

Podcast Assignment

Interviewee: Heather Reed, CEO of Juice Consulting

Interviewers: Gema Upton, Eleanor Bangle, Mia Sutton

Topic: Persuasive communication

Podcast Notes:

Dive into expert PR advice with Juice Consulting CEO Heather Reed! In this insightful interview, Heather gives advice for effectively using persuasive communication in the PR field. She highlights common mistakes in persuasive writing, such as failing to research the audience or make a pitch authentic. Heather also discusses the need for truthfulness when advising clients in controversial situations, and she shares a memorable experience involving political figures at a community event, where her advice helped keep the event nonpartisan and successful. She shares her opinion on the future of persuasive communication with artificial intelligence and the opportunities that it brings.

Additional Information:

- Heather Reed is the CEO and founder of Juice Consulting, a public relations firm in Austin, Texas. Prior to Juice Consulting, Heather worked as the Senior Project Manager for Beyonce for five years, as well as several other artists and Disneyland Paris. Read more about Heather Reed and Juice Consulting on [their website](#).
- [Follow Heather Reed on Instagram](#)
- [Follow Juice Consulting on Instagram](#)
- [MuckRack](#) is a resource that public relations professionals can use to find and collect information on journalists.

Questions:

1. What are some common mistakes in persuasive writing that new PR professionals should avoid?
2. What are some ethical considerations you have to keep in mind when crafting a persuasive message?
3. Can you share a memorable experience where you had to turn a negative situation around and what strategies did you use?
4. What do you think the future of persuasive communications is with AI and all the new technology being adapted into today's world?

Time stamps:

0:00 - Introduction

0:49 - Common mistakes in persuasive writing and pitching

2:46 - Ethical considerations

4:21 - Turning a negative situation around

7:22 - Future of persuasive communication

9:08 - Conclusion

Transcript:

Music 00:00

Mia Sutton 00:08

Hi, I am Mia Sutton, and I am a Public Relations major at the University of Texas at Austin.

Gema Upton 00:15

Hi, I'm Gema Upton. I'm a Junior PR major at the University of Texas at Austin.

Eleanor C Bangle 00:21

Hi. My name is Eleanor Bangle. I'm a Junior Public Relations major here at UT. It is Thursday, October 31 and we are here with Heather Reed, CEO and founder of Juice Consulting, to talk about persuasive writing communication and just about her life in general.

Heather Wagner Reed 00:37

Hey, Eleanor, how's it going?

Eleanor C Bangle 00:40

It's good. I'm here with my group mates, Mia and Gema, and we are so excited to have you today.

Heather Wagner Reed 00:47

Okay, yeah, for sure.

Eleanor C Bangle 00:48

Awesome. Well, what are some common mistakes in persuasive writing that new PR professionals should avoid?

Heather Wagner Reed 00:55

Ooh, that's a good one. Well, number one is making sure that you know who you are addressing and doing the proper research. So a lot of times I see PR people just trying to get, you know, their job done, and whipping through pitching media and not really doing the necessary research on who they're talking to. And that can make a very, very bad impression on a journalist. So for example, when you're, you know, pitching somebody, it's really good to look and see what kind of things that they've been covering, but also dig deeper and like going to what is their style, you know, what kind of things are important to them? You know, you could find a lot out about a journalist by looking online and going to Muck Rack, which is very resourceful for telling

people, like how journalists like to be approached, and the kind of ways they like to be communicated with, but more times than not, I see young, young people trying to to get a story placed or something, and they they don't do the necessary research, and then make a bad impression on the writer; and also personalizing your outreach. Personalizing your pitches to the extent that you give them something unique that they really legit are interested in, instead of sending, like, copy and paste pitches. You know, that's something that drives me crazy. Yeah, so I think those are, those are common mistakes that people make, they don't realize, like, there is a person on the other side getting this. And first impressions are everything. So thinking through how you're going to approach it and being very authentic, you know, in your outreach, like I've seen, there's been times I've seen somebody like on the PR side send a note to a publication, and they copied and pasted it. So they sent something to like, for example, the Austin American Statesman, but it was really meant for the Chronicle, and they put the Statesman in their pitch like little mistakes like that could be devastating for your relationship.

Gema Upton 02:46

Our next question is, what are some ethical considerations you have to keep in mind when crafting a persuasive message?

Heather Wagner Reed 02:53

I'd say truth, being truthful, you know, being aware of when you're working on a campaign, sometimes you get into a situation where you know you might not at the onset, realize that there's something controversial going on, or some high level confidential information, or something that could be very political in nature. And you find yourself in a campaign that gets very, very stressful very, very fast, right? But ethical would be making sure you're advising your client, or whomever it is, you're working on behalf of, you know, how to present a message with being, you know, with with, ultimately, having the truth in mind. But for example, I don't like, I don't like crisis communications myself, because it does kind of border the line of putting the PR person in the realm of having to, like, craft a message that's going to get their client out of trouble, right? So I steer clear of that because I really want to work with clients that I feel have you know that I can advocate for, and I don't necessarily, I don't have to, there's not something I would need to hide or not be forthright about if that makes sense. So for me, it's just like, how do you get yourself into a situation where you can always work in the realm of being an ethical communicator, working for people that you feel like you can really advocate for, or brands that you can advocate for, but if something goes awry, how do you advise your client to do the right thing?

Mia Sutton 04:18

Yeah, so that's amazing. And then we have another question, can you share a memorable experience where you had to turn a negative situation around? And what strategies did you use to do so?

Heather Wagner Reed 04:30

I know I've had plenty of them. Oh god, yeah, there's one that I want to talk about. It's, it's political in nature. And let's just say there were some political figures invited to an event that I was working on that, you know, didn't quite align with what the event was supposed to be. It was an event that was created for the community at large, and they turned it into more of a political event, right? And once these political figures got involved, I wasn't on board even to work on it, because I didn't align with their belief systems. So I told the client that I was uncomfortable, but more-so I said, not only am I uncomfortable, I think the community might be uncomfortable. And so what we need to do is figure out how to make this a non partisan event. And my advice to you is, if you really want to have a successful event, you have to make it nonpartisan. So I recommend inviting different members of the, you know, city, state and national government to come. I recommend that you get voices from both sides represented, and you make this a true community effort. And that's what they did, and it made it possible then for me to continue to be involved, and I felt like I could sleep at night, you know. And they did. They took my advice, and it turned out that the event did cater to all spectrums of the political realm. And it, it worked out in the end in our favor, like it was a great event, you know, but when it started going to one side versus all sides, I felt like it was also going to be a detriment to their event and their success. So they did take our advice on that, and thankfully it worked out

Eleanor C Bangle 06:10

Well I'm glad that worked out for you. I definitely think that is a difficult situation to be put in. And even though you say you don't really like crisis, PR, I think you handled that well.

Heather Wagner Reed 06:21

Oh, yeah, well, I mean, I'm like, there's, there's only one way, and it's to get through it. And it's like, if, for some reason, they wouldn't have agreed, then that would have made it a lot more difficult, right? But thankfully, they did. And I think a lot of times you want to look out for your client's best interest as well. So if you have, like, a gut feeling that this is going to be a disaster, you have to listen to your gut, you know, a lot of times, if a client wants to do one thing, and we're like, no, no, no, don't do that. Don't do that. You know, I'll just say it, because my gut is telling me that is a bad idea, and it's going to ruin your campaign. It's going to ruin your image. It's going to be, you know, like you need to think about this and I give them my advice, and I advocate for what I think is the right thing for them to do, and a lot of times they do take the advice. So that's been good, you know, but that's just something that came after years and years and years of working in the industry and knowing how media react, knowing how the public can react, and just trying to work it out. So it's the best case scenario, I think, for the client.

Eleanor C Bangle 07:19

Well, this is our last question for today. What do you think the future of persuasive communications is with AI and all the new technology being adapted today?

Heather Wagner Reed 07:31

I mean, it's kind of a double edged sword, right? Because AI inevitably will replace some of our jobs eventually with, you know how it comes into our daily lives. And I'm not just talking PR, I'm talking about all kinds of industries, but I also think it can help us be more efficient in our work, and it can help streamline our work, and it can help give us tools that we need to do our work well. And so for me, AI is a positive, because it's allowing us to, you know, work at a higher level. You know, if you can have AI do some research for you, or create a logo for you, or, you know, help you define some content, but then you take that, and then you have more time to do the strategy that the things that are, you know, we all want to spend time doing all day, every day, but take some of that other like tasks off of our of our plates. It gives us time to be bigger thinkers, you know, more strategic thinkers. So I think it's going to integrate very much in that way. I mean, AI can't sit in front of another human at this point anyway and have a relationship. Can't throw an event, it can't show up in person and make an introduction. So it's not going to do a lot of the things that we do as humans in PR, but it can help us with the tools we need for PR, and that's going to help alleviate a lot of the hours we spend or have spent in the past. So I think it's going to make us more productive.

Eleanor C Bangle 08:49

Well, thank you. That was a great answer to our final question. I've asked a lot of PR professionals that question, and they all say the same thing, which a lot of people think that you guys would think the opposite, but I agree. I think it's a great advancement, and what we're doing with it is we don't know.

Heather Wagner Reed 09:06

Yeah, great. Well, good luck to you guys. Enjoy your journey and learning about PR and yeah, follow us on Instagram and you'll see like all the events we're doing. It's just @JuiceConsulting. We'd love to see you come out to some of those things sometime.

All 09:21

Thank you so much!

Unknown Speaker 09:23

Yeah for sure. Okay, have a great Halloween, you guys. I'll talk to you soon.

All 09:26

Bye.

Music 09:27