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August 3rd 2018: Storytelling and Media Relations

The world today is getting noisier and louder every minute. The Internet adds content for public consumption every second and it all competes for the attention of all kinds of audiences. In other words, your message has to be engaging and interesting or it's going to be drowned out. You have to have a great story to tell. For businesses and PR professionals looking for media coverage, the best approach in today's crowded digital environment is great storytelling. You must do your research to find new angles on old stories or fresh new stories that show your ability as a trailblazing thought

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Featured Guest



William Gentile

Bill Gentile is an independent journalist and documentary filmmaker teaching at American University in Washington, D.C. His career spans four decades, five continents and nearly every facet of journalism and mass communication

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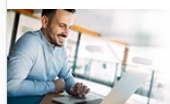
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