# Sharing Your Voice: PR and Interviews

**Brand:** Heartbeat Academy
**Product Code:** 848

## Price: $14.95

**Short Description**
Presented by Dena Espenscheid and Shawn Zierke

**Description**
Our communities are filled with potential advocates and supporters, but they don't know of our existence. Imagine utilizing the media to bring like-minded supporters to our volunteer events and donor functions. This workshop will teach you PR campaign basics, the importance of media relations, how to write a press release, and winning interview techniques.

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