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CONTACT

## **Edge Messaging**

[EdgeMessaging.com](http://EdgeMessaging.com)

262-290-3343

120 Bishops Way, Suite 164

Brookfield, WI 53005

@EdgeMessaging

#Plan2Win

## **Edge Messaging launches Communications Podcast**

*Plan2Win to look at the contemporary application of classic public relations and communication principles*

[Crucial Waukesha County, Wisconsin] Edge Messaging launched the *Plan2Win* podcast today.

*Plan2Win with Edge Messaging* will examine how companies, candidates and causes can most effectively communicate and will examine social trends, emerging technology, and the best and worst examples of public relations, advertising and marketing.

“We’re going to break down the fundamental concepts of communication and examine how everyone can more effectively spread their message, grow their audience and increase their impact on the world,” said Edge Messaging President Brian Fraley. “We’re also going to have some fun, give props where they are due and talk about our various industry-related pet peeves.”

Fraley hosts the podcast along with Edge Messaging’s Director of Creativity and Innovation, Dan Deibert. Before joining Edge in 2017, Deibert had a 25-year career in broadcast radio, which included hosting and guest hosting programs on WISN, WTDY, WTMJ, WTAQ, WGN, WOC, and KMOX.

*Plan2Win with Edge Messaging’s* target audience includes business owners, political candidates, and anyone interested in advertising, journalism, marketing and/or public relations.

The first two episodes of *Plan2Win with Edge Messaging* are available on the company’s website and via iTunes, Google Play, Stitcher and all major podcasting platforms.

Link: <https://edgemessaging.com/podcast/>

### **ABOUT EDGE MESSAGING**

Edge Messaging is a full-service public relations and strategic communications consultancy for

companies, candidates and causes. At Edge Messaging, strategic, goal-oriented planning is at the heart of every winning message that we develop and every project we complete. We are a low-overhead, high-impact firm located in Brookfield, right in the heart of *Crucial* Waukesha County, Wisconsin.

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