



Ron Palmer, CPP

The former Chief of Police of Tulsa and Portsmouth, Virginia, Ron provides the POINT perspective in the seminars, books and audios. Participating in literally hundreds of media interviews in both crisis and non-crisis situations, he knows what works and what doesn't work when being interviewed.

Ron has instructed for the FBI, the University of Tulsa, and various police and security associations across the country. In addition to the seminars on crisis media management, he consults in the security industry in both corporate and government venues.



Mike McCarthy

Providing the COUNTERPOINT, Mike uses his 30+ years as a radio and television personality, news director, and talk show host to provide an insightful look into the media agenda. He is a skilled interviewer who "presses the right buttons," which allows him to "cut to the chase" and/or "go for the jugular." Mike has worked in media markets across the U.S. including: Tulsa, Charlotte, Birmingham, Baton Rouge and Oklahoma City, and can currently be heard on KJSR Star 103 in Tulsa and on numerous local and national voice-overs. He also owns the media consulting firm, Mike McCarthy and Associates.

With the Gurus Old and NEW media training, you'll learn:

- To Define the Crisis
- Media Strategies
- Media Myths
- Perspectives
- To Survive the crisis
- Craft an Agenda
- Deliver The Message
- Media Traps
- To Evaluate Reporters

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