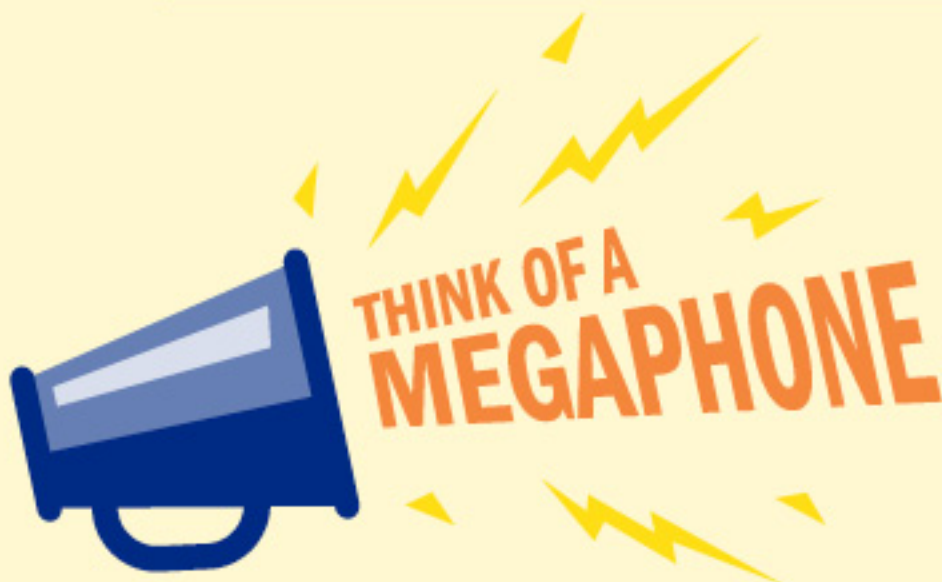


# WHY IS PR NECESSARY?



PR is a megaphone ensuring your message is heard and heard by as many people as possible

People from all corners can clearly hear what is being said and who is doing the talking.

PR makes decisions on who talks, what they say, and to whom.

In a 24-hour news cycle, there is no shortage of issues competing for attention. PR ensures that the public hears your message.

PR CUTS THROUGH  
THE CLUTTER



THINK OF PR LIKE  
CURRENCY IN A BANK.  
THERE TO MAKE WITHDRAWALS IN THE FUTURE.

**DON'T** leave YOUR brand to the whims of competitors or talented, but overworked journalists.

**Hire Spotlight PR.**

  pr\_whisperer

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