

Making the Media Your Friend (or at least not your Enemy)



Brand: Heartbeat Academy

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Short Description

This one hour recorded webinar offers key strategies how you can keep the media on your side!

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. Join us Wednesday June 12 and 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.

About the Presenter

Dustin Siggins is founder and owner of the publicity firm Proven Media Solutions. A former pro-life journalist, he has been published defending life and PRCs in publications such as The Daily Caller, Hot Air, *The Hill*, National Review, National Catholic

Register, *The Stream*, and LifeSiteNews. His pro-life clients have likewise received significant national and state-based coverage because of his work.

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