

PR Skit Script

Props:

- Nametags ("Business" (1); "PR" (1); "Media" (1); "People" (3))
- "THE MESSAGE" sign (one side is plain white background with black letters; the other side has colourful letters, glittery, black background)
- 3 mini-versions of the sparkly/colourful "THE MESSAGE" sign (the flipside has "RESPONSE" sign with 3 different faces on it: happy, sad, indifferent).

*We are in a row formation and going from left to right (from the students' point of view):
Business-> PR-> Media-> People-> People-> People*

Soojin: So as Umai mentioned, Public Relations is about helping the business and the public, people, to have a good communication. It also helps the business have a good reputation and relationship with the people. If you are interested in running your own business, PR is a really important and useful tool and you can use it to your advantage. To break it down, we'll show you how PR works.

Business/ Dee: It starts with the business. I'm the business and I want to tell people something. *(Holds the plain version of "THE MESSAGE" sign)* I have the message but I don't know what to do with it. So I ask the PR for help. *(Gives "THE MESSAGE" sign to PR)*

PR/Soojin: *(Takes "THE MESSAGE" sign)* The PR takes the message from the business. I think about the how to make it appealing and interesting to people. I do the research, think about the timing and the current trends. I find out what people like and wants, and I also find out information about the business by asking various questions. I gather all of that information and make it very nice and glossy and interesting *(Flips plain "THE MESSAGE" sign to show colourful/sparkly "THE MESSAGE" sign)*. Once that is done, I then figure out how to let people know about this. I can communicate through the Media. So the newspapers, TV, radio, blogs, Facebook, Twitter, things like that *(Gives the sparkly "THE MESSAGE" sign to the Media)*.

Media/Gabe: If the message goes through the media, it's easier for the people to hear about it *(Gives mini versions of the sparkly "THE MESSAGE" sign to People)*.

(People is going to be 3 people; only one of them will have a line to speak)

People/Katie: We learn about the message and have opinions about it and give a response. *(Each flips the mini sparkly "THE MESSAGE" sign to show a sign that says "RESPONSE" with the 3 different faces)*

PR/Soojin: The PR does the research again to find out how People have responded *(PR takes the "RESPONSE" signs while talking)*. I evaluate them to see if the communication was successful. I then show the responses to the Business. *(Gives "RESPONSE" signs to Organization)*

Business: I look at the responses and I'm happy with what PR has done. So that's the basics of how PR works.

Soojin: Now let's hear about some of PR examples from Dee and Gabe.