

# Subject Matter Experts for Your News Story

We offer you a variety of experienced subject matter experts to discuss issues of various nature and magnitudes. This is your free resource to extend the depth of your coverage on a specific story by drawing from their experiences. Each professional has at least 10 years of experience in their field and most have appeared on local and national news programs.

Below are the topics our experts cover. Some experts overlap two or more areas. After discussing your news story, we'll recommend the best possible expert to assist you in providing more breadth to your story. We will respond quickly to your request, though we cannot always guarantee availability due to the each expert's schedule. An individual bio will be provided during our conversation to secure the interview.

## EDUCATION

Education is paramount to the future of the communities in which we live. We have experts who have taught in Detroit Public Schools, served in administrative functions and on school boards, and provided consulting for administrative officials.



## EXECUTIVE COACHING AND PROFESSIONAL DEVELOPMENT

In light of the economy many people are transitioning their careers by joining a new profession or starting a business. We have access to a seasoned executive coach who also provides professional development coaching for individuals in transition. Our expert authored a chapter in a coaching practicum book and has coached executives at Fortune 500 companies.

## GOVERNMENT

Government impacts our everyday lives. Government agencies are typically a community's largest employer.



We have access to experienced government leaders who are both in and outside of the government work currently. They can comment on both executive and legislative actions at all levels. We also have subject matter experts who have led political campaigns on local, state and national levels.

## PUBLIC RELATIONS

Often there are news stories about leaders who have image issues. Our principals can speak to relationship management and crisis communications along with social media. These experts have worked in agencies, non-profits, politics and government.

## PUBLIC SAFETY AND HOMELAND SECURITY

The most basic need of any citizen is to feel secure in their neighborhood and at their business. We have access to leaders from the public safety arena—both police and fire—along with the homeland security/emergency management field. These leaders understand community policing, served in public safety executive roles, and led the planning for crises and response to emergencies locally and nationally.

## NON-PROFIT AND COMMUNITY GIVING

Non-profits help improve the communities in which we live and work. Americans seek opportunities to give to charities that touch their heart while corporations build relationships with non-profits that have visible impacts and meet specific giving guidelines in their communities. Our veterans from the non-profit sector can speak to grant writing, corporate giving and non-profit services and the impact on the current state of the community.

## SPORTS

Sports provide a social outlet and significantly impact our economy. We have access to both professional and amateur athletes who can speak to a variety of issues. These athletes come from the worlds of Major League Baseball to the National Football League to action sports, including rally cars and motorcycle racing.

To secure a subject matter expert, contact Bryan Peckinpaugh at 313.575.1245 or [bryan@evolve-engage.com](mailto:bryan@evolve-engage.com).

