd/phr7Jb>



Anastasiya Bolton
Emmy Award-Winning
Former Crime Reporter



Cassidee Carlson
Police Division Chief (Ret.)
Leadership, Wellness Coach

QUESTIONS:

anastasiya@vikstorymedia.com
(303) 653-6753

Sgt. Daniel Galich
D.Galich@troymi.gov