

EPISODE 8

A Star is Born

Theme:
PERSPECTIVES

EPISODE CONCEPT *public relations*

STUDENT OBJECTIVE*

I can define the term *public relations* and discuss its function.

EPISODE CHALLENGE

Metro Morning needs a **spokesperson** from the Center talk about Common Ground's work in recovery efforts. Students need to decide which staff member will be the best public face for the Center.

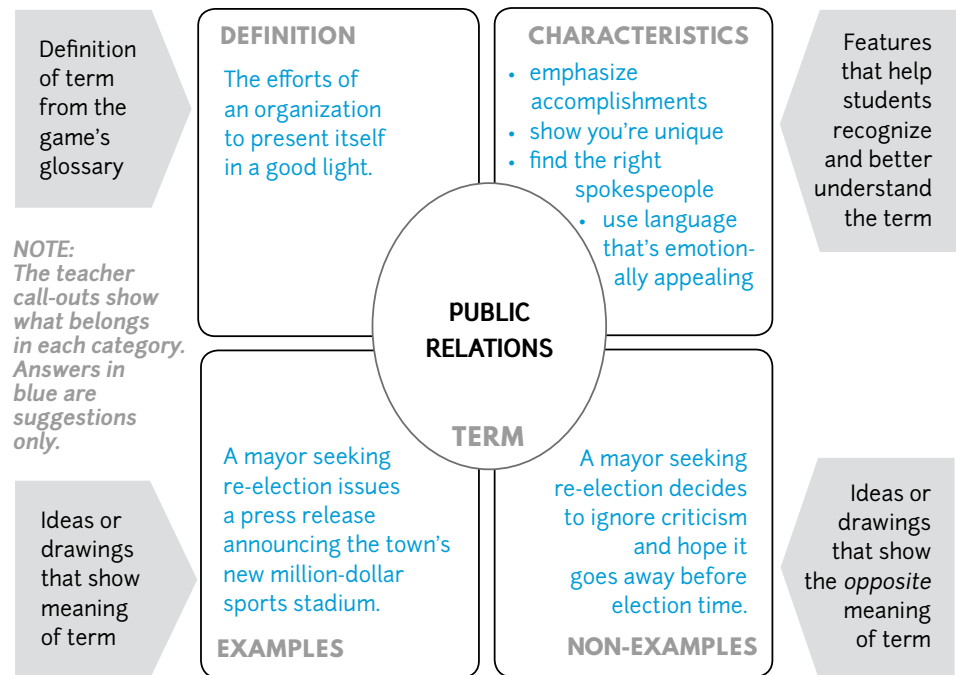
* Display this objective at start of class and ask a student to read it aloud.

PREPARE: EPISODE MINI LESSON

BEFORE CLASS: You and your class will complete a Frayer Model based on a central concept in Episode 8—*public relations*. Copy the model below onto the board. Include only the category headings and the term *public relations* in the center. Alternatively, you may project the uncompleted model on the next page of this lesson onto a whiteboard.

TAP PRIOR KNOWLEDGE (10-12 MIN)

Tell students that Episode 8 involves choosing a spokesperson to represent the Center on a morning TV show. Refer to the model on the board. Tell students its purpose is to help them understand the term *public relations*. Explain the meaning of the headings. Then call on the students to help you complete the model.



GET READY TO APPLY (1-2 MIN)

Let students know that in Episode 8 they will come across the term *spokesperson*. Based on what they've learned, what does the term *spokesperson* have to do with *public relations*? (*Public relations* is about presenting an organization in a good light; a spokesperson is the organization's public face.)

