

Stories, well told.



Every story has multiple angles, but for PR professionals, the goal is to weave facts into a narrative that not only resonates but also paints a person, brand or institution in a favorable light. **It's more than listing points; it's about crafting a memorable tale.**

Because in the end, the right story, told the right way, sticks and makes all the difference.

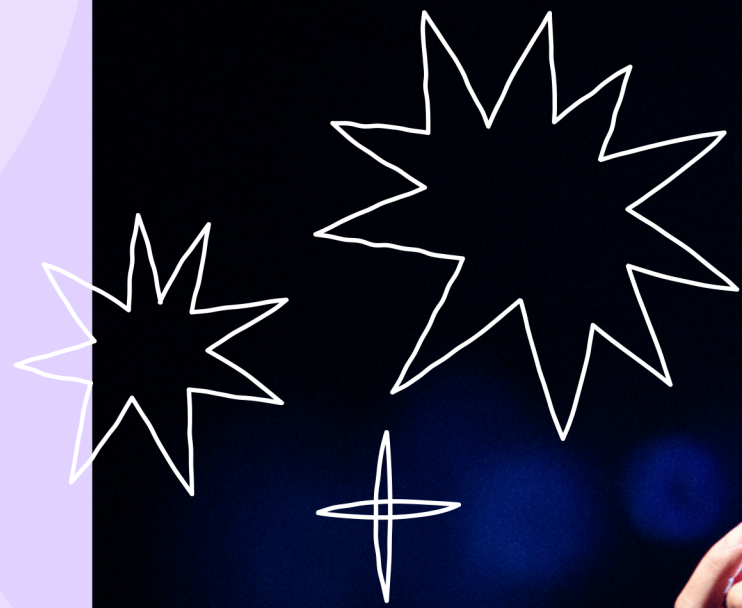
Zeroing in: PR's precision

In PR, it's all about **talking to the right people**. Instead of broadcasting to everyone, we figure out who really needs to hear our message. By focusing on the right group, we make sure our message is not only heard but truly lands. It's this careful choice that makes a PR campaign connect and work.



Navigating the storm

When things go south, PR steps up to steer the ship. **Crisis management** is all about controlling the narrative when the unexpected hits. For instance, if a hospital is accused of neglect, a well-strategized PR campaign might involve sharing positive patient testimonials, detailing safety measures, or hosting open forums for transparency. It's about swift action, clear communication, and **restoring trust**.



CLASS
DISCUSSION



5 MINUTES

Can you think of a recent PR crisis?

From oil spills to controversial tweets, think of a time you saw a brand or celebrity in a PR crisis. **Share the incident and the PR response.** Did it change your view of them?



Does PR work?

PR professionals don't just hope things work; **they check.** How? By using **simple tools** that show things like how many people saw a message, how they reacted online, or if they think differently about a brand. By looking at these clear signs, they can tell if their PR efforts hit the mark or if there's more work to do.

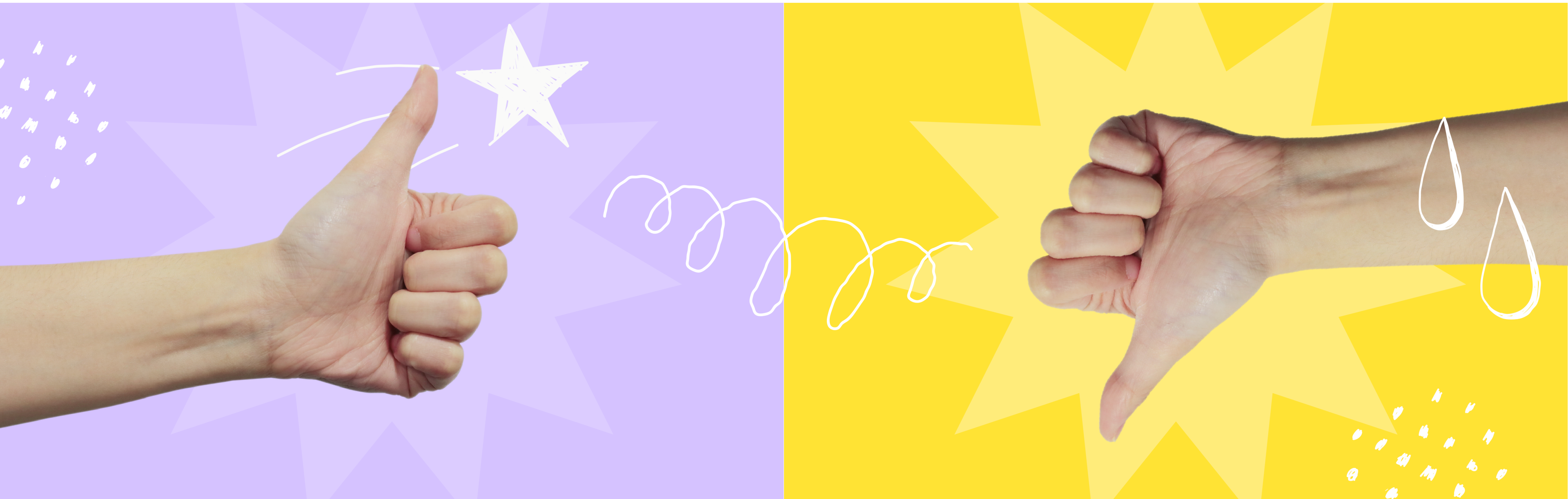
Some ways PR professionals measure the success of their work:

- 01 SOCIAL MEDIA ENGAGEMENT**
Likes, shares, comments, and retweets.
- 02 BRAND MENTIONS**
How often the brand is talked about online.
- 03 MEDIA COVERAGE**
Number and tone of articles or reports about the brand.
- 04 AUDIENCE FEEDBACK**
Surveys or polls gauging public perception.
- 05 WEBSITE TRAFFIC**
Increase in visitors after a PR campaign or announcement.
- 06 INFLUENCER COLLABORATIONS**
Positive shout-outs or partnerships with key figures in the industry.



The thin line

In PR, there's a thin line between shaping and manipulating perceptions. Professionals aim to present brands in the best light by **emphasizing true positives** and **addressing negatives**.





Ethical PR: Beyond the spin

Balancing messaging with ethics is paramount. Take the classic case of a company facing product recalls. While PR's goal is to mitigate damage and maintain brand trust, it's essential to relay facts transparently and not downplay genuine risks. **Stretching the truth may offer short-term relief, but in the long run, it can erode trust.**

Genuine or crafted?

Distinguishing authentic messages from PR spins can be tricky. With eye-catching phrases and visuals everywhere, it's essential to **sharpen our skills** to spot the genuine from the crafted.

01 WHO'S TALKING?

Check where the message is from. Reliable sources are usually honest.

02 DOES IT MATCH UP?

Real messages often sound like what the brand usually says.

03 SOUNDS PERFECT?

If it's all positive, be a bit wary.

04 DOUBLE-CHECK

Always good to see if others are saying the same thing.

05 FEELS PUSHY?

If it's trying too hard to make you feel a certain way, think twice.



Read the two short (fictional) press releases. Can you easily spot which one **sounds genuine** and which one **has a lot of spin**?

A

"We're thrilled to extend an exciting opportunity for our cherished 'LumenaGlo' desk lamp fans! If you've acquired one of these radiant beauties between January and March 2023, we invite you to join our 'LumenaGlo Enhancement Program.' By returning your current model, you'll not only receive a full refund but also a special voucher for your next shopping spree."

B

"We regret to inform our valued customers that we are recalling our 'LumenaGlo' desk lamps, manufactured between January and March 2023, due to a potential wiring issue. The safety of our customers is our utmost concern, and we advise anyone who purchased this product during these dates to return it to the store for a full refund. We apologize for any inconvenience caused and are taking steps to rectify the situation."



We hope you enjoyed this PR deep-dive!

That wraps up our lessons on Media. Next, we'll delve into **energy and sustainability**, examining their significant impact on the environment and exploring our options for a greener future.



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SECURAM
P A C E M

See you next time!

(307) 509-0638

INFO@THEFOXAI.COM

WWW.THEFOXAI.COM