

Crisis Communications and Media Response Training

Hosted by Chief Tony Godwin and the
Cary Police Department
120 Wilkinson Avenue Cary, NC 27512



The Cary Police Department, in partnership with the Center for Advanced Media Studies, is proud to present a one day training seminar teaching media response to today's leaders. Effective communication is critical in our world today, and the ability to control the message your agency is sending out is critically important. This seminar will teach attendees how to deal with crisis communications, and how to put a positive message on a difficult situation. This same seminar has been taught to new U.S. Ambassadors at the State Department.

Due to the highly interactive nature of this seminar, participation is limited to the first 45 registrants!

Who Should Attend?

Police (*) and fire administrators, Public Information Officers, Emergency Management personnel, School District personnel, public relations staff, college/university leaders, civic and community leaders, or anyone who is responsible for your company or agency's communications and social medial response.

(*) North Carolina POST training hours are available for law enforcement personnel.

About the Instructor

Richard Brundage, President and CEO of Center for Advanced Media Studies, is widely recognized as one of the world's premier risk communicators. He is an award-winning television director, former anchor and author of the critically acclaimed book, "The Heart in Communicating." His programs have appeared on national television and for the past 30 years his professional "on-camera" seminars have been taught to packed audiences around the world.

Seminar Date

Thursday, November 16th, 2017

Registration begins at 8:30

Class starts at 9:00 - 4:00pm.

Lunch on your own.

How to Register?

Sign up on line at www.mediatrainers.com

Seminar fee is only \$165. Visa/MasterCard/Discover.

Or mail a check with the attached registration form to Crisis Communications, 11936 W. 119th St. Suite #200, Overland Park, KS 66213. Deadline to register is November 9, 2017.

Testimonials

<p><i>"Riveting! I've been in a lot of media training sessions, but this was simply the best!"</i></p> <p>Stephen Carley, CEO, Universal Studios Hollywood</p>	<p><i>"This is the best media-prep course I've ever taken. I'm going to review my notes again before my next national book tour"</i></p> <p>Lucian K. Truscott IV Author of the best-selling novels, Army Blue, Heart of War, and the HBO Movie Dress Gray</p>	<p><i>"Outstanding Program! HIGH instructor credibility."</i></p> <p>Allen King Special Agent, FBI</p>
<p><i>"Being able to effectively communicate after a terrorist attack is key to managing a crisis. This seminar will pay BIG dividends to all who attend, and Brundage has certainly raised the bar for courses in our State! Absolutely essential for emergency managers."</i></p> <p>John Aucott, Director RI Emergency Management</p>	<p><i>"In my 25 years in education as a teacher and administrator, Dick's workshop ranks at the very top of all the professional training sessions I've ever attended!"</i></p> <p>Mary Ellen Hamer, President Indiana School Public Relations Association</p>	

Questions? Contact Mark Sullivan msullivan@mediatrainers.com (913) 451-7901

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or

Make Checks payable to **Crisis Communications**, and mail this form to:
CAMS, 11936 W. 119th Street #200, Overland Park, KS 66213

Name	
Title	
Work e-mail	
Agency	
Address	
City, State, Zip	
Phone	

Check Enclosed. Check Number _____

Invoice Required (Include contact person, department and mailing address)

Please Read: Crisis Communications, dba The Center for Advanced Media Studies (CAMS) may cancel or postpone the seminar because of insufficient enrollment or other unforeseen circumstances. If a seminar is canceled or postponed by CAMS, we will refund all registration fees, but cannot be held responsible for any other travel related costs, including but not limited to cancellation/change charges assessed by hotels or airlines.

Requests for cancellation must be made before November 9, 2017 and are subject to a \$25 cancellation fee. No refunds will be made after the cancellation deadline. After that date, requests for a substitute attendee may be made by emailing Mark at msullivan@mediatrainers.com. Refunds will not be issued for "No Shows." **All registration fees must be paid prior to the start of the class.**

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