

**Linda Lorelle**

PRINCIPAL

linda@outreachstrategists.com

## EXPERIENCE OVERVIEW

Ms. Lorelle is a two-time Emmy Award-winning journalist who anchored the evening news for nearly 17 years at Houston's NBC affiliate, KPRC-TV, where she covered numerous events including Hurricanes Katrina and Rita. Linda runs Lorelle Media, a multimedia production company dedicated to the art of storytelling, and serves numerous leading clients such as Royal Dutch Shell, Toyota, the United Way, and the Anti-Defamation League. Linda also serves as a keynote speaker, panel moderator, and emcee, helping clients to steer events to achieve their strategic objectives. She is the Founder and Chair of the Lorelle Scholarship Fund, which has raised and distributed over \$4 million in scholarships to over 300 students in need of financial assistance to achieve their full potential.

## RELEVANT WORK EXPERIENCE

- **Principal, Outreach Strategists** | 2014–Present

Ms. Lorelle provides strategic advice and guidance to clients, particularly in their public-facing roles and direct media engagement.

- **President, Lorelle Media** | 2009 - Present

Ms. Lorelle directs all aspects of multimedia production and consulting, where she creates compelling original content for clients. Duties include producing, writing, reporting, on-camera work, strategic networking, business development, media training, marketing, and custom client services.

- **News Anchor, KPRC-TV** | 1989-2006

Responsible for anchoring prime time, nightly evening newscasts; reporting, producing and anchoring special reports and documentaries; and hosting special programs, including the Muscular Dystrophy and College Fund (UNCF) Telethons. The recipient of numerous national and local awards, including 2 Emmy Awards, 2 Gracie Awards, and named Best Houston Television Personality for 2004 by the American Women in Radio and Television.