**Comms & PR: What the Flack?**

*Time to get meta as we interview the communicators of the communications industry. PR and comms professionals are among the hardest working people in adland, straddling the worlds of paid and unpaid media, juggling delicate egos and impatient journalists, and can make the difference between a campaign that gathers momentum and one that sinks without a trace.*

*We want to speak to agency and production company PR and comms leads as well as freelance publicists immersed in the advertising industry. Please also share a landscape format photo of yourself!*

Tell us about your current role and what you do?

And how did you get to where you are today?

What does your average day look like?

For your organisation, what is the key function of PR and comms? Is it about company culture? Attracting clients? Empowering talent? Something else?

PR has always been about finding the story / finding the angle. What is your process for staying ahead of the content curve and serving up something fresh and engaging?

Historically Advertising folk have a very different relationship with the media, especially the press, than PR folk. Advertising is about buying ad space and being able to dictate how and where something is presented - that’s a degree of control you can barely dream of in PR. Does that tension still exist, and if so how do you navigate that tension?

And what other common misconception do you advertising/production people have about comms and PR?

To what extent do you feel 'the work speaks for itself'? To what stage of growth can a business rely on this mantra to gain more clients?

When it comes to getting coverage/PR for a creative campaign in the consumer press, how should creative teams go about working with their agency’s comms and PR experts?

When a business is faced with very bad news, what’s the key to getting through it?

Generally speaking, how do you approach the hack/flack relationship?

How does doing comms/PR/marketing for the advertising/production [as appropriate] world differ from any other industry you’ve worked in?

What are the most useful tools in the arsenal of a PR / comms professional working in advertising / creative industries right now?

In your opinion, how has the role of a PR / Comms professional evolved during your career span ? Have things changed greatly or do core tasks / principles remain the same?

What frustrates you about the way the media and PR have changed over the years?

And what excites you?