

**From:** Christina Hallingse <challengse@ashevillenc.gov>  
**Sent:** 7/30/2020 10:46:59 AM  
**To:** Laura Cole <lcole@colepromedia.com>  
**Cc:**  
**Subject:** Re: Brief Presentation to Give to Staff

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Perfect! I'll give you a call around 8:45 your time!

On Thu, Jul 30, 2020 at 10:40 AM Laura Cole <[lcole@colepromedia.com](mailto:lcole@colepromedia.com)> wrote:  
How about 50 minutes? My nanny gets here at 8:30 and then I can pawn off the kids. Lol

Sent from my iPhone

On Jul 30, 2020, at 7:40 AM, Christina Hallingse <[challengse@ashevillenc.gov](mailto:challengse@ashevillenc.gov)> wrote:

Laura,

Could I give you a call in about 20-30 minutes? Just some quick advice.

On Thu, Jul 30, 2020 at 10:35 AM Laura Cole <[lcole@colepromedia.com](mailto:lcole@colepromedia.com)> wrote:  
Christina,

This is amazing news. I think the timing of our phone call yesterday with the Chief was great as well.

We will continue to send you story ideas to show this Sgt and others that might help give them ideas. The more we do this, the more the naysayers in the community will see that this is the Asheville Police Department. I'm also hopeful regarding your sentiments that this Sgt will help others see the need of this important work. Great job ladies. And thank you for your hard work!

LC

Sent from my iPhone

On Jul 30, 2020, at 7:27 AM, Christina Hallingse <[challengse@ashevillenc.gov](mailto:challengse@ashevillenc.gov)> wrote:

Good morning Sandy and Laura,

Just wanted to provide you both with an update on our progress (yes you heard that correctly,

progress). This week we finally had the opportunity to meet with the Chief and discuss some PIO needs/direction for moving forward. Lindsay and I both came out of the meeting feeling a little better now that we had some direction and an understanding of where he foresees the department moving forward.

In addition, earlier this week I disseminated a department wide email introducing Lindsay and her new role. Within the email we provided a brief overview/request for promotional content moving forward. On top of that, Lindsay, the Chief, and I will be attending all joint roll calls next week (Tuesday and Wednesday) to speak further on promotional content and what we are looking for. The Chief will be present to reiterate the importance of this moving forward.

Yesterday Lindsay posted the first in a series of posts that she has titled "Work in Focus". These posts will appear periodically (as incidents arise) to share with the community ALL the different aspects of policing (mental health, counseling, support, etc). I strongly believe the post accomplished what we set out to do and the comments were about 50/50, with the APD supportive population speaking out against the naysayers. The best part that came out of this post was an email from a Sgt. this morning stating "this is one of the best things I have seen on our Facebook page in a long time. If you ever wanted someone to take it a step further through narration or through video, you just let me know." Lindsay and I are considering this a BIG WIN! We will be reaching out to this Sgt. to take him up on his offer with the hope that 1) this will be a first hand account through narration and 2) hopefully other officers will see this Sgt. on the feed and be willing to put themselves forward.

I hope everything is going well in California. Lindsay and I are working very hard to develop new and innovative content, that might push the envelope a bit, to really start to share our stories.

Thanks,  
Christina

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On Tue, Jul 21, 2020 at 3:09 PM Sandy Soriano <[ssoriano@colepromedia.com](mailto:ssoriano@colepromedia.com)> wrote:

Hi ladies,

This is a Prezi presentation, but it wouldn't allow me to send it to you as a Prezi doc so I had to export to PDF. Not as nice, but the content is all there. Below is the link to the presentation, which you can navigate using the right arrow key. Let me know if you have issues with either.

<https://prezi.com/view/OZZSw8NPVe8UsnPJYpB5/>

I really believe you guys can turn things around over there. If San Diego could do it (took them about a year and a half, but they did it), then you guys can too. Remember, we need supervisor buy-

in so the ones out in the field can start to send them content. If leadership is on board, everyone else will be as well.

Please let me know if there is anything else we can do. We want to see you guys succeed even from all the way over here.

Call if you need us.

Sandy

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Sandra M. Soriano

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