

Crisis Communications:

Are You Ready?

David Voss, President and Founder, Voss and Associates



David R. Voss, President and Founder of Voss & Associates, has 30 years of experience communicating education and non-profit causes. He knows the field from more than one perspective: as a journalist and broadcaster, as a Governor and Education Commissioner's press secretary, as Director of Communications for the Florida Department of Education, and as a corporate marketing executive for Apple Computer's Education Division.

His entire business is built around the notion that powerful communication will help children, educators and communities. As a consultant to dozens of school districts, non-profit organizations, private businesses and universities, David has prepared plans and trained hundreds of administrators on handling a crisis situation through effective communication techniques, before, during and after the difficult situation occurs. He has personally experienced multiple crisis situations and provided clear guidance to clients on how to handle it.

David has produced numerous marketing and public relations plans and helped districts earn billions of dollars for students by passing voter-approved referendums.

His business began as a media relations company, focusing on the MediaTalk training method. It remains a core function of Voss & Associates, constantly upgraded and refined to meet the ever-changing demands of educators trying to navigate through today's media. His immersion in the education marketplace fosters heightened sensitivity to the unique challenges educators confront when facing the media.

