



# The Ultimate Guide to PR Terminology >>

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As a public relations agency in Hong Kong serving technology and legal clients, Eight Public Relations works with in-house communications teams and other agencies to execute local and regional PR campaigns, produce original content, secure media engagements, and organize media training and other activities.

But no matter where we are or what we're doing, the one thing that remains constant is the language of public relations. While most people are familiar with common PR terms like "press conference" and "Tier 1 media", PR professionals throw around terminology.

In media training, we tell clients to avoid using terminology in an interview situation because attention can be quickly lost.

Sometimes using terminology is completely appropriate - especially when talking to people in the same industry. An energy lawyer talking to an energy trade journalist doesn't have to be devoid of terminology if it's understood by both.

Always clarify terminology if you're unsure whether the person you're talking to will understand it.



1 x Case Study, 1,000 words with two rounds of revisions, English, for delivery within two weeks, customer interview arranged by the client with recording provided to the agency.

By including all the details, we are saying what they include in the fee, the timeline, and the responsibilities of both sides. This is essential to avoid any misunderstanding and to make sure we are all on the same page. There's nothing worse than having a "We thought you meant this" conversation after the quote is signed.

## Terminology vs Jargon

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Notice we're not using the word 'jargon' but terminology. Jargon is needlessly complicated, excessively technical, and, when wrongly used, meaningless. But jargon has a place in the world - an energy lawyer talking to a trade journalist or a tech spokesperson talking to a tech reporter.

PR terminology is concise, specific, and a shorthand way of communicating complex concepts.

Take, for example, a press conference.

A press conference involves a host of activities including booking a venue, setting a date and time, planning the layout, contracting third parties for backdrop design and production, audio and visual rental if necessary, press release, press kit, registration, Q&A - the list is endless. But say 'press conference' and we know what it takes to organize the event to ensure the best possible result.

## The Mother of All Lists

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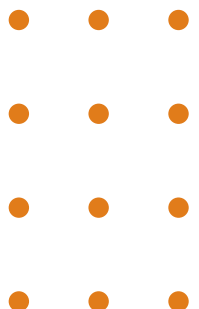
We came up with a post about PR terminology with snappy definitions and to see how many we knew.

Many terms are interchangeable in advertising, marketing, and public relations because - sometimes - the line is blurred. There is repetition, as the intention is for this to be a quick reference guide for terms associated with PR that we've come across before but mean the same thing.

We say this is the ultimate guide but recognise we may have missed or overlooked something. If so, please contact us at [www.eightpr.com](http://www.eightpr.com) Please contact us so we can fix it.

Thanks.

Let's jump in!



# The Ultimate Guide to PR Terminology

# A

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**Ad Comparison:** A public relations metric that compares the cost of a PR campaign to the cost of an advertising campaign.

**Advertorial:** An advertisement that looks like editorial content.

**Agency Handling Charge:** A percentage charged on top of third-party supplier costs.

**Agency of Record (AOR):** The public relations agency contracted to provide public relations services.

**Agency:** A public relations firm that provides services to clients.

**Alliance:** A strategic arrangement between two or more agencies.

**Anticipated Questions:** Predicted questions asked by the media about a company, product, or service.

**Article Placement:** Getting an article published in a media outlet.

**Asia Pacific PR/APAC PR:** Public relations in the Asia Pacific region.

**Audience:** The group of people who you want to reach with your message.

**Award-Winning Agency:** An agency that has won awards.



# The Ultimate Guide to PR Terminology

## B

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**B-Roll:** Corporate video provided to media to support a story.

**Backgrounders:** Documents that provide background information on a topic or issue.

**Backlinks:** Links from other websites to your website to gain search engine optimization (SEO).

**Barcelona Declaration of Research Principles (Barcelona Principles):** Guidelines to measure the efficiency of PR campaigns.

**Benchmark:** A number to measure a newer number against. For example, 100 clippings last year against 150 from this year.

**Best Practices:** A method or technique that has is proven to be effective.

**Blog:** Posts on a particular topic usually published on a corporate website.

**Boilerplate:** This is the standard text that appears at the end of a press release and is used to describe exactly what it is your company does.

**Brainstorming:** A creative thinking technique between a group of people to generate ideas.

**Brand Activism:** When a company or individual takes a public stance on an issue.

**Brand Ambassador:** A person who is hired by a company to represent the brand.

**Brand Awareness:** The level of public recognition of a brand.



**Brand Identity:** How a company wants to be perceived by the public.

**Brand Image:** The public's perception of a brand.

**Brand Recognition:** When people can identify a brand by its logo or slogan or other.

**Bridging:** A technique taught in media training to answer a question but 'bridge' to a corporate key message. 'That's not in my area of expertise, but what I can tell you is...'

**Briefing on Background:** A conversation between a PR pro and a journalist in which non-attributable information is provided at the request of the client.

**Business-to-Business (B2B):** Businesses selling to businesses. An example is a software company selling to a bank.

**Business-to-Consumer (B2C):** Businesses selling to consumers, such as a supermarket.

**Byline Article:** Content by an industry expert of around 600 - 1200 words on a relevant topic.

**Byline:** The line at the beginning of an article that tells you the name of the author.



# The Ultimate Guide to PR Terminology

## C

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**Campaign:** Generates public exposure for a company or individual.

**Case study:** Used to examine a project or campaign for sales and marketing purposes.

**Checklist:** A list of items to be completed.

**Circulation:** The number of copies of a publication that are distributed.

**Client Service:** The public relations team that manages the account and works with the client.

**Client:** A company or individual who pays an agency for public relations services.

**Clipping Service:** A service that provides copies of articles that have been published.

**Clippings:** Physical or digital copies of media coverage.

**Company Backgrounder:** Information about a company or product.

**Community Relations:** Supporting the community by a corporation.

**Competitive Analysis:** Researching competitors' public relations activities.

**Content Marketing:** Creating and distributing content.

**Content Strategist:** Develops content for a company's website and social media platforms.

**Copywriting:** Writing text for a company's website, brochures, and other marketing materials.

**Core Messaging:** The three to five key messages that should be used in all public relations and marketing communications.

**Corporate Communications:** Internal and external communications for a corporation.

**Corporate PR:** We do this in Hong Kong and across the Asia Pacific region!  
eight@eightpr.com

**Counsel:** Public relations advice.

**Coverage:** Content in the media and often used to determine / justify PR success.

**Credentials:** A document used for agency promotion.

**Crisis Communications:** A public relations discipline that deals with responding to a crisis.

**Crisis Communications:** A public relations strategy to manage negative publicity.

• • **CSR:** Corporate Social Responsibility.

• • **Customer Questionnaire:** Usually developed for a case study or customer story interview.

• • **Customer Story:** A customer use story.





# The Ultimate Guide to PR Terminology

## D

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**Dark Social:** Refers to sharing news on private channels such as messaging and chat rooms.

**Data-Driven:** Making decisions based on data.

**Deadline:** The time by which a story or other content must be submitted.

**Deliverables:** The public relations activities and materials that an agency agrees to deliver for the fee.

**Digital Communications:** Digital channels are used to communicate with an audience.

**Digital Media:** Any type of media that is delivered electronically e.g. newsletters, and email.

**Distribution List:** A list of media contacts that receive press releases.

**Earned Media:** Media coverage that is not paid for.

**Editorial Calendar:** A schedule of editorial content.



# The Ultimate Guide to PR Terminology

## E

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**Eight PR:** A PR agency in Hong Kong working with market leaders in technology and law across the Asia Pacific region.

**Embargo:** An agreement between a public relations representative and a journalist to not publish the information until a specified date and time.

**Engagement:** Likes, shares, comments on social media.

**eNewsletter:** A publication distributed by email regularly.

**Event Communications:** Public relations surrounding an event.

**Event Marketing:** Planning and executing events.

**Event Marketing:** Creating and executing a public event to promote a product, service, or cause.

**Event Publicity:** Gaining media coverage for an event.

**Event:** A planned activity or occurrence, such as a conference, trade show

**Exclusive:** A story that is only available to one news outlet.

**Expectations:** Setting the expectation of a PR activity outcome.

**Expert Positioning:** A public relations strategy that involves placing experts in the media to share their expertise.

# The Ultimate Guide to PR Terminology

## F

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**Fact Sheet:** Contains detailed information about a company or product.

**Flagging:** This subtly alerts a journalist to something important during an interview. 'What's important is...'.  
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**Free Media:** Media coverage that is not paid for.

**Freebies:** Promotional items given away at an event.

**Freelance PR:** Works independently, often with multiple clients.

**Frequently Asked Questions (FAQ):** Questions commonly asked about a company, product, or service.  
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**Full-Service Agency:** A public relations agency offering many services.

## G

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**Gimmick:** An activity designed to attract attention.

**Global Communications:** Public relations on a global scale.

# The Ultimate Guide to PR Terminology

## H

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**Hashtag:** A word or phrase preceded by a “#” sign to enable social media users to find content.

**High Resolution (Hi-Res):** An image that is 300 dpi or higher.

**Hook:** Hooking the reporter and audience in by, for example, taking the opposite of a universally held belief i.e., it's not humans to blame for fraud but technology.

## I

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**In The Public Domain:** Information that is available to the public.

**In-House Content Development:** Content created by the client.

**In-house PR Team:** A public relations team that is employed by

**In-House PR:** A public relations team that is employed by a company.

**Independent Agency:** An agency operating independently.

**Influencer:** Someone with the power to affect the purchasing decisions of others because of their authority, knowledge, position, or relationship.

**Integrated Communications:** Cross-channel communications.

**Internal Communications:** Communications between a company and its employees.

**International Agency:** Has offices in multiple countries.

**Interview:** A conversation between a reporter and a spokesperson.

**Investor Relations:** Communicates with shareholders and potential investors.

## J

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**Journalist/Journo:** A person who writes for a newspaper, website, or another outlet.

## K

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**Key Message:** Important aspects about your company or product.

**Key Opinion Leader (KOL):** Someone who can influence opinion.

**Key Performance Indicators (KPIs):** Metrics used to measure the success of a public.

**Key Takeaway:** The main point that you want the audience to remember.

**Keynote Presentation:** A presentation given by an expert at a conference.

**Keyword Optimization:** Choosing and using keywords to improve online ranking.



# The Ultimate Guide to PR Terminology

L

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**Law PR:** We do this! Contact us at [www.eightpr.com](http://www.eightpr.com) or email us at [eight@eightpr.com](mailto:eight@eightpr.com)

**Lead Magnet:** A downloadable piece of content for contact information. Like this.

**Lead Time:** The time a publication needs to prepare an article.

**Lead:** A potential customer.

**Lobbying:** The act of trying to influence public policy.

**Localization:** The act of tailoring content to a specific geographic region or country.





# The Ultimate Guide to PR Terminology

# M

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**Mainstream Media:** Traditional news outlets.

**Media Alert / Media Advisory:** A note about a newsworthy item.

**Media Database:** Media contact information.

**Media Drop:** Products sent out for review.

**Media Engagement:** Any interaction between a spokesperson and the media.

**Media Event:** An event created to generate media coverage.

**Media Gift:** A small goodwill gift given to the media.

**Media Kit:** A package of information about a company or product

**Media Landscape:** The current state of the media industry.

**Media List:** A list of media outlets and journalists.

**Media Monitoring:** Tracking clients and competitors in the media.

**Media Outlets:** The channels messages are delivered to reach audiences.

**Media Relations:** Building relationships with members of the media and pitching story ideas to them.

**Media Statement:** A brief statement in response to a news event

**Media Training:** Teaching executives how to handle media engagements.

**Metrics:** Data that is used to measure the success of a public relations campaign.

**Meet and Greet:** Making spokesperson and journalist introductions to establish a rapport.

**Mention:** Minor coverage in the media.

**Message House:** Umbrella statements and core messaging about your company or product.

**Message:** What you want to communicate to your audience.

**Micro-influencer (see KOL):** Someone with a smaller yet engaged following.

**Mock Interview:** Designed to test how an executive performs in an interview.

# N

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**Narrative:** The story about a company, product or service you want to tell.

**New Business Development (NBD):** Acquiring new clients.

**News Release:** A formal announcement created to generate news coverage.

**News Story:** An article that is published in a newspaper, website, or another outlet.

**Newsjacking:** The act of hijacking a news event to promote your company or product

**Niche:** A particular segment of the market that you are targeting.

# The Ultimate Guide to PR Terminology

## O

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**Off-the-Record:** Information shared with a reporter confidentially.

**Online Newsroom:** Has everything a reporter needs to write a story about your company.

**Opinion-Editorial (Op-Ed):** An article that expresses the opinion of the author.

**Out-of-Pocket Expenses (OOP):** Expenses separate from fees.

## P

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**Paid Media:** Any form of advertising that you pay for, such as paid search

**Paid media:** Advertising that a company pays for, such as TV commercials, print ads, and online banners.

**Pitch:** A public relations initiative to generate public exposure for a company or individual.

**Pitching:** Trying to get media coverage for your company or product.

**Podcast:** An audio file that can be downloaded from the internet.

**PR Account Manager:** Oversees day-to-day operations of a PR account

**PR Advice:** Public relations advice.

**PR Agency in Hong Kong:** working with market leaders in technology and law across the Asia Pacific region. Find us at [www.eightpr.com](http://www.eightpr.com)

**PR Agent:** A public relations professional who represents a client.

**PR Assets:** All the materials and content a public relations team has produced.

**PR Awards:** Awards give public recognition to public relations campaigns

**PR Campaign:** Generates public exposure for a company or individual.

**PR Campaigns:** public relations campaigns

**PR Code:** The language used in public relations.

**PR Consultancy:** A public relations firm that provides services to clients.

**PR Definition:** The practice of managing the spread of information between an individual or an organization and the public.

**PR Director:** Oversees public relations for a company

**PR Ethics:** Honesty, fairness, and responsibility that guide public relations practitioners.

**PR Executive:** A junior public relations professional working on client accounts

**PR Firm:** A public relations agency.

**PR Glossary:** A list of public relations terms with their definitions.

**PR Intern:** A good way to gain public relations experience.

**PR List:** A list of top-tier media contacts and influencers

**PR Measurement:** Assessing the effectiveness of a public relations campaign.

**PR Network:** A group of public relations agencies that have joined yet still operate independently.

**PR Objectives:** The goals that you want to achieve with your public relations campaign.

**PR Plan:** A public relations strategy that outlines objectives, tactics, and timelines.

**PR Plan:** A public relations strategy that outlines objectives, tactics, and timelines.

**PR Proposal:** A public relations document that outlines a plan for a PR campaign

**PR Software Tools:** Technology that increases efficiencies.

**PR Specialist:** A specialist in social media or event planning, for example.

Although this may also mean a junior PR professional depending on the country and/or company.

**PR Tactics:** Actions taken to achieve the objectives of a PR campaign.

**PR Team:** The public relations professionals working on an account.

**PR Terminology/Public Relations Terminology:** Our secret code.

**PR Terms:** Public relations terms.

**PR Toolbox:** Collective term used for tangible and intangible public relations resources

**PR Tools:** The methods and tactics used to publicize and promote a client, product, or service.

**PR Vocabulary:** The language used in public relations.

**PR:** public relations

**Pre-Brief:** A meeting between a PR team and the client to discuss an upcoming project

**Press Briefing:** Small scale (8-10 media) media event.

**Press Clipping:** An article that has been cut out of a newspaper or the chores with technology.

**Press Conference:** Large-scale media event usually for a major announcement

**Press Junket:** A press trip to promote a product or service at another location

**Press Kit:** A collection of materials that are used to promote a company or individual to the media.

**Press Lunch/Press Luncheon:** A media event held at lunchtime.

**Press Release:** A formal announcement created to generate news coverage.

**Press Souvenir:** A small goodwill gift given to the media at a press event.

**Press Tour:** A guided tour of a company or destination for members

**Press Trip:** A trip for the media to learn about a company or destination.

**Press:** The news media.

**Proactive Media Relations:** Reach out to the media instead of waiting for them to contact you.

**Product Launch:** The press launch of a new product or service.

**Product Placement:** Getting a product to be shown in a movie or TV show.

**Project Fee:** A public relations fee charged for a specific project.

**Proofreading:** Checking a document for errors before publishing.

**Public Affairs:** Managing the relationship between a company or individual and the government.

**Public Relations:** Creating and maintaining positive perceptions of a company or individual.

**Publication:** A newspaper, website, or another outlet where news is published.

**Publicity:** Any form of public exposure, whether it is positive or negative.

**Publicity:** Media coverage.



# The Ultimate Guide to PR Terminology

## R

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**Reach:** The total number of people who see your message.

**Reactive Media Relations:** Wait for the media to contact you.

**Readership:** The number of people who read a particular print publication - usually 4 times.

**Reputation Management:** Managing the public's opinion of a company or individual.

**Request For Proposal (RFP):** Sent by a company to a PR firm seeking proposals for a PR campaign.

**Retainer:** An ongoing fee that a public relations agency charges monthly or annually

**Return on Investment (ROI):** A metric used to calculate the profitability of a public relations campaign.

**Reversing the Court of Public Opinion:** Changing public sentiment from negative to positive.

# The Ultimate Guide to PR Terminology

## S

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**Search Engine Optimization:** Improving the ranking of a website on search engines.

**Search Engine Results Page (SERP):** The list of results that appear after a user enters a query into a search engine.

**Secondary Research:** Information that can be found through online

**Sentiment:** How people feel about a company, organization, public figure, or brand.

**SEO:** Optimizing a website to rank higher.

**Show and Tell:** Product demonstration to the media.

**Simulated Interview:** A practice interview used to prepare for a real media interview.

**Social Listening:** Monitoring social media for mentions of a brand, product, or service.

**Social Media Following:** Used to determine the popularity or effectiveness of social media campaigns.

**Social Media:** Any form of online communication that allows users to interact with each other.

**Social media:** Online platforms such as Facebook, Twitter, and Instagram that can promote a company or individual.

**Spin:** Presenting information in the best light.

**Spokesperson:** An individual who speaks on behalf of a company or organization. This person is usually an expert in their field and has media training.

**Stakeholder:** An individual or organization that has an interest in the success or failure of a company or project.

**Storytelling:** Creating and sharing stories to promote a company or individual.

**Strategic Planning:** Setting goals and developing a plan to achieve them.

**Style Guide:** A document that outlines the standards for a company's branding.  
Survey-Led PR: Using research to generate press coverage.

**Sustainability:** The ability of a company or individual to maintain its public image.  
Sustained Media Coverage: Ongoing media coverage .

**Swag:** Promotional items given away at an event.

**SWOT Analysis:** A method used to identify a company's strengths, weaknesses, opportunities, and threats.



# The Ultimate Guide to PR Terminology

# T

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**Tactics:** The specific actions taken to achieve the objectives of a PR campaign.

**Target Audience:** The group of people that a company or individual is trying to reach with their message.

**Target Market:** A segment of the population that is most likely to buy your product or service.

**Tchotchkes:** Promotional items given away at an event.

**Team Leader:** Senior PR professional who oversees the account.

**Team Manager:** Manages the day-to-day operations of an account.

**Technology PR:** We do this! Find us at [www.eightpr.com](http://www.eightpr.com) or email us at [eight@eightpr.com](mailto:eight@eightpr.com) for information.

**Testimonial:** A public endorsement of a product or service by someone who has used it.

**The Court of Public Opinion:** What does the public think of a company, organization, public figure, or brand.

**Third-Party Endorsement:** A public endorsement of a product or service by someone who is not affiliated with the company.

**Third-Party Suppliers:** Bought in services such as graphic design, backdrop production, photography, and live streaming vendors.

**Thought Leadership:** Insights or commentary on industry trends by an expert in their field.

**Thought Leadership:** Insights and commentary on industry trends to position a spokesperson as an expert in the field.

**Tier 1 Media:** The top-tier media

**Tier 2 Media:** Second-tier media

**Tier 3 Media:** Third-tier media

**Timeline:** A schedule of activities and deadlines.

**Tone of Voice:** The style of communication used by a company or individual.

**Trade Media:** Publications that focus on a particular industry or market.

**Trade Show:** An event where companies in a specific industry showcase their products or services.

**Transcript:** A written record of spoken communication.

**Twitter Chat:** A public Twitter conversation around a specific hashtag.

## U

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**User-Generated Content:** Any content created by product or service customers.

## V

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**Verticals / Vertical Media:** Industry-specific media.

**Viral:** Used to describe online content that is shared quickly and widely.

**Vlog:** A video blog.

**Voice of Authority:** The public perception of a company or individual as an expert in their field.

# The Ultimate Guide to PR Terminology

## W

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**Web Traffic:** The number of visitors to a website.

**Webinar:** Online seminar.

**What are the four types of PR?:** Corporate, investor relations, product, and public affairs.

**Whitepaper:** An authoritative report that covers a specific topic.

**Wire:** Press releases distributed via a third-party service to media outlets.

**Word-of-Mouth:** Opinions or recommendations that people share with others.

## Y

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**YouTuber:** A person who creates and posts videos on YouTube.





**And there you have it.**

### **Eight PR's Ultimate Guide to PR Terminology**

If you're ready to take your PR game to the next level, contact us [eight@eightpr.com](mailto:eight@eightpr.com) today and see how we can help. We are a PR agency in Hong Kong and work with superb partners across the region should you be looking for a multi-market public relations campaign.

### **About Eight Public Relations ([www.eightpr.com](http://www.eightpr.com))**

A PR agency in Hong Kong, Eight Public Relations help technology and legal clients enhance their profile and become more visible through public relations, media relations, content development, corporate reputation, thought leadership programmes, and digital communications.