

Insight on Coaching – Guest Bio

LARRY SMITH

President, Institute for Crisis Management

Introduction

Larry Smith works with executives of organizations seeking to minimize the negative public reaction to a business crisis. He also assists in developing pro-active crisis communication plans and teaches seminars in crisis management. Mr. Smith has more than 45 years experience in the news and public relations business.

Mr. Smith was summoned to Washington, DC, in the early 80s to serve as Press Secretary to then-Senator Dan Quayle. Smith also guided Senator Quayle, a member of the Armed Services Committee, through the media onslaught following the downing of a U.S. airliner over North Korea.

Experience

Larry's wide-ranging career has included the following:

- Photographer for United Press International and two Indiana newspapers.
- Newspaper editor and radio talk show host.
- Managed one of the top rated news departments in the country at WHAS TV in Louisville.
- Director at WSBT TV in South Bend, IN; WANE TV, Fort Wayne, IN; and WJPS Radio in Evansville, IN.
- Director of Communications for Jefferson County, the largest county government in Kentucky.
- Professor of broadcast journalism at Indiana University Southeast and conducted corporate media training for more than 25 years.

Education

- Graduate of Indiana University

Professional Affiliations, Publications and Recognition

- Inducted into the Kentucky PRSA/IABC Landmarks of Excellence Communicators' Hall of Fame in 2004, honoring those who have made a lasting difference and whose contributions have made an impact on the profession.
- In 2004, PRWeek named Mr. Smith one of the nation's top 22 "crunch time counselors."
- Named a Batten Fellow in 2003 at the Darden Graduate School of Business, University of Virginia. As part of his fellowship, Smith and Professor Erika James co-authored and edited a new book *Crisis Leadership* published in 2006.
- Co-authored two books on crisis management. *Crisis Management and Communication: How to Gain and Maintain Control and Before Crisis Hits*. Smith also contributed chapters to *Crisis Communications in Healthcare: A Delicate Balance*.
- Former president of the Kentucky Chapter of IABC and former vice-president of the Louisville Chapter, Society of Professional Journalists, and a member of the Radio-Television News Directors Association.
- Served for six years as a public information officer in the U.S. Air Force and Air Force Reserve.