

Calling all spokespersons for education. You are cordially invited to:

MediaTalk in Madison

Messages and Strategies for Educators in the Digital Age

Instructor:

David R. Voss

After a career in journalism, David R. Voss has been communicating with the public about education and non-profit



causes for the past 25 years...for the Florida Dept. of Education, Apple's Education

Division and CESA2 in Wisconsin. He is President of Voss & Associates, a full service communications company with its heart in education.

VOSS & ASSOCIATES
COMMUNICATING EDUCATION

vossandassociates.net

DETAILS:

- ◆ Wednesday, April 8, 10 am to 3 pm.
- ◆ Registration: \$199 per person. Districts sending more than one person pay \$150 per person.
- ◆ Lunch and all materials are provided.



COURSE DESCRIPTION:

Learn the secrets to pro-active media preparedness. Whether you are in the midst of a crisis, launching a referendum, or trying to get a story published, this workshop takes you from the “fundamentals” to the “extreme.” The trademark “MediaTalk” method – more than 20 years in the making – teaches you how to encounter an interview without crumbling and to be ever prepared to say the right thing at the right time to the right people, whether it’s through the local newspaper, a major television station or in front of concerned citizens and elected officials. This session includes instruction, interaction and videotaped role-playing scenarios, along with a course outline and quick reference Tip Sheet to help guide you after you return to work.

SPONSOR:

CG Schmidt is a leader in K-12 construction. They have worked with numerous districts to create master facility plans, pass referendums, renovate existing buildings and build new schools.



HOST:

Register at CESA2.org or email david@vossandassociates.net for more information.



LOCATION:
THE EDGEWATER

1001 Wisconsin Place
Madison, WI 53703

800-922-5512
www.theedgewater.com