**Interviewee:** Duncan Bryer- Communication Coordinator for Dean Senator Zaffirni

**Name of the Podcast:** PR Unpacked

**People in the group: Paola Soto, Robin Aguilar, Bryan Omodon**

**Introduction (Paola):**

Welcome to *PR Unpacked* – the podcast where we dive deep into the art and science of public relations, storytelling, and brand strategy. I'm Paola, and I'm thrilled to be here alongside my co-hosts, Robin and Bryan. Today, we're exploring a powerful theme: persuasive writing and communication. Joining us is our special guest, Duncan Bryer, Communication Coordinator for Senator Dean. Duncan will share invaluable insights on how communication shapes not only the world around us but also plays an important

role in the political landscape. So, let’s jump in!

**Theme (Robin): persuasive writing/communication**

*Hi guys I am Robin Aguilar and I will be conducting the interview today. An important note to our viewers is that we are recording this in person and in the office, so there may be slight interruptions in our audio or some background noise, please bear with us, thank you. Alright and we’re going to go ahead and get started. First of all, thank you so much Duncan for joining us on PR Unpacked. I know you have a very busy schedule and we want to make it known that we very much appreciate your participation with us.*

**Questions:**

1. Could you start off by introducing yourself to our listeners who you are, your job title, and briefly explain what it is you do on a day-to-day basis?
2. (since the topic of our podcast is persuasive writing and comm) Could you define persuasion in your own words?
3. What role does persuasive writing play in public relations?
4. How often would you say you interact with persuasive writing daily? What kind of persuasive pieces does your job require you to write?
5. What are some key techniques you use to make a message more convincing or appealing to an audience?
6. What communication and writing techniques would you recommend for someone crafting a persuasive writing paper?
7. What techniques do you recommend for conducting interviews that get unique, insightful responses, especially for profiles?
8. I know you play a vital communicative role in the office. What would you say is the hardest part about effectively communicating?
9. How do you stay on top of communication trends, especially those that influence public opinion?
10. Can you speak to any challenges in balancing persuasive writing with transparency and authenticity, especially in political communication?

**Outro (Bryan):**

And that wraps up this episode of *PR Unpacked*! A huge thank you to Duncan Bryer for sharing their expertise on persuasive writing and communication skills. It has been an honor to sit and chat with you today.

If you enjoyed this episode, don’t forget to subscribe, leave a review, and share it with your friends and colleagues. See you next episode!