

## **Steady Drumbeat Drives Awareness of CSR and Sustainability Initiatives: April 5th 3BL Media Webinar Reveals Content Distribution Strategies**

NORTHAMPTON, Mass., Mar. 28 /CSRwire/ - Rarely does a single press release achieve instant positioning as a thought leader for an organization. Especially when a topic cannot be characterized as breaking news, it takes a steady drumbeat of communications to create awareness and engagement.

CSR and sustainability communicators are invited to an interactive webcast April 5 at 11 a.m. ET to hear how leading corporations and nonprofits are distributing multiple content formats across myriad digital platforms, and how they are benchmarking results.

Attendance is free and questions will be answered live during this 45-minute event.

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“Driving awareness of corporate citizenship and sustainability stories takes a new skill set today,” said Katie Buckland, vice president of business development at 3BL Media. “Press releases alone won’t move the needle, but a steady drum beat of compelling content will reach influencers who are motivated to re-post your stories and engage with your brand.”

Buckland will be joined by Karen Ammann, vice president of client engagement, during the webinar. Buckland and Ammann bring both extensive experience with successes brought by the 3BL Media platform and hands-on knowledge of your challenges as communications professionals, having played a role in both corporate and non-profit marketing and communications. 3BL Media CMO Dave Armon will moderate.

### **About 3BL Media**

Founded in 2009, 3BL Media is the leading news distribution and content marketing company focused on niche topics including sustainability, health, energy, education, philanthropy, community and other social and environmental topics. The company works with organizations including multinational corporations, SMEs, and non-profits to distribute multi-format media assets through social, traditional and new media channels. 3BL Media leverages its expertise in communications, technology and social media to enable organizations to more effectively communicate about their initiatives to the press, investors, consumers and other critical stakeholder groups. Visit us at [3blmedia.com](http://3blmedia.com).

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