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FOR IMMEDIATE RELEASE

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Nonprofit Partners with Emmy-Award-Winning Reporter for Media Training at UNT

On Thursday, April 24th, the Volunteer Center of North Texas and the UNT Department of Journalism team up to provide an exciting and enlightening training session for Denton County nonprofit agencies. "**How to Lose the Media's Attention**" will be facilitated by Fox 4's **Jeff Crilley**.

In a fun, interactive environment Crilley, an Emmy-Award-winning TV reporter in Dallas, will train attendees on the best and worst ways to connect and stay connected with local media. A lively presenter, his goal is to educate others on how to expand their news coverage and build strong relationships with the media.

"Crilley is a phenomenal speaker and teacher," said Jacque Lambiase, Journalism Department Associate Professor, "and we are elated to partner with the Volunteer Center to assist nonprofit organizations with this training session."

The training is free for all pre-registered nonprofit organizations and will be held in the University of North Texas General Academic Building (GAB) room 115, from 10am-noon. Space is limited and there will be seats reserved for UNT students in American Humanics, a program designed to build future leaders and professionals in America's nonprofit organizations, and Journalism students taking public relations or nonprofit courses. Refreshments will be provided by the Public Relations Student Society of America (PRSSA).

"At the Volunteer Center, we understand that good communication with the media is imperative to the success of an organization" said Ashley Hyder, Program Manager-Student Programs. "This training will share the secrets of media success to help nonprofit agencies in Denton County receive the recognition that they deserve to continue to thrive in the community."

For more information about the training or the Volunteer Center of North Texas contact Ashley E. Hyder at (214) 826-6767, ext. 299 or by email at ahyder@vcnt.org; or visit www.vcnt.org. For more information about Jeff Crilley visit www.jeffcrilley.com.

About the Volunteer Center of North Texas

Since 1971, the Volunteer Center of North Texas has been the clearinghouse between the many area nonprofit agencies needing the help of volunteers and the corporations, organizations and individuals interested in community volunteering. Today the Volunteer Center serves nearly 2,000 North Texas nonprofits, primarily in Dallas, Collin and Tarrant counties. We annually refer more than 81,000 volunteers that provide their communities with an estimated \$56 million of volunteer time. In addition to volunteer referral, the Volunteer Center empowers nonprofits by offering training on volunteer management.

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