

# Toward a Pro-Active Press Strategy

**Brand:** Heartbeat Academy  
**Product Code:** 966

**Price: \$14.95**

## **Short Description**

Presented by Bryce Asberg

## **Description**

This workshop will provide attendees with an understanding of how to relate to the press on behalf of Pregnancy Help Organizations. First, attendees will learn the basics of doing press interviews, including filtering requests for interviews, and then attendees will be encouraged to create a pro-active, rather than reactive approach to media coverage.

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