

PR (Public Relations): Week 2

Crafting Newsworthy Stories

Focus: Good PR is about telling stories – the story of your company, the story of your products or services and the story of your ethos and inspiration. A PR story is anything about your business that you want the public to know and is crucial in guaranteeing your business's time in the limelight. It is important to communicate from the heart of the brand, share stories that reflect your mission, values and brand personality.

Common problems/mistakes:

- The brand takes precedence over the story;
- The story is not genuine or authentic enough;
- High expectations with no clear story to communicate.

Why is it important:

- A good PR story will resonate, inspire and build trust with the intended audience;
- A good story can be picked up by several news outlets, exposing your message to a large audience;
- Audiences are more likely to trust messages coming from an objective source rather than paid-for advertising messages.

Screen share:

Story-telling structure and ways to generate awareness.

Template/checklist:

- PR tactics template
- 4 C's of story-telling

Tips for success:

- Make sure it is "real" news;
- Keep people at the centre of your story;
- Keep the 4 C's of story-telling in mind.

Task:

Download the templates provided, identify ways to generate awareness and craft your PR story using the 4 C's of story-telling.