

CJ Media Solutions and Women in Hospitality Leadership Alliance Launch Media Training Initiative to Help Advance Women in Hospitality

STONY BROOK, NY — March 4, 2025 — **CJ Media Solutions, LLC**, and the **Women in Hospitality Leadership Alliance** have partnered to provide comprehensive media training to help advance women in hospitality. The program, which is an exclusive benefit for the Alliance's participating organizations, will bring together experienced media and PR expertise on a quarterly basis to share expertise across diverse formats, including traditional interviews, video content, podcasts, and live panel discussions. Every session will be archived for Alliance members to revisit.

The partnership was born of conversations between CJ Media and the Women in Hospitality Leadership Alliance focused on increasing women's visibility across the hospitality industry. Both organizations identified ongoing media engagement as a key driver of visibility and recognized media training as an ideal opportunity for collaboration. This shared vision led to a partnership that helps the Alliance's member organizations develop the skills to confidently engage with media and amplify their voices in the industry.

"We are thrilled to be partnering with CJ Media Solutions on this new initiative and a really impactful benefit for our participating organizations," said **Rachel Humphrey, founder and chair of the Women in Hospitality Leadership Alliance**. "Our media training sessions will be a differentiator for the Alliance, offering a unique learning environment where its member organizations will be able to build practical skills for every type of media engagement and gain insights from industry-leading professionals, allowing them to better showcase their expertise, insights, and achievements to industry peers, partners, and stakeholders."

"Engaging with the media is a powerful way for leaders to elevate their industry presence, but making the most of these opportunities requires proper training and practice," said **CJ Arlotta, founder and managing member of CJ Media Solutions, LLC**. "We're honored to help the Alliance and its member organizations develop the skills they need to build the skills they need to engage effectively in media interviews and discussions."

The focused sessions offered through this initiative will equip participants with the skills they need to become confident spokespersons, enabling them to articulate their vision and achievements with clarity. It is also a natural extension of the Women in Hospitality Leadership Alliance's existing initiatives dedicated to advancing women in hospitality, including its interactive Speaker Directory, which includes more than 1,300 senior-level women with subject matter expertise across all facets of the hospitality industry around the world.

"This partnership with CJ Media Solutions creates new pathways to increase women's visibility and influence throughout the hospitality sector," said **Lan Elliott, principal of Acacia Hospitality LLC, and one of the Women in Hospitality Leadership Alliance members behind the organization's Speaker Directory**. "As more member organizations engage with media outlets, their teams' voices and perspectives help shape industry conversations and create opportunities for women in hospitality."

About the Women in Hospitality Leadership Alliance

Founded in 2021, the Women in Hospitality Leadership Alliance is a consortium of organizations dedicated to advancing women in hospitality. To date, 33 organizations have joined forces to maximize their efforts through collaboration and partnership. While each of these independent

organizations continues its work, together they collaborate to amplify their programs, messaging, and initiatives advancing women in leadership, striving to move the needle farther and faster in an effort to maximize the impact of each and collectively of all.

About CJ Media Solutions, LLC

CJ Media Solutions, LLC has built an ecosystem that bridges the hospitality industry's leading brands, owners, developers, and operators with key analysts, media partners, and conference organizers, enabling meaningful relationships across the wider hospitality landscape. The company's strategic approach to messaging and extensive network helps clients advance their ideas while achieving both PR milestones and business objectives. For more information, visit <https://cjmediasolutionsllc.com>.

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