

MASTERING MEDIA RELATIONS



Is your organization eager to inform, advocate, and make your voice heard in the media but unsure how to begin? This engaging workshop will guide you through the process of implementing a media relations strategy to provide visibility for your organization and mission.

You will learn how to use trends, current events, and activities on your own organization's calendar as a catalyst for garnering media interviews. Leave with a deeper understanding of how to navigate traditional, broadcast, electronic, social and industry-specific media in ways that elevate your organization's reputation and voice.

Selected participants will get to apply what they learned through mock on-camera interviews. Get ready to have some fun and learn a lot!



Wednesday, April 29



9:00am-12:00pm



**Community Partners Center
2506 N. Broad St, Colmar PA**

REGISTER NOW



Leza Raffel

**Founder and President,
[Communication Solutions Group](#)**

Leza Raffel is the driving force behind Communication Solutions Group. A graduate of Ithaca College with a BS from the School of Communications, Leza worked as a public relations specialist and director of public relations with other companies before starting her own firm. Leza specializes in overseeing the development and implementation of complete marketing plans. She also excels at media relations, with myriad contacts and connections. In addition, Leza has extensive experience in the area of marketing research.

