

Making the Media Your Friend (Or At Least Not Your Enemy)



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Short Description

When you have a good relationship with some in the media, you have a better chance of getting your story out there. Cultivating these relationships in a respectful and effective way is a great strategy pregnancy help organizations can implement right away. In this session not only will you learn how to overcome your fears of the media, but also how to use media power for the good of your organization by cultivating positive media connections and connecting with gatekeepers that will help get your story in the right hands.

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