

Media Skills Training

Dynamic Communications Techniques



Communication is critical to your success, whether you're a lawyer, policy advocate or other professional. Although speaking skills are necessary to effectively persuade and educate, people fear public speaking more than death. And they miss opportunities to establish rapport. Our interactive, high-energy training will help advance your career, organization and profession.

Award-winning professionals with years of practical experience will teach you how to:

- Increase rapport (media, clients, audiences).
- Avoid unwise strategies with reporters (no comment).
- Communicate effectively regardless of your audience.
- Match your mannerisms with your message (presence, voice, delivery, humor, props and audience participation).
- Showcase warmth and authenticity while discussing bad news.
- Minimize confrontation and potentially negative results.

Our training offers you take-home tools, so you learn how to:

- Deliver confident messages consistent with mannerisms.
- Use effective mannerisms and eliminate those that annoy or disconnect you from your audience.
- Understand your individual strengths and areas to grow to build your own unique style.
- Customize your delivery and message for particular audiences.
- Increase voice power for credibility and punch.
- Deal with hostile audiences.
- Convey professional warmth when discussing difficult topics.
- Deliver a serious message in a fun, but educational way.

WHAT OTHERS HAVE SAID ABOUT OUR PROGRAMS:

"This was a standout, even amongst our other fantastic course offerings. You have great tips, anecdotes were really good, and practice sessions were very helpful."

"I found this particular session most entertaining, most instructional and most informative to date..."

"What I liked best was the expertise of the speakers and the media examples."

"One of the best seminars we have ever had..."

"...highly informative session..."

"....fun and interactive..."

"I gained a new sense of confidence and learned a lot about myself (strengths and fears)."





Faculty



Steve Busalacchi is an award-winning journalist, author and former Wisconsin Public Radio medical reporter with 25 years of varied communications experience, including a decade as public relations director for the Wisconsin Medical Society. He has earned more than two dozen journalism and other communications awards. His book, *White Coat*

Wisdom, an oral history featuring extraordinary physician leaders,

achieved several national literary honors, as well as the endorsement of former U.S. Surgeon General C. Everett Koop, MD. In addition, the Public Relations Society of America honored the *White Coat Wisdom* podcast for Innovative Use of Technology. Steve is a 2009 Honorary Fellow at the University of Wisconsin Medical Foundation, and a member of the Wisconsin Speakers Association. In

addition to his speaking and writing, Steve runs his own health communications consulting firm in Madison. See prdrSteve.com.

Steve Busalacchi

Alice O'Connor is a successful entrepreneur, writer, and lobbyist with more than 25 years inside press rooms, board rooms, state capitols and in the halls of our nation's Capitol. She speaks on topics of leadership, the importance of taking risks, and effective advocacy, having presented hundreds of workshops throughout the U.S.

Alice O'Connor

She is director of government relations for the Dewitt Ross and Stevens law firm in Madison, Wisconsin, and she

represents diverse clients ranging from business tourism, health care, law enforcement, local government and utilities, to help them strategically influence public policy. She previously served as senior vice president for the Wisconsin Medical Society, overseeing the lobbying agenda for 10,000 physicians. She created "Women Physician Leadership Institutes" for numerous health care organizations, taught Presentation Skills at the University of Wisconsin Law School and UW School of business graduate program. She coaches individuals and busy executives one-on-one on how to increase their personal presence.



Alice has spoken to thousands of people nation-wide on topics such as effective advocacy, the importance of taking risk, dealing with change, how to influence those with influence, living a purposeful life and leadership. Alice is extensively involved in community affairs and boards and has won numerous awards for her leadership and advocacy roles on behalf of organizations.

CONTACT INFORMATION

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Alice has an undergraduate degree in rehabilitation counseling and psychology from the UW-Madison and a Masters in Journalism from the University of Oregon. She is a graduate of the three-year Leadership Intensive Program, Atlanta, Georgia, and recently completed training in Crucial Conversations. She is a member of the Wisconsin Professional Speakers Association. See aliceoconnorspeaks.com.

