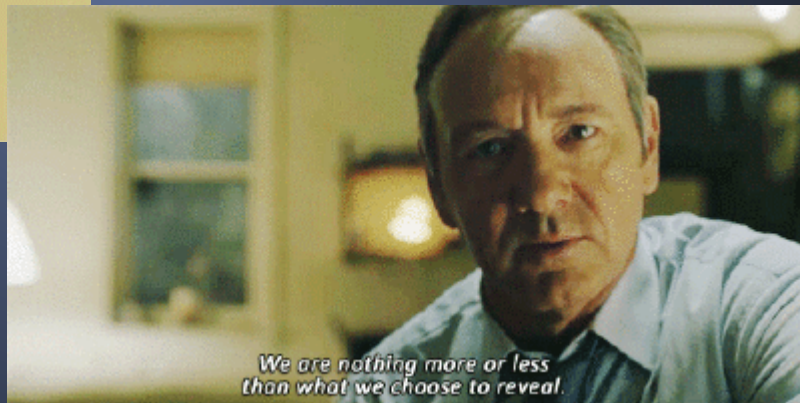
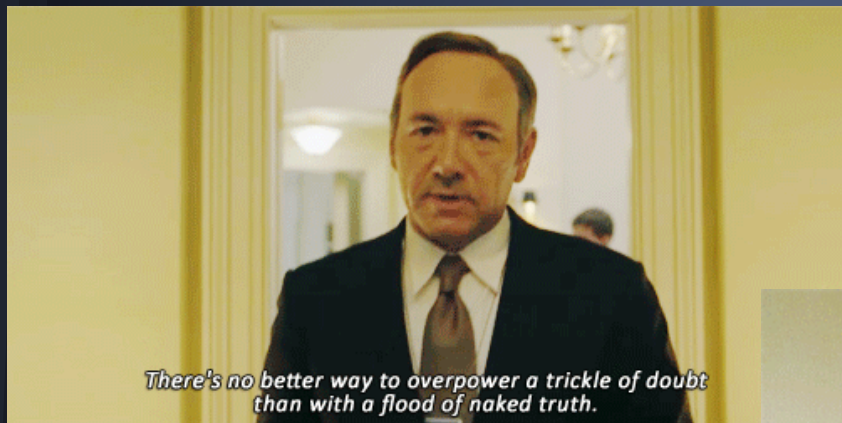


# PR Course Reflection

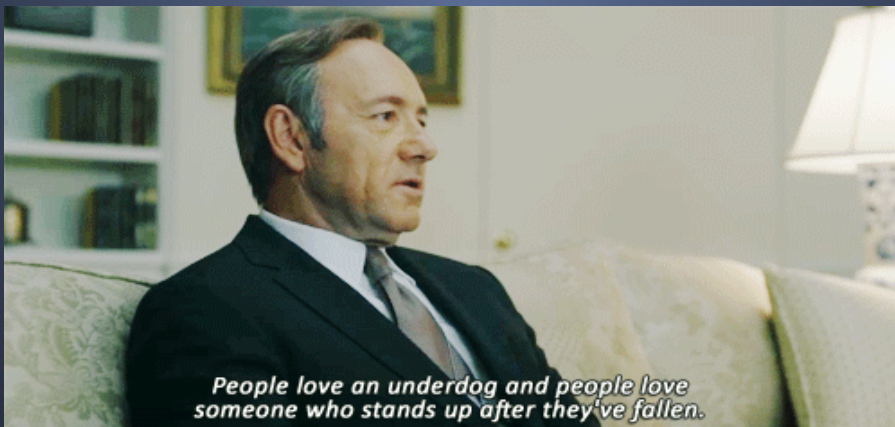
Leah Rea

# 'Everything you do and say is PR.'



# Key Points:

- Communication
- Relationships
- Persuasion
- Influence
- Audience awareness
- Truth v Spin



# Historical development of PR

- Bernays, 'Engineering of Consent'
- Ivy Lee, 'Ludlow Massacre'
- Propaganda - CPI to 'Wag the Dog' to 9/11
- Journalism (Whoops, Rolling Stone...)
- Social Media Use

# Tools of the Trade

Press Release?

Podcast?

Speech-writing?

Pitch Letter?



Strengths? Weaknesses? Class?

# Wag the Dog

Why does a dog wag its tail?  
Because a dog is smarter than its tail.

If the tail were smarter, the tail would wag the dog.