

Michael John Shadow, Ph.D.

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Degrees

- 1976 Ph.D. in Speech Communication
University of Illinois, Urbana-Champaign
Specialty: Classical Greek Rhetorical Theory
Dissertation: The Role of the Ancient Greek Rhetor in the Transmission of Collective Wisdom from Homer to Isocrates
- 1968 M. A. in Speech Communication
California State University, Long Beach
Area of Emphasis: Classical Rhetorical Theory
- 1967 B.A. in Speech Communication
California State University, Long Beach

Universities/Colleges Attended

St. John's Seminary College
Camarillo, California

Pontifical Gregorian University
Rome, Italy

Catholic University of Louvain
Louvain, Belgium

Loyola University
Los Angeles, California

El Camino College
Torrance California

Scholastic Honor Organizations

Phi Kappa Phi
National Honor Society

Alpha Gamma Sigma
California Scholastic Honor Society

Delta Sigma Rho-Tau Kappa Alpha
Honor Society in Debate

Positions

1981 – Present

Owner, Shadow and Associates

This company prepares business and political leaders in the area of persuasive communications. Clients include members of the United States Congress, national leaders in South American and European countries, elected members of the judiciary, state and local governments throughout the United States.

Key Accomplishments:

- Designed two hundred workshops in media communications and relations for public sector administrators.
- Taught over 250 classes in persuasive communication for businesspersons.
- Created training for attorneys focusing on deposition communication and voir dire.
- Designed the training in persuasive communication for the City of Seattle's Advanced Management Program and the training in media relations for the Northwest Municipal Clerks and Treasurers Institute.
- Keynoted over two hundred conferences, including the Public Relations Society of America 38th Annual Conference on Persuasion
- Wrote major addresses for corporate executives.
- Created seminars in image enhancement for both political incumbents and challengers.
- Designed over three hundred workshops in persuasive speaking for political candidates in the United States, Europe, South America and Canada.

1992 – Present

Lecturer in Public Affairs, University of Washington

Daniel J. Evans School of Public Affairs

Courses: Oral Communication for Administrators
Political Communication

Executive Masters in Public Affairs

Course: Effective Communication

Cascade Center Seminars-2006 - 2008

Storytelling in 21st Century Organizations

Pacific Northwest Nonprofit Executive Leadership Institute

Effective Communicating and Influencing

- 1991 - Present Adjunct Professor, Seattle University
Institute of Public Service
Courses: Oral Communication for Public Sector
 Administrators
 Communication and Advocacy
Executive Masters in Not-for-Profit Leadership
- Course: Persuasive Communication
Service in Action Seminars-2006 - 2008
 Storytelling for Public Sector Agencies
- 1991 – 2004 Partner, Estrategias Nacionais
Consultoria Politica
This firm of Brazilian and American partners provides
comprehensive services for political campaigns and candidates in
Brazil.
- 1998 – 2003 Senior Public Information Officer
Senate Democratic Caucus
Washington State Senate
- Key Accomplishments:
- Developed media center for monitoring the nature and quality of the Senate Democratic message as it was carried on radio, television, and Internet.
 - Monitored the Senate Democratic message as carried in the newspapers throughout the state. Created a weekly summary for each senator.
 - Created an end-of-session videotape for each senator. Tape contained samples of that senator’s testimony, committee remarks and floors speeches.
 - Preparation of individual senators for speeches and interviews.
 - Writing of major speeches and keynoted addresses for senators.
 - Created and facilitated training sessions for senate staff on a variety of communication topics including speech writing, talking points, visual aids, audience analysis and message construction.
 - Developed and/or facilitated workshops for members of the Senate Democratic Caucus on a variety of subjects including message development, persuasive speaking, appearing on television, giving interviews, dealing with angry people, debate, and parliamentary procedure.

1979 – 1981

Senior Partner/Co-founder of Peitho & Associates

This partnership was formed to advise in issue analysis and argument construction for political campaigns.

Key Accomplishments:

- Designed workshops in image enhancement for incumbent political candidates.
- Created focusing techniques for political speeches.
- Developed a speech indexing system that allows speakers to be responsive to the needs and concerns of specific audiences.

Key accomplishments (continued)

- Designed a modular system of argument construction which allows a speaker maximum flexibility in covering a range of issues in a short period of time.
- Wrote an effective and comprehensive issue communication packet for Washington State senate and house Democratic candidates. Covered all major issue areas.

1974 – 1981

Assistant Professor of Speech Communication

University of Washington

Responsible for graduate instruction in Classical Rhetorical Theory and undergraduate instruction in argumentation, rhetorical theory and public speaking,

Key Accomplishments:

- Introduced the courses in the history of rhetorical theory (upper division – undergraduate level).
- Designed and taught the communication workshops for the College of Continuing Education.
- Spoke throughout Washington State on the topic: Persuasion and Attitude Change. The Alumni Association and the College of Continuing Education sponsored the series.

1968 – 1974

Instructor in Speech Communication

University of Illinois, Urbana-Champaign

Responsible for the graduate classes in Classical Rhetorical Theory. On the undergraduate level, taught courses in persuasive speaking, interpersonal communication, and parliamentary procedure.

Key Accomplishments:

- Designed the communication component for the State of Illinois Police Training Institute,
- Created the leadership conferences for major civic and business groups.
- Co-directed the University of Illinois, Ten-Year Self-Study Program.

Key Skills

Analytic Skills

- Designing persuasive strategies.
- Evaluating evidence and reasoning.
- Identifying effective lines of argument.
- Analyzing issues.
- Creating comprehensive and effective argumentation briefs
- Analyzing attitudes, beliefs, and needs of audiences.

Communication Skills

- Writing clear and effective persuasive and informative speeches.
- Training others to create and deliver an effective public speech.
- Presenting persuasive speeches.
- Teaching others how to win arguments.
- Instructing others how to create and evaluate arguments.
- Training others in how to focus persuasive communications effectively.
- Teaching communication workshops in image enhancement, persuasion and attitude change, argumentation, and public speaking.

Volunteer Activities

Group Health Community Foundation

Chair, Board of Directors, 1995 – 1999

Member, Board of Directors, 1994 – 1999

Northwest AIDS Foundation

Chair, Steering Committee for the Annual AIDS Walk, 1989 – 1996

Chair, AIDS Walk Speakers Bureau, 1988

Member, Corporate Development Committee, 1994 – 1995

1997 recipient of the Ned Behnke Leadership Award for exceptional vision and courage in the fight against AIDS.

Children's Home Society of Washington
Member, Board of Trustees, 1995 – 1998

Unity Church of Seattle
Vice president, Board of Directors, 1996- 1997
Member, Board of Directors, 1994 – 1997

Seattle – King County Crime Stoppers
President, Board of Directors, 1989 – 1990
Secretary, Board of Directors, 1988
Founding Board Member, 1988 – 1990

Manhunt Live Television Special (1988)
Co-chair, Committee to Raise \$250,000 for the Arrest of the Green River Killer.

Pioneer Square Association
President, Board of Directors, 1984 – 1986
Member, Board of Directors, 1983 – 1988

Mayor's Small Business Task Force, City of Seattle
Appointed by Mayor Charles Royer, 1984; reappointed, 1987
Chair, Safety and Security Committee, 1987 – 1988

Seattle Small Business Awards Banquet
Emcee, 1985, 1986, 1987, 1988

Seattle Mental Health Clinic's Annual Auction
Emcee, 1991

White House Conference on Small Business, 1988
Washington State Alternate Delegate

PTA, Wing Luke Elementary School, Seattle, WA.
President, 1987 – 1988

The Dorian Group
Member, Board of Directors, 1981 – 1984
Co-founder, The Dorian Forum