

DAN SPAULDING, APR

Principal

Expertise

- Issues/crisis management
- Internal and external communications counsel
- Media relations
- Strategic planning and issue analysis
- Media/presentation training

Industries/Organizations Served

- Health care
- Foodservice/distribution
- Municipal governments
- Education
- Industrial/manufacturing
- Law/bar associations
- Paper manufacturing

Prior Professional Experience

- News Director, WOOD TV 8, Grand Rapids, MI
- News Director, KOMU TV, Columbia, MO
- Faculty, University of Missouri School of Journalism, Columbia, MO
- Faculty, University of Wisconsin-Green Bay, Green Bay, WI
- News Anchor, Producer, WFRV TV, Green Bay, WI
- News Anchor, Producer, WEYI TV, Flint-Saginaw, MI
- Aide and Public Affairs Officer to the Commander, Training Command U.S. Pacific Fleet, San Diego

Professional Affiliations

- Public Relations Society of America and PRSA West Michigan Chapter

Education

- University of Michigan, Ann Arbor, Bachelor of Arts Degree and Master of Arts Degree in Radio/TV/Film
- PRSA Accredited Public Relations Practitioner

Dan Spaulding joined SeyferthPR in 1989, becoming a principal in April 1994.

Dan counsels many of the firm's clients – Wolverine Power Cooperative, public school districts, colleges and many others – in the development of media and long-term public relations strategies to address issues and crises.

Working with clients' senior management, Dan also tackles internal communications challenges that range from mergers and acquisitions to labor relations. Numerous governmental entities have benefited from Dan's counsel as well. Whether a city, an agency or a department, sorting through the issues and crafting effective communications with constituencies can have complexities that benefit from the experience and objective counsel Dan provides.

Certainly, Dan's experience on the front lines of broadcast journalism is valued highly by government officials, senior management and media spokespersons. His experience as a television news director and journalism faculty member give Dan the ability to even the interview playing field between reporters and clients.