**STRATEGIC STAKEHOLDER RELATIONSHIPS**

**Learning Outcome 2: ACTIVITY 13**

**GROUP ACTIVITY**

**PR dream or disaster?**

Watch YouTube video: [PR objectives, strategies and tactics](https://www.youtube.com/watch?v=IEw9MToY50s) (weblink: https://www.youtube.com/watch?v=IEw9MToY50s).

What are the possible positive outcomes of using media to engage with stakeholders? What are the potential negative outcomes?

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| **POSTIVE OUTCOMES** | **NEGATIVE OUTCOMES** |