

PRISA Western Cape Chapter



(From left to right)
Guest speakers
Chantal Rutter and
San Reddy with the
PRISA Western Cape
Chairperson, Angela
Naumann

The first meeting of the Western Cape Chapter of PRISA saw a large turnout to listen to our guest speakers - two familiar professionals previously from ETV, San Reddy and Chantal Rutter. The topic, "How to leverage the media," is pivotal to any communication strategy and the number of members who attended the evening function at the Metropole Hotel in Cape Town is testimony to the value placed on good media relations. Chantal and San (who is leaving for Washington shortly) have formed a strategic alliance and will be offering media training for communications professionals. The talk was informal but gave valuable insight to the practitioners.

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