

# Katrina Cravy

## Emmy Award-Winning TV Personality

Please contact a GDA agent for information.

### Topics

- Broadcast / Media
- Business
- Business Growth / Strategy / Trends
- CEO
- Communication
- Journalism / Literary / Author
- Virtual
- Women's Empowerment

### About Katrina Cravy

Katrina Cravy is an Emmy Award-Winning TV media veteran who wore headgear to high school. Her fun-loving but get the job done style has made her one of the most trusted and well-known names in Southeastern Wisconsin. With more than 20 years of experience on-camera as a consumer reporter, news anchor, and talk show host, Katrina has now started her own company as a motivational speaker and media training consultant. She has great stories to tell and will help you be a better story teller too.



Her book, *On-Air – Insider Secrets to Attract the Media and Get Free Publicity* promises to make you think like the media and transform the way you market your business to any audience. Businesses and non-profit organizations like GE Health Care, Salvation Army, CESA 6, and The Milwaukee Business Journal have booked Katrina as a keynote speaker to boost their teams' performance. Katrina is also an adjunct faculty member for the University of Wisconsin's School for Professional and Executive Development teaching crisis communication skills.

Katrina is part of the cast on WKLH 96.5's Morning Show with Dave Luczak in Milwaukee. Besides winning a regional Emmy, she has also received awards from the National Press Club, Associated Press, Wisconsin Broadcasters Association, and Milwaukee Press Club.

This California native graduated from the University of Southern California with a double major in broadcast journalism and political science. She was chosen as an intern for the Office of Ronald Reagan in 1991 and received USC's "Outstanding Broadcast Journalism Senior" award in 1992.

Katrina Cravy loves speaking to audiences from around the country, almost as much as she loves her husband, their son, and their two cats.

### Select Keynotes

- **Broadcast Your Business**

If you've ever wondered how did "they" get booked on that show? Why did that company get the feature story? Katrina knows. Grab her recipe to spice up your story and have the media begging for seconds.

- **EMERGENCY CRISIS COMMUNICATION**

How Smart Companies Navigate Negative Situations

Don't let a sudden crisis damage your brand and reputation! Make sure your C-Suite officers know how to say the best words at the worst times.

Learn how to:

- ◊ Build your smart compass team to assess the threat
- ◊ Create your strategic communication flow to relay information
- ◊ Send a winning message to your employees, your customers, and the media

- ◆ Practice with Katrina on how to handle the media
- ◆ Increase your confidence and be ready for on-camera interviews

- **Take Your Brand to the Bank**

You're smart, driven, and good at what you do. But that alone won't be enough to score you a promotion or corner office. Find the bigger YOU and how to communicate with confidence to inspire your colleagues and customers.

- **Women Rule!**

Buckle up to have some fun and scream down the "Female Freeway" together. You might need a helmet for where this super-charged conversation is headed. Let's honk the horn and celebrate what it takes to be a woman leader at home and at the office. Learn why we should be ruling the world!

### Select Book Titles

- **2016: ON AIR: Insider Secrets to Attract the Media and Get Free Publicity**

### Select Articles

- [Will Your Statements Grab Headlines?](#)
- [Is Your Press Kit Creative Enough?](#)

### Select Testimonials

"Katrina Cravy is an engaging, knowledgeable, and a thought-provoking speaker. She provided my TEC members with sensible best practices that they could use the next day, and every day in business."

— *GEORGE SATULA, TEC - A Vistage Company*

She found the perfect balance between humor and injecting her personality into a corporate setting. Katrina brought an energy to our event that has been unmatched in its 25+ year history. We would roll out the red carpet to Katrina and welcome her back anytime!"

— *JEN DIRKS, TEMP*

"When you are responsible for bringing in \$5 Billion dollars to the community, you know your team has to sell a winning message with every media interview. VISIT Milwaukee hired Katrina to do a 4-hour training session with eleven of our top people. Trust me when I say, Katrina should be your media trainer!"

— *KIRSTIN SETTLE, VISIT Milwaukee*

"Her speech provided some powerful and practical keys to unlock the potential that resides within each of us. Katrina used everyday life experiences, added a dose of humor, and captivated the entire audience. Her attention to detail, cheerful personality, and inspirational message were a perfect combination in making our event a complete success."

— *MARGE OEHLKE, United States Postal Service*

"Katrina spoke to us about personal brand and having it BE your 'truth.' Her personal stories resonated with everyone in the room and provided "AHA" moments. Katrina's charisma truly had everyone leaving inspired!"

— *PAM STATER, GE Healthcare*

"Katrina is a secret weapon. As one of her customers, it's fantastic to be prepared from the perspective of the insider!"

— *Tim Schmidt/Delta Defense-Interviewed by 60 Minutes*

