

# How to Identify (and use) a Media "Hit" Piece



**Brand:** Heartbeat Academy  
**Product Code:** 599

**Price:** \$14.95

## Short Description

1 Hour Webinar Presented by Andrea Trudden, Vice President of Communications & Marketing at Heartbeat International

## Description

Pregnancy help organizations have been in the news more than now than in recent history. While great to have a spotlight on such a great service, there is a lot of misinformation being published. Learn from Heartbeat's Vice President of Communications & Marketing, Andrea Trudden, how to respond to false claims made by the media and learn to use these claims to share the truth about the work of your organization.

*Presented by Andrea Trudden, Vice President of Communications & Marketing,  
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