

You're One Incident Away from National Headlines. Is Your Team Ready?



Media Relations Training

March 30 - April 1, 2026

Central Virginia Criminal Justice Academy
1200 Church Street Lynchburg, Virginia



\$595.00

[Register Here](#)



Legal.

When crisis hits, the spotlight finds you.

Ethical.

And the media doesn't care if you've never done a press conference before. They don't care if you're "not the public spokesperson." They don't care if you need time to prepare.

Relentless.

They care about the story. And you're it.

Third Degree Communications trains public-facing professionals across every sector who need to communicate clearly, confidently, and correctly when their organization faces scrutiny.



THE 3-DAY ADVANTAGE:

Days 1-2: Crisis communication frameworks, coordination protocols, response strategies, and relationship-building techniques that work across ALL public service and corporate environments.

Day 3: Exclusive newsroom access (live or virtual) where you see how mediaprofessionals select stories, operate under pressure, and decide which spokespersons look credible vs. which ones create more questions than answers.

YOUR TEAM WILL LEARN:

- Internal operations of news studios and editorial decisions
- What elevates incidents from local coverage to national attention
- How reporters juggle breaking news against scheduled segments
- Your role in providing context before narratives form
- Best practices that build media trust across organizational types

SPECIALIZED FRAMEWORKS FOR:

- Law enforcement: Officer-involved incidents, federal coordination, high-profile operations
- Fire/EMS: Disaster response, evacuation management, multi-casualty incidents
- City/County/State: Infrastructure failures, public health emergencies, budget crises
- Federal Agencies: Multi-jurisdictional coordination, policy announcements, investigations
- Corporate: Workplace incidents, community impact events, crisis management

Your Instructors Have Faced the Fire:

Decades of combined experience managing media during Oakland's Ghost Ship Fire, major law enforcement operations, federal investigations, and multi-agency crisis response.

Here's what students say:

"This wasn't just law enforcement training. These strategies apply to every high-pressure public role I've held."

— Emergency Management Director

Three days. Multiple sectors. One universal truth: Preparation beats improvisation every single time.

Meet the Instructors



Johnna Watson

Officer Johnna Watson has been with the Oakland Police Department since 1992. She was a Reserve Officer for three years before being hired full time in 1995. She is currently assigned to the Office of the Chief of Police as a Public Information Officer in the Media Relations Office. She has held this position since 2011. She has worked assignments in the FTO Program, as an Internal Affairs In-Take Officer, Community Policing, Walking Beat, Bicycle Officer, Dual Purpose Motorcycle, Honor Guard, and as a Reserve, a boat operator in the Marine Unit. She has been an instructor for Firearms, Driving, Patrol Procedures, both in-service and for the Oakland Police Department Academy. She was named Reserve of the Year in 1993 and received the Department's Medal of Merit in 2017 for her media management of the Ghost Ship Fire.



Michael Andraychak

Michael Andraychak served in law enforcement for 35 years, retiring from the San Francisco Police Department as a Sergeant. During his time with SFPD, he worked patrol, narcotics/plain clothes investigations, field training officer, field training sergeant and part time academy instructor. He supervised the SFPD Media Relations Unit and was Public Information Officer for ten years. He has prior experience in campus and transit law enforcement. Michael holds a Bachelor of Science degree in Organizational Management from the University of San Francisco and an Associate of Science degree in Criminology from City College of San Francisco.

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