**PR Unpacked : Persuasive Writing and Communication – Show Notes**

Unlock the secrets of impactful communication in this episode that delves into the dynamic realm of communication and public relations, emphasizing how PR professionals use persuasive writing techniques. Come talk with Duncan Bryer, Dean Senator Judith Zaffirini's Policy Analyst and Communication Coordinator. Duncan offers advice on how to create convincing messages and keep up with social media trends while maintaining integrity and clarity of each message.

Duncan plays a crucial role in connecting Senator Zaffirini with her constituents through speechwriting and social media management. Learn how crucial every word is in political communication.

Learn more about Senator Zaffirini at her website <https://judithzaffirini.com/> and subscribe to our podcast to never miss an episode