



FOX

SECURAM
P A C E M

MEDIA

LESSON 1 OF 4

PR: Shaping public perception

In today's world, ever wonder why certain brands or stories stand out? That's the power of Public Relations (PR). It shapes our perception of brands and people.

But how does it work? And how can we differentiate between genuine narratives and those with a bit too much spin?



LESSON 1

learning objectives

01

UNDERSTAND THE PR LANDSCAPE

Gain insights into the fundamental principles and history of Public Relations.

02

TOOLS OF THE TRADE

Familiarize yourself with key PR tools such as press releases, media kits, and events.

03

THE ART OF CRISIS MANAGEMENT

Learn the strategies employed in PR to manage crises and protect reputations.

04

ETHICAL CONSIDERATIONS IN PR

Delve into the ethical boundaries in PR, distinguishing genuine reputation-building from potential manipulation.

Navigating the lesson

Keep an eye out for these symbols throughout the lesson. They're your go-to guide, helping you pace yourself to learn, discuss, practice, and reflect on what you've discovered.



An estimate of how long the activity or challenge may take.



Time to pause and have a discussion with the class.



Exercise your critical thinking to evaluate an issue or topic.



Unpacking PR

Public Relations (PR) is all about shaping how **people see and think about** a company or person. It helps them share their best side, handle problems, or connect with people like us. It's more than just advertising; it's **building trust and relationships.**



PR Goals

Public Relations has clear, strategic objectives. From elevating a brand's presence to adeptly handling crises or showcasing a new product, PR campaigns always have a **goal to achieve.**

PR Goal in action

Let's dive into a brief case study highlighting a hypothetical PR campaign.

Background: Fox is launching a "Fox Creativity Catalyst" campaign to celebrate creativity, inspire users, and showcase their designs.

Goal: Elevate image and encourage users to explore its features.

Tactics:

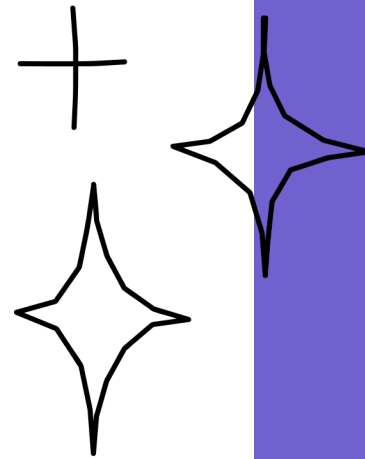
- 01 STORYTELLING**
Share inspiring stories of Canva users.
- 02 MEDIA ENGAGEMENT**
Publish thought leadership articles.
- 03 COMMUNITY BUILDING**
Host design challenges & encourage community sharing.
- 04 EDUCATIONAL PUSH**
Collaborate with institutions for free Canva courses.

Outcome:

Elevated brand perception, increased media engagement, and reinforced credibility.

The PR toolkit

When we talk about PR, it's not just about the message, but also **how it's delivered**. There's a toolkit that PR pros reach for to get their message out there and make sure it shines.



01 PRESS RELEASES

The official scoop! News and announcements sent to media outlets.

02 MEDIA KITS

The ultimate PR package. Contains photos, bios, facts, and often a sample press release.

03 EVENT INVITATIONS

Quick and easy-to-read info about a product, event, or campaign.

04 FACT SHEETS

Promoted free courses, underscoring a commitment to user growth.

05 POSITION STATEMENTS

Official stances or viewpoints on trending issues or controversies.

Did you know?



The concept of "spin" in PR originated from the spinning of wool – as wool is turned into thread, PR practitioners "spin" a story to serve a particular angle or perspective.





Do you think PR campaigns work on you?

Can you think of a recent PR campaign or incident that effectively elevated a brand's presence or handled a crisis? What made it stand out or work so effectively?

Start moving.



Imagine you were in public relations

In 2021, TikTok was under scrutiny for allegedly influencing students to damage property. If you were a PR consultant for TikTok, how would you address this negative press?

Read the article from The New York Times Learning Network. You don't need to answer any of the questions listed in the article.



CLICK ON THE NEXT ITEM IN THE MENU FOR YOUR FIRST ACTIVITY

STUDENT OPINION

Is Vandalism a Problem in Your School?

Damaging or stealing school property is a trend in some schools thanks to a recent TikTok craze. What about yours?

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TikTok's offices in Culver City, Calif.
Mike Blake/Reuters

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