

Authors

Living Proof: Telling Your Story to Make a Difference

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Living Proof: Telling Your Story to Make a Difference
Essential Skills for Advocates and Spokespersons

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Authors **John Capecci** and **Timothy Cage** have helped thousands of advocates and hundreds of organizations share their stories in compelling and engaging ways in order to increase awareness, educate or raise money.

Since meeting as classmates more than 20 years ago in a graduate school course about bringing stories to life, John and Tim have worked with a wide range of clients, from “ordinary” people and first-time speakers, to CEOs and entrepreneurs, to some of the best-known celebrities, media personalities and professional speakers in the world. Their clients are business professionals, educators, nonprofit leaders, marketing/PR agencies and everyday advocates working in the arts, healthcare and wellness, manufacturing, financial, consumer marketing, travel, design and high-tech industries.

John Capecci is a communication trainer and educator who has published and spoken on the use of narrative to educate and persuade. He’s co-editor of a best-selling series of monologue anthologies, *Sixty Seconds to Shine*, and owner of Capecci Communications (www.capeccom.com), a firm he founded in 1998. Prior to this, he taught public speaking, communication theory, interpretation of literature and advanced performance courses at Eastern Michigan University. He received his Ph.D. in Speech Communication from Southern Illinois University and an M.A. in Communication Studies from The University of North Carolina at Chapel Hill. John currently serves on the advisory board for The Soap Factory, a visual arts organization in Minneapolis, volunteers with other local nonprofits and works to preserve his historic neighborhood along the banks of the Mississippi.

Tim Cage conducts media and presentation skills workshops and seminars for the highest levels of senior management, and with all manner of spokespersons. He launched Timothy Cage Communication Training (www.timothycage.com) in 1993. Previously, Tim was vice president and training manager for Burson-Marsteller, a worldwide PR/public affairs agency, in charge of counseling chief executive officers and spokespersons. Prior to that, Tim was senior associate at an international communications skills training company, consulting with politicians and business executives. He graduated from the University of Illinois with a B.S. in marketing and from The University of North Carolina at Chapel Hill with an M.A. in Communication Studies. Tim lectures on public relations and business communication at New York University, and has taught oral communication and interpersonal behavior courses for Cornell University’s Industrial and Labor Relations Cooperative Extension Program. Tim is a founding member and former chairman of the University of North Carolina’s Department of Communication Studies Advisory Board. He also serves on the board of directors for Bach Vespers at Holy Trinity in New York City and is the board’s past president.

Living Proof Advocacy TrainingSM

John and Tim offer individual, small group or multi-trainer sessions, customized to meet your specific needs, including

- Presentation Skill Development
- Media Interview Training and Preparation
- Personal Story Training for Advocates and Spokespersons

and are available to speak on the subject of personal narratives and advocacy.

For information, contact info@livingproofadvocacy.com.

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