

A guide to help you quickly understand all the top terms in PR.

Advertorial

An ad written in the form of an objective opinion editorial, and presented in a printed publication, it is designed to look like a legitimate and independent news story.

Boilerplate

Used at the end of a press release, a boilerplate is a concise company description of what a company is and what it does.

Byline

The byline is the name printed below the title of an article. It gives credit to the author and often includes the date it was published.

Collateral PR

The effect of gaining good PR on the back of someone else's coverage. This can happen when your product or service is compared favourably to a competitor's in an editorial.

Crisis communications

Addresses a high level of media scrutiny that has the potential of causing reputational issues for a brand.

Cue sheet

Briefing notes to help a spokesman prepare for an interview with a journalist. The cues should cover the issues that are likely to arise in the interview and approach that should be taken on these issues.

Exclusive

Sending only ONE media outlet information, samples, or stats so they have the opportunity to publish a story first.

Earned media

Media coverage that is generated due to relationship building, story pitching, and media relations, as opposed to paid advertising or media.

Editorial calendar

A schedule of topics that will be covered by a publication over a period of time.



Embargo

The sharing of unannounced, relevant information between a PR professional and the media that cannot be published before an agreed upon time and date.

Integrated campaign

A multidisciplinary approach which uses a number of marketing communications techniques in order to deliver a consistent set of messages.

Lead time

The amount of time reporters need to gather information, conduct interviews and fact check for their stories to post by a specific time frame.

Native Advertising

A form of paid media that does not disrupt the user experience and blends in with the rest of the content.

On the record

When anything that is said can be quoted or used by journalists for public consumption.

Off the record

Represents an agreement between a source and a reporter that what you say will not be quoted in a news story.

Owned media

Any content you or your agency creates (i.e. website, blog, video, or social messaging).

Pitch angle

A specific focus or emphasis chosen for a story idea that is presented to the media.

Press kit

A press kit is an online file or physical document containing specific information about your business, product or event. Used by journalists at events or product launches to write their story.

Radio News Release (RNR)

An RNR is a prepared publicity or news announcement, broadcast over the radio.

Syndication/syndicate

A news service that takes a single story and places it on several media outlets websites nation/worldwide.

Talking points

This is a 'cheat sheet' of relevant facts and figures that is given to clients or media outlets before interviews.

White paper

A white paper is a persuasive report on a specific topic that mainly presents a problem and provides a solution.

Wire/wire service

A news agency that sends out syndicated news copy to subscribers.

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