

# Media Training Minute: Peyton Manning in Crisis Communication Mode

[Mike Bako](#), Marketing Director at [D S Simon Media](#), critiques the crisis communication fail by Peyton Manning and his public relations team as allegations hit the headlines of sexual assault claims dating back to his time at the University of Tennessee.

Peyton was quick to offer an outright denial of recent HGH usage claims but has been totally silent on this new lawsuit and media coverage. He needs to tell his side of the story before more harm is done to his reputation and possible future endorsement opportunities.

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