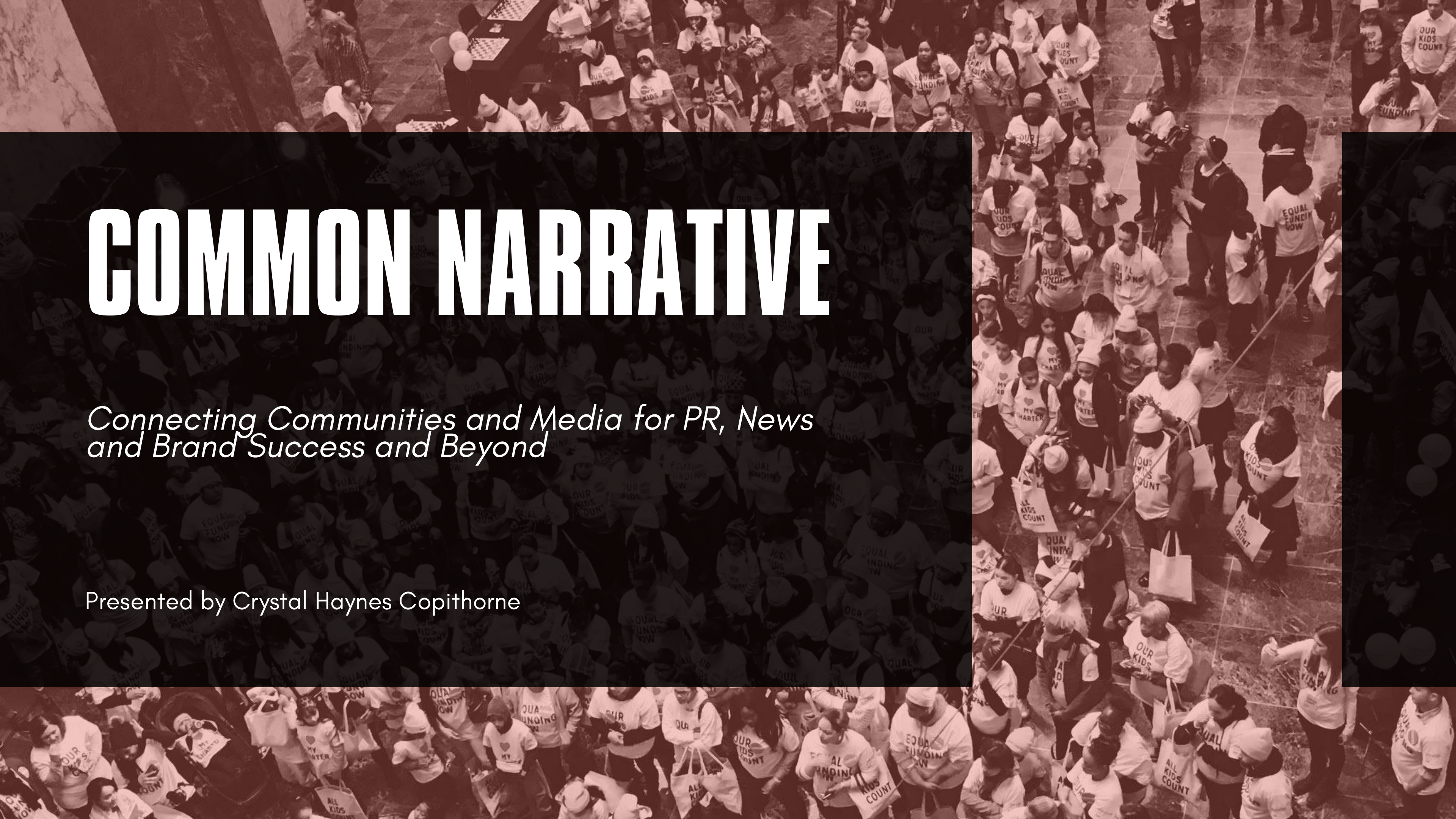




COMMON NARRATIVE

*Connecting Communities and Media for PR, News
and Brand Success and Beyond*

Presented by Crystal Haynes Copithorne



CRYSTAL HAYNES COPITHORNE

- Emmy Award Winning Journalist (*Boston 25, GBH*)
- Senior Communications Director, United Way of Massachusetts Bay
- Part Time Lectuer, Northeastern University School of Journalism at CAMD
- Adjunct Professor, Simmons University Gwen Ifill School of Media, Humanities, and Social Sciences
- Arlington Human Rights Commissioner (fmr.)
- Co-Chair Board of Directors, March of Dimes of New England





**STORIES SHOULD LIFT PEOPLE UP
— NOT LABEL THEM.**

**STORIES SHOULD SHOW
POSSIBILITY — NOT
STEREOTYPES.**





**THE MOST STRATEGIC
COMMUNICATIONS ARE
ROOTED IN COMMUNITY TRUST.**

**BUILDING THAT TRUST MEANS
SHIFTING FROM
BROADCASTING MESSAGES...
TO INVITING SHARED
CONVERSATION.**





WHY THIS MATTERS TO PRSA

- **We are narrative architects — shaping public perception and trust.**
- **Our challenge today: a credibility crisis.**
- **Community isn't just your target audience — community is your co-author.**



MEDIA ADVOCACY — THE MODERN PR POWER TOOL



Amplifies earned media impact



**Protects reputation during crisis by
activating advocates and communities**



Influences policy





THE BUSINESS IMPACT

**Earned media with advocacy
framing increases audience recall
by 40% (*Advocacy Incubator, 2024*)**





THE BUSINESS IMPACT

**Employee advocacy content
achieves 8x higher engagement
than brand posts (*Cutting Edge PR*)**





THE BUSINESS IMPACT

**Trust-based campaigns produce
3x ROI compared to transactional
marketing (*Edelman*)**





THE BUSINESS IMPACT

**Adds an ethical dimension to a
company's Corporate Social
Responsibility (CSR)**



THE BRAND CONNECTION

How Advocacy Drives Brand Success



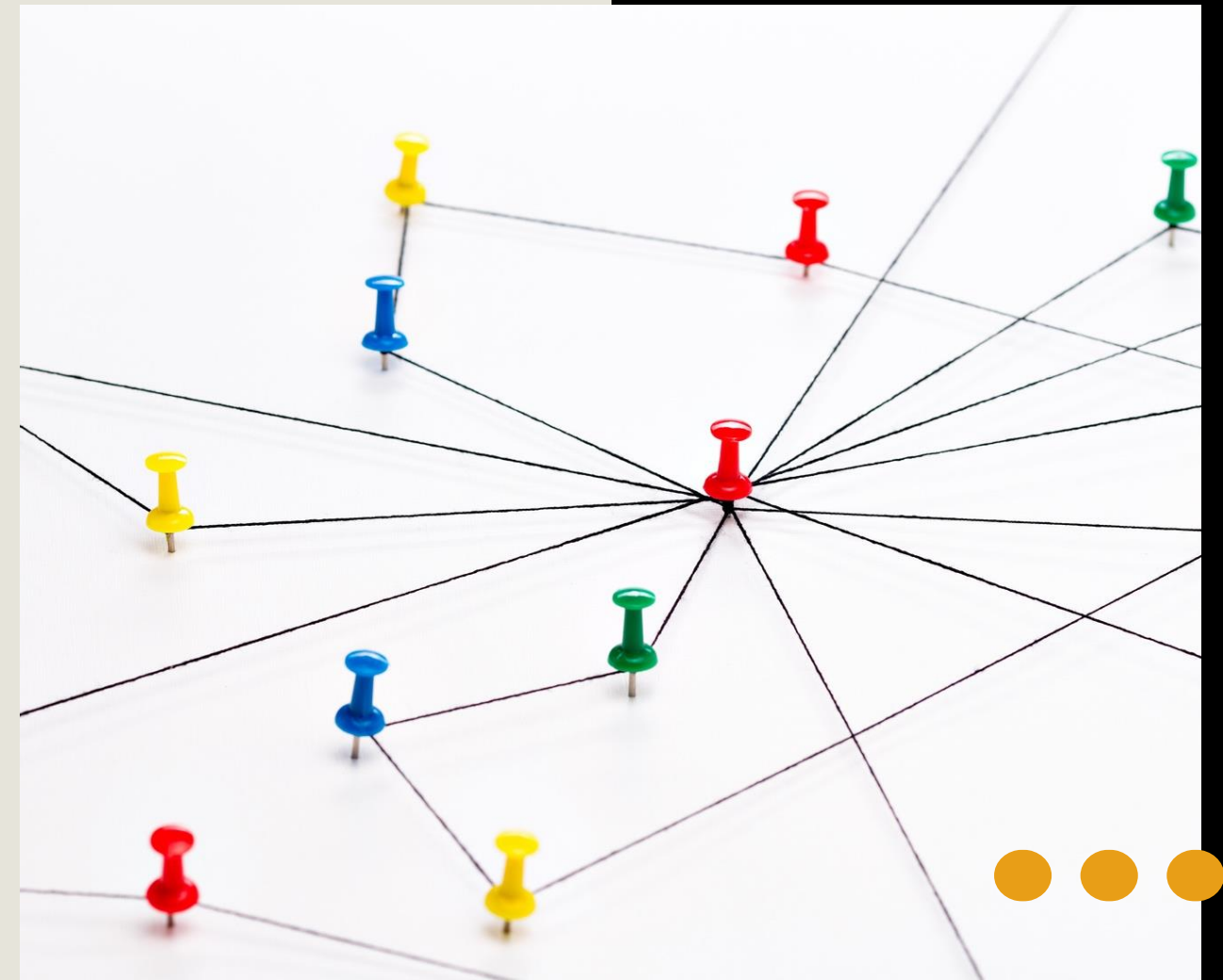
Authenticity: Real community stories outperform brand-originated campaigns.



Engagement: Local and employee advocates are the most persuasive messengers.



Longevity: Shared values sustain relationships beyond transactions.





BRAND ADVOCACY EXAMPLES

"One of the best tools we have is to show that doing the right thing for the planet can be profitable... we'll use our influence to join our communities in calling on the business sector to act"
– Patagonia founder Yvon Chouinard

- ***Policy-driven***
- ***Built on trust***
- ***Elevates lived experience***
- ***Frames shared problems***
- ***Mobilizes engagement***
- ***Cost-effective***



THE PR IMPERATIVE — FROM CONTROL TO COLLABORATION

Traditional PR	Media Advocacy Approach
Message control	Message co-creation
One-way dissemination	Two-way dialogue
Audiences as consumers	Audiences as partners
Metrics = reach	Metrics = relevance + resonance





NEWS AS A CONVERSATION

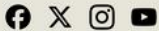
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Common Narrative streams weekly
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WITH BLACK MARKET**



12/17/24
**BOSTON WRITERS ON THE
POETRY AND LEGACY OF**



11/5/24
**SEASON PREMIERE
ELECTION SPECIAL**

APPLY THE MODEL

Lead with listening.

*Begin campaigns with
community insights and
feedback loops.*



APPLY THE MODEL

Design for participation.

*Offer clear ways for
audiences to engage and
respond.*



APPLY THE MODEL

Integrate advocacy.

*Pair your story with a
tangible call to action.*



APPLY THE MODEL

Measure meaning, not just metrics.

*Track narrative change
and trust impact, not just
impressions.*



APPLY THE MODEL

Partner with local
storytellers.

*Build community credibility
through shared platforms.*





EMERGING TRENDS

THE FUTURE OF PR -THE PARTICIPATORY ERA

AI-assisted storytelling needs human-centered narratives for credibility.

PR professionals as **curators of dialogue**, not just brand guardians.

“Common narrative” collaboration models between journalists, communicators, and advocates.





**AS COMMUNICATORS,
WE DON'T JUST TELL
STORIES — WE
CHOOSE WHO GETS
TO BE HEARD.**





THANK YOU