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BUSINESS



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March 5th 2014: You've Got a Crisis and the Media is in the Lobby

It's the last thing most leaders want to deal with when there are literal and figurative fires to put out: the news media. But how you handle journalists tells your employees, your customers and your stakeholders whether your organization will survive or even thrive going forward. "No comment" or evading an interview are never the right answers. From a seasoned journalist, get insurance even if you think you will never face the press.

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Featured Guest



Lorri Allen

Lorri Allen is not only the news director of a CBS affiliate where she must exhibit leadership skills every hour, but she has also been a media trainer since 1996. Lorri is known as "The Soundbite Coach" and works with CEO's as a Vistage speaker. She earned a degree in Broadcast Journalism from The University of Texas at Austin and last May, completed her master's at Arizona State's prestigious Walter Cronkite School of Journalism and Mass Communication

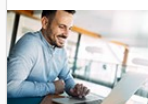
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