



### The Brand Ambassadors Archives Available

PR and communication have bad raps as being frivolous ways for businesses to burn overhead dollars. The Brand Ambassadors will show listeners the best way to incorporate PR into their operations, whether a startup or a Fortune 500 firm.

Host Merritt Hamilton Allen is an economist by training and a PR executive by accident. She will give listeners expert advice on focusing their PR energy and money. She will be joined by co-host Gary Potterfield, who is an expert in integrating business goals into compelling creative campaigns.

Every firm has a compelling narrative that sets t

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