

Behind the scenes with Ava Mora on PR, crisis management, and media's future

By: Sydney Conrad

"There is a whole world of possibilities in PR," said Ava Mora, Public Relations Manager at Lionsgate.

Mora is a driven public relations professional with ten years of experience in the entertainment industry. She received her Bachelor of Science in Public Relations from the University of Southern California and is skilled in media relations, event planning, crisis communication, and digital PR.

Mora's love for writing and storytelling began with her desire to become an author. However, her career path shifted after she discovered public relations and the entertainment industry.

"When I first chose to major in PR, I didn't really have any idea what PR professionals did," she said. Like many, she initially thought PR was about publicists and agents but quickly realized it was much more.

A typical day for Mora is busy. She starts by checking her emails and social media, making sure she hasn't missed anything big or acted on potential crisis situations. She then heads to the office, where she spends her time pitching stories to journalists, working on film campaigns, and organizing interviews for talent. Her role is fast-paced, and she admits, "Work never really stops."

One of Mora's proudest accomplishments in her career so far was planning the premiere of *John Wick 4* in London. "That was just an amazing experience," she said. This event was the first time she handled a premiere independently, managing everything from home in Los Angeles.

"I am particularly proud of accomplishing that, considering all the planning was done from across the pond, so to speak," she shared.

Relationships are a key part of Mora's work. She ensures respectful, open communication with journalists and contacts while not overwhelming them with too much information.

"I give them space and let them know I am always open to having conversations or assisting them in any way I can," she explained. Trust is critical in PR; building that trust is how she gets her pitches approved and helps make news.

When dealing with crises, Mora advises to stay calm. "Focus on having a swift yet strategic response that appropriately and effectively responds to the crisis at hand," she said. Mora



Image courtesy of [Ava Mora]

emphasized the importance of clear communication and not overreacting or underplaying an issue. "The last thing you want is for your audience to think you are insincere," Ava added.

Looking at the future of PR, Ava sees a more significant focus on digital platforms and social media. While traditional PR methods like pitching to journalists are still crucial, she also recognizes the growing role of influencers.

For those interested in entering the world of public relations, Ava advises "going into a field you love working in." Whether it is entertainment, sports, fashion, or another industry, PR professionals are needed everywhere. Ava encourages starting with internships or entry-level jobs to learn the necessary skills, especially in strategy, crisis management, and communication.

Mora's journey shows how exciting and diverse PR can be. Whether planning major film events or handling crises, her passion for communication and building relationships keeps her thriving in the world of public relations.
