

Public Relations Techniques

Episode One

March 28, 2025


Strategic Communication with Brittany Paxman

How can organizations craft impactful messages and build trust through strategic communication? In this episode of *Public Relations Techniques*, we sit down with Brittany Paxman, managing partner at Communications Consultancy Point 600, to explore the evolving world of PR strategy.

Brittany shares insights on measuring communication success, the importance of PR, and some examples of successful and unsuccessful crisis aversion. We also discuss the key skills students need to thrive in the industry.

 Learn more about Brittany Paxman: [Faculty Bio](#)

 Connect with Brittany on LinkedIn: <https://www.linkedin.com/in/brittanylpaxman/>

 Thanks for tuning in. We hope our conversation was insightful and informative—see you next time!

Interview Questions

Interviewers: *Carly De Girolomo, Mary Nelson, Melanie Rocha and Macy Smith*

Interviewee: *Brittany Paxman*

- Lecturer at the University of Texas at Austin

Could you share a bit about your career journey and how you became involved in strategic communication?

How do you define strategic communication, and why is it essential for organizations today?

What do you think “good” communications measurement looks like today and where do you see most organizations falling short?

In a crisis situation, how can strategic communication help organizations maintain trust and credibility?

Can you share an example of a time that a company used strategic communication to improve its reputation or brand image?

How do you see AI and emerging technologies influencing the future of strategic communication?

What trends do you see shaping the future of communications strategy at the enterprise level?

What skills do you think are most important for students who want to pursue a career in strategic communication?

You've worked with a diverse portfolio of clients like Home Depot, Southwest Airlines, and PepsiCo. When developing a communication strategy for such large organizations, what are some of the core principles you follow?

What advice would you give to students who want to stand out in the field of PR and communications?

How do data and analytics influence the development of strategic communication plans?