

## The Falk Group PR Partners with *mediaspirits* to Provide Executive Media Training to Corporations in Wisconsin, Illinois

**MILWAUKEE, WI – Aug. 18, 2008** – The Falk Group Public Relations, in partnership with *mediaspirits*, a video production and development firm, is offering executive level media training to mid- to large-sized corporations in the Milwaukee and Chicago markets. The major market level training, called “*On Belay Media Training*,” combines best practices from leading, industry trained experts in both the broadcast and public relations industries.

The highly customized, hands-on workshop training is designed specifically for senior level executives who must know how to deliver well-crafted messages effectively and quickly, through print, broadcast and electronic media. An essential component of the training includes in-depth analyses of media trends related to the client’s industry. In addition, the trainers can provide critical analysis of existing crisis communications plans, or develop new ones in conjunction with the client.

*On Belay Media Training* is conducted by Susan Falk, Kimberly Kane, and Davidson Kane. Currently President of The Falk Group, Ms. Falk is a former journalist and journalism instructor at UW-Madison. Coaching assignments with clients have included national media interviews with *The Wall Street Journal*, *The New York Times*, *National Public Radio*, *Forbes*, *Newsweek*, *USA Today*, *Business Week* and dozens of other key media outlets.

Kimberly Kane, Co-Owner of *mediaspirits*, is a former NBC Milwaukee WTMJ-TV 4 affiliate news anchor and health reporter. Ms. Kane has been recognized by several medical organizations for her work, and was named the State Medical Society of Wisconsin’s Medical Issues Reporter of the Year in 2000.

Davidson Kane is the President and Creative Director of *mediaspirits*. He is a broadcast developer and television producer with 14 years of experience in the news promotion, corporate and broadcast worlds.

According to Falk, the name for the media training, “On Belay,” came from a term that rock climbers use to communicate with each other. It means the climber is ready for the ascent of the vertical challenge. “Being well prepared to speak to the media is more than 90% of being concise and effective in an interview. Our media training helps corporate executives feel confident and ready for any interview,” Falk added.

With offices in Franklin and Milwaukee, *mediaspirits* is a video production and development company devoted to the creative spirit, essence, and energy of new and traditional

media. *Mediaspirits* helps clients visualize how video and the media can help them connect with customers, employees and potential employees. The firm is dedicated to providing its clients with an experience that presents information in a fresh, unique perspective through creativity and insight. For more information about *mediaspirits*, visit [www.mediaspirits.com](http://www.mediaspirits.com).

Located in the heart of Milwaukee's Historic Third Ward, The Falk Group offers a full range of public relations services to businesses in Wisconsin and the Midwest. The Falk Group's award-winning staff is dedicated to designing and executing communications campaigns and strategies that complement their clients' sales and growth objectives. The Falk Group is proud to serve as the PR partner for the following businesses: Wal-Mart Stores, Marcus Hotels & Resorts, The Pfister Hotel, the Hilton Milwaukee City Center, the Intercontinental Milwaukee, the Hilton Madison, the Sheraton Madison, MyLife Home Health Care, Bernhoft Law, Schroeder Solutions, Layer One Media, LDPI and LPI. For more information about the firm, please visit [www.thefalkgrouppr.com](http://www.thefalkgrouppr.com) or call 414-291-7623

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