



WORLD
COM
Public Relations Group

INTERNATIONAL PUBLIC RELATIONS GLOSSARY

1st edition – January 2013

A large green circle containing the lowercase letters 'a-z' in a white, stylized, cursive font. The background of the entire page is a light green illustration of a diverse crowd of people in various poses and expressions.

Dear Friends :

On behalf of Worldcom Group, I am pleased to provide you with an e-glossary of public relations and marketing terms from around the globe.

Many of these terms will undoubtedly be familiar, but there are hidden gems on every page that provide insights on how public relations and communications are viewed in different countries and regions. Our partner in Cape Town, South Africa offers us “Blegging,” the practice of asking bloggers for free assistance. Our partner in Indonesia captures the importance of reaching rural markets through “Community Audio Towers” that narrowcast information about agriculture, health and nutrition. Our partner in Japan offers us “Kizuna,” a term to describe a common hardship that unites people.

The nearly 400 entries in this e-glossary include terms that are playing an important role in the evolving nature of our business. For example, we have long lived in a world of “Paid Media” (advertising) or “Earned Media” (media relations). But communication and persuasion are increasingly impacted by “Shared Media” (online and social media sites where many voices compete for attention and relevance), “Promoted Media” (paying to push content to a much larger audience than would access it organically) and “Owned Media” (companies\organizations creating and promoting content via channels they control such as their websites, e-newsletters and blogs).

This e-glossary is a tangible symbol of why we are proud to be a member of Worldcom, the largest, most established and respected partnership of independent agencies in the world. As our clients increasingly engage in campaigns and business relationships in every corner of the globe, they count on our agency and our 109 partners across six continents to create effective, localized and culturally appropriate public relations and marketing campaigns.

I hope you find value in this Worldcom e-glossary, and I wish you much success over the coming year.



Corinna Voss

Global Chair
Worldcom Public Relations Group





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1.5 Generation Used in the United States to describe immigrants that arrive as adolescents and retain their native language, but adapt socially and culturally to the American lifestyle.

24/7/365 24 hours a day/ 7 days a week/ 365 days a year; always occurring.

360 Degrees Addressing the entire issue; seeing the whole picture.

A

Above the Fold A phrase used to describe the top portion of the newspaper that lies “above the fold.” The term generally refers to the prominence of a news article located on this part of the page.

Access The right and ability to receive information.

Acculturation The process of adopting elements of a dominant culture, while maintaining one’s own native culture.

Actionable Direction Instructions given that include measurable objectives.

Activation Driving a campaign from the grassroots up; involving consumers with the brand so they have a personal experience and can form their own perceptions rather than pushing down from the company to the consumer.

Activist Investor An investor who advocates change in the strategy, Board membership or management of a company, often by nominating dissident Board candidates or proposing other issues for approval by shareholders in a proxy fight.

Advance Giving a story to one news organization before others to provide them with the advantage of more preparation time.

Adversary Disarray A campaign to diminish or eliminate a competitor’s uniqueness.

Advertising Equivalency Value (AEV) A common equation used to put a dollar value on media placements in order to compare media results with advertising results; a measurement with noted problems, requiring one to identify and weigh the pros/cons of the measurement before providing the data to a client.

Advertising Value Equivalency (AVE) See “AEV (Advertising Equivalency Value).”

Advertorial Paid advertising in the form of an article; a combination of the words advertisement (advertising) and editorial (article).

Agencies of Collaboration (AOC) The agencies of an organization working together on given projects.

Agency of Record (AOR) An organization’s primary PR agency.



Algorithm A set of formulas that a computer uses to perform a certain function, such as serving up related content based on past behavior and interest.

Alignment Occurs when donors base their overall support on partner countries' national development strategies, institutions and procedures.

Alliances Formal arrangements with external organizations for the purpose of diversification and/or exchanging information, hardware or intellectual property.

AP Style The AP Stylebook is a style and usage guide for grammar, punctuation and principles and practices of reporting; a newspaper industry standard in the United States; typically used in broadcast, digital and print media as well as public relations.

App A shorthand term for "application" made popular among consumers and developers for mobile applications used on smartphones, tablets and other mobile devices.

Augmented Reality A term used to describe the blending of the virtual world with reality; virtual character, images and information are perceived to be a part of the world that actually exists.

Avatar A digital representation of oneself; often a profile picture.

B

Back Office A general term used to describe the employees dedicated to helping run the company itself; usually not client-facing as opposed to sales/marketing.

Background The history of a company or product and their environment.

Backlink Incoming links to your web page from another source on the web.

Backpack Journalist An emerging breed of reporter who files content on multiple platforms; these may include: print, motion/video, blog/digital and social.

Bad Bosses Not really people who are bad, but bosses who aren't clear on their needs and wants.

Bandwidth Skills, time, ability or willingness to be able to do or accomplish something.

Banner A graphical form of online advertising; the best known is the so-called full-banner (468 × 60 pixels).

Barrier to Entry An obstacle that makes it difficult to enter a given market; critical to understand during message and campaign strategy creation.

Barter The exchange of products and/or services without the use of money.

Base Year The assessment period that corresponds with the date that a tax base is established.



Before/ After Market	The early morning or late afternoon hours when the major stock exchanges are closed; companies usually prefer to announce major news during these hours to avoid causing fluctuations in stock trading.
Benchmarks	Measures of progress toward a goal, taken at intervals prior to the program's completion, or the anticipated attainment of a final goal.
Big Data	A data set that cannot be treated, measured or analyzed with traditional database management skills due to its complexity and enormousness; may also refer to a large data set containing valuable customer information.
Blanket Dissemination	An undesirable approach for sending out news releases that entails sending out a targeted release to a broad and irrelevant audience with the hope that you will receive coverage.
Blegging	Asking the blogosphere for assistance; begging via a blog.
Blog	A particular type of website publishing multimedia content organized in posts.
Blogger	Creator or editor of a blog; most bloggers consider themselves free to express their own views and are therefore more independent compared to online editors and print media journalists.
Blogosphere	A network of interconnected blogs, forming a community; at times used to reference the internet as a whole.
Blogroll	A list of links to other relevant blogs, featured by a blogger on their site; a method of driving traffic within the blog community.
Boilerplate	The final section of a news release that summarizes a company's business, usually including information on its size, locations, products and markets.
Brainstorm	A creative and collaborative session, involving the open sharing of ideas and strategies by more than one individual.
Brand Advocate	An individual who has a positive experience with a brand to the extent they recommend or speak favorably of that brand within their personal communities.
Brand Ambassador (BA)	An individual who works at the grassroots level of a campaign to deliver messaging to individuals on a word-of-mouth basis.
Brand Loyalty	The degree of commitment to one particular brand during a certain period of time.
Brand Narrative	The story of a company brought to life through a series of milestones illustrated by print, multimedia and/or digital channels.
Branding	The process of creating and defining a brand; working to identify the right evolution for a brand.



BRICS A group of 5 countries, Brazil, Russia, India, China and South Africa, with a growing influence and impact on regional and global issues.

Bridge Transition between the initial question and the messages that tell the desired company story.

Briefing Document Background on a media opportunity to prepare a client; may include: outlet background, reporter background, an overview of the opportunity, messaging and recent articles from the reporter.

Broadcast Media The mass distribution of visual and audio messaging, generally released through a television or radio outlet.

B-Roll Supplemental footage added throughout a final piece of video content.

Bullet Points Items in a news release or other communication document that are set off from the rest of the text by typographical, circular marks, or “bullets;” symbols to show importance or make the text easier to read.

Business to Business Marketing (B2B) Marketing on behalf of a business, directed towards other businesses.

Business to Consumer/Customer Marketing (B2C) Marketing on behalf of a business, directed towards consumers.

Buzz Marketing Marketing activities designed to encourage spontaneous discussion between people about a specific product, service, company or brand.

Byline The name and title for the writer of an article, located underneath the article’s headline.

Bylined Article A term used in public relations to describe an article authored by a client; often recommended in B2B PR as an opportunity for an organization’s leadership to demonstrate thought-leadership within the industry.

C

Capacity Building Working with clients to improve and develop the skills and knowledge of their internal teams, which will support them in delivering future communication and engagement activities.

Case Study A brief written analysis of a situation, followed by a description of the tactics and strategies used by the public relations professional to achieve a goal or objective for a client; may be used synonymously with “casebook.”

Casebook A comprehensive report that summarizes a body of information for a specific audience.

Cattle Call Agency selection process involving numerous firms from various locations; may be a disparaging phrase used to describe a PR selection process that is not handled in a professional fashion by the prospective client.



- Cause Marketing** A type of marketing involving the cooperative efforts of a for-profit business and a non-profit organization for mutual benefit; may refer to any type of marketing effort for social and other charitable causes, including in-house marketing efforts by non-profit organizations.
- CEO Profile Building** A dedicated communications campaign designed to elevate the profile and position of an organization's Chief Executive Officer.
- Channels** The specific communications outlets used to reach your audience.
- Circle Back** To return to a project, subject, or topic of discussion after temporarily placing it on hold.
- Circle the Wagon(s)** To wander aimlessly in attempt to create the illusion of progress while trying to find the solution to a problem in hopes that others will forget or that the problem will just go away.
- Circulation** The number of copies of a publication that are printed and distributed in a given time period.
- Civil Society Organizations** Civic organizations, associations and networks that occupy the social space between the individual and the state to advocate their common interests through collective action.
- Clip** Copy of a media appearance.
- Clipping** Process of obtaining a copy of a media appearance; may include: cutting out an article published on print or securing a video clip of a television appearance.
- Cold Calling** Placing an unsolicited telephone call to an individual with whom you have had no prior contact.
- Collateral** Secondary documents that accompany or support PR activities.
- Collateral PR** An unsolicited media placement as a result of someone else's coverage; may occur when a product or service is compared favorably to a competitor's in an editorial.
- Comment Marketing** The process of identifying relevant blogs, news articles and forum conversations where companies can appropriately inject their message into the conversation and increase backlinks.
- Communications Audit** A comprehensive review of an organization's internal and external communications activities.
- Communications Commons** A term used to describe all physical spaces that are public property.
- Communications Competitive Analysis** A comparison of an organization to its competitors in terms of brand positioning and messaging, choice and capabilities of spokespersons, visibility through thought leadership, online presence, awards and other public-facing aspects of the organization.



Community Development Providing financial and/or human resources to assist in community development initiatives.

Community Manager The primary role of an online community manager is to facilitate, engage and develop relationships across an entire digital footprint; precise description may vary from organization to organization.

Consultation Fatigue Numerous companies consulting with particular communities on a multitude of issues or projects over time, causing stakeholders to feel tired and overwhelmed by the engagement process.

Consumer Behavior The study of the actions and trends of individual people or organizations as they work to obtain a product or service.

Consumer Price Index (CPI) Measures changes in the price level of consumer goods and services purchased by households.

Consumer Protection Consists of laws and organizations designed to ensure the rights of consumers, as well as fair trade competition, and the free flow of truthful information in the marketplace.

Content Analysis A set of procedures for collecting and organizing non-structured information into a standardized format that allows one to make inferences about the characteristics and meaning of written and otherwise recorded material.

Content Curation Gathering and collating online digital content, about a specific subject or category, from a variety of sources/channels and presenting and delivering in an organized way; may be in the form of videos, articles, pictures, audio, etc.

Content Marketing A marketing activity or technique that appeals to customers' attitudes toward purchasing a product or service by creating, organizing and distributing relevant content via online channels.

Conversationalist A person who contributes to the spread of information around a certain brand, product or company by discussing issues that are directly or indirectly related to those topics.

Copy Written content; text.

Corporate Identity A strategically planned image of the company based on corporate philosophy, vision and long-term goals.

Corporate Social Responsibility The action of a corporation undertaking a program to fulfill a perceived obligation to be a responsible "corporate citizen."

Corrigendum Acceptance of mistake by a publication; usually a typo, incorrect designation, incorrect picture, etc.

Credentials Either the published information consultancies provide to prospective clients or an initial no-cost presentation of the consultancy's capabilities.



Crisis/ Issues Management The process of responding to public discussion around an event that could position a company negatively and ensuring that accurate and fair statements are being portrayed in the media.

Critical Path A list of tasks necessary to complete a project; the ultimate alibi in project management.

Cross Pollination In marketing, a redundant term used to describe how several different departments in a division might learn from each other's efforts.

Crowdsourcing The practice of generating needed services, ideas, or content from contributions by a large group outside of an organization, especially from the online community.

Cue Sheet Briefing notes to help a spokesperson prepare for an interview with a journalist; cues should cover the issues that are likely to arise in the interview and the correct approach for commenting on them.

Customer Engagement (CE) Refers to the engagement of customers interacting with one another, with a company or a brand.

Customer Relationship Management (CRM) A widely implemented model for managing a company's interactions with customers, clients, and sales prospects.

Cutline The textual information below a picture, illustration or graphic which describes it; also called a caption.

D

Data Driven A communication approach that uses data to determine targeting, timing and content of the strategy.

Dateline The first line of a news release that states the city and date of the release's distribution.

Deck A stack of paper with words and numbers used to present an idea or project; often used to describe a collection of PowerPoint slides.

Desk Side See "Meet and Greet."

Dialogue The process of giving and receiving messages.

Difficult FAQ A series of questions that are potentially problematic, identified to prepare a spokesperson for a company; usually the questions least desired to be asked.

Diffusion Communicating and spreading an innovative idea within a given social space or community.

Digital Divide Used to describe the inequality between groups in terms of their access to digital forms of technology.

Digital Media A form of media that involves storing and sharing information and messages in electronic/digital form.



Digital News Release

A news release that includes photos, videos, social media links and other resources to provide the reporter with more information. This helps spread the news more effectively through social media outlets.

Dipstick Survey

A quick survey to gauge ideas, reactions and opinions on a subject. Done with a small but select sample to get a quick, effective view on a person, company, product or situation; usually aimed at media or top influencers.

Disclosure

The act of releasing all relevant information pertaining to a company that may influence an investment decision. Companies on major U.S. stock exchanges must follow all of the Securities and Exchange Commission's disclosure requirements and regulations.

Due Diligence

A reasonable investigation conducted by the parties involved in preparing a disclosure document to form a basis for believing that the statements contained therein are true and that no material facts are omitted.

E

Earned Content

Content gained through methods other than financial payment (i.e. public relations).

Earned Media

Coverage obtained through traditional and online media relations actions on any mass media (newspapers, TV, radio, internet) as opposed to paid coverage. Earned coverage is usually considered more credible, transparent and reliable but since it's not controlled it can be unfavorable and hard to measure.

Earnings Conference Call

A publicly accessible call, often webcast, in which company management discusses quarterly results and answers questions from analysts and investors.

E-Book

A book that exists in digital form and can be shared and viewed over the internet via a computer, mobile device or other electronic reading platform; often contains digital text as well as images.

E-Dentity

A term used to describe one's online identity.

Editorial Calendar

The listing of specific times a publication will focus on special sections or special news reporting.

Effective Date

The day a newly registered security can be offered for sale.

Embargo

A warning to the media not to publish a news item until the date specified on the release.

Employee Communications

The ongoing effort and proactive tactics to communicate regularly and transparently with employees within an organization.

Endmark

A symbol used at the end of news copy and news releases to indicate "the end."



Engagement Involvement of online users and communities in interactive and participatory actions on digital media platforms like blogs, social media networks and forums.

Etiquette Understanding how to properly act, dress and behave within different business and social cultures.

Evergreen A story/pitch angle that won't fade over time; may be pitched/published at any time.

Exclusive Giving a story to only one news organization to the exclusion of all others.

Experts Guide An experts guide is a compilation of relevant information on experts and spokespeople within a client's business, packaged for journalists; may include: brief bios on each expert, headshots, information on his or her area of expertise, etc.

Exposure The extent to which the target audience becomes aware of a person, message, activity, theme or organization through the efforts of PR.

Facebook Tab A landing page within a Facebook Page that allows users to interact with your brand or access information/content.

Fact Sheet A one-page document that describes a company's history, products and services; includes business contact information and public relations contact information; often used for the media's reference.

Fam Trip A tour organized by the organization or the agency for the journalist to promote their facility or for recreation. Mostly seen as re-creation and a paid holiday.

Favor Bank The ongoing process of taking care of another person/group/customer so they will return the action.

Final Prospectus The prospectus that is printed after the deal has been made effective and can be offered for sale. It contains the information not available in preliminary prospectus, such as number of shares issued and the offering price.

Financial Aid Financial Aid in the wider sense is defined as a grant or loan of money which is the subject of a formal agreement with the recipient government or institution. In practice it is all bilateral aid except technical co-operation and administrative costs.

Firestorm An outburst of unintended negative public discussion that has reached self-sustaining levels.

Flag Use of an emphasis phrase or technique to indicate to the reporter that the point being covered is important.

FOMO An acronym for "fear of missing out." Some consumer PR campaigns are strategically designed to propel consumers into action by creating a "fear of missing out" on the product or opportunity.

F



- Freedom to Operate** Unencumbered ability to conduct business based on societal alignment.
- Freelance** A journalist or a consultant for hire on a project-by-project basis; usually working for several companies.
- Front Office** A general term used to describe the employees dedicated to servicing a company's clients; usually points of contact for the client.
- Full Court Press** Making every conceivable effort to achieve the goal.
- Full-Service Shop** A firm that offers a variety of ways to market clients, including PR, creative services, media, advertising, marketing, etc.
- Fundi ('Fundi)** Expert (from Nguni "umfundisi" meaning teacher or preacher) - used in mainstream South African English.

G

- General Market** Used in the United States to refer to the majority of the population, which is largely white; this traditional definition is changing as the U.S. becomes increasingly diverse.
- Ghostwriter** A person who writes a speech, blog post or newspaper article for another individual and attributes the piece to that individual.
- Globalization** The growing independence and interconnectedness of the modern world through increased flows of goods, services, capital, people and information.
- Glocal** Compound word with Global and Local; Instead of doing business with major well known companies, helping local small companies who are seeking new business opportunities in overseas markets.
- Go Public** The process by which a privately held company first offers shares of stock to the public. This is done via an Initial Public Offering (IPO).
- Goat Rodeo** See "Cattle Call"

- Greenblushing** Limited or no information disseminated by an organization so as to understate or ignore its commitment to and actions on environmental responsibility; the opposite of greenwashing; coined and used by Dix & Eaton.

- Greenwashing** A PR/marketing tactic with the goal of presenting an organization's goals and policies as environmentally friendly.

- Gross Rating Point (GRP)** Represents the percentage of the target audience reached by an advertisement. If the advertisement appears more than once, the GRP figure represents the sum of each individual GRP.

- Hacktivism** A term used to describe electronic activism; usually taking place on the internet.

- Hashtag** A mechanism of tagging content on Twitter to reference that a tweet is related to a specific topic or event; see "Tag."



Have Your Says A platform (online, face-to-face, over the phone) through which stakeholders can provide meaningful feedback on particular projects or issues.

Heavy Lifting A person or situation that often seems to require an extra amount of time, effort, coddling and special care.

Hit A media placement; see “placement.”

Holiday Tie-in Relating your campaign, releases etc. to a special event or holiday.

Hook The piece of information or part of a pitch that is most likely to gain the attention and interest of a reporter.

Hooked to Move Faster Term for programs aligned with an organization’s internal initiatives that are mission critical; there are usually improved odds of resources being allocated to fast movers.

Horizontal Communication The process of voluntary and democratic social interaction in an egalitarian environment.

Impact A lasting impression left on an audience.

Indaba (in-daa-bah) A conference or expo, from the isiZulu word meaning “a matter of discussion.”

Indymedia A community for cyberspace networking made up of media activists.

Influencer An individual who has the power to affect people’s decisions and behaviors in online and offline social networks.

Influencer Marketing A marketing strategy that focuses on key, reputable members of a group, known as influencers, rather than the community as a whole.

Insight-Led Effective communication strategies developed using research and knowledge.

Intangible Assets Assets that are not physical in nature, such as patents, trademarks, copyrights, goodwill and brand recognition.

Integrated Campaign Using a range of marketing techniques to communicate consistent messages to the target audience.

Integrated Communications Program A coordinated communications program encompassing a variety of channels potentially including media relations, direct marketing, social media, websites, blogs, direct and experiential marketing, stunts, events, sponsorships, community relations, etc.



Integrated Marketing The integration of all marketing communication strategies, from tools to platforms and sources, into a seamless process/program that maximizes the impact on an audience.

In-the-Field Travel or relocation to the site of a project to gain hands-on experience and understanding of key issues, and deal directly with stakeholders.

Issue Risk Ranking Exercise designed to calculate probability of impact; used as a tool to prioritize response preparation when multiple issues are in play.

Junket See “Fam Trip”

Key Messaging Well considered, articulated and tailored messages for specific target segments.

Key Opinion Leader (KOL) Individuals who are considered experts in their own fields, providing credible information to endorse client’s products or services.

Key Performance Indicator (KPI) A set of quantifiable measures that a company or industry uses to gauge or compare performance in terms of meeting their strategic and operational goals.

Key Success Factor A critical fact that is required to establish business missions in a given market, usually gained from the analysis of industrial environments.

Killing Our Own Lunch Creating an event or campaign the client hadn’t conceived previously.

Kizuna Used to describe how a common hardship unites people; a Japanese term often used in reference to the March 2011 tsunami.

Know How The expertise in certain activities.

Landscape Analysis An analysis based on the PESTLE concept – political, economic, social, technological, legal and environmental.

Language Exclusive A term used when pitching for exclusive interviews, especially in a multi-lingual media landscape, where the interview will be offered to one media outlet per language.

Lead Time Period of time that members of the media require to prepare their material (e.g. stories, video clips, soundbites, etc.).

Lead Underwriter The underwriter who, among other things, is in charge of organizing the syndicate, distributing member participation shares and making stabilizing transactions.

Legacy A lasting impression left on an audience.

Lekgotla (lek-ghot-lah) A planning or strategy session.

J | K

L



M

Leveling the Playing Field Restructuring a market segment in order to create an equally advantageous competitive landscape.

Lifeworld All of the interactions and relationships between individuals in a given community.

Lobbying Those aspects of public relations communication involving relations with governmental or statutory bodies or their semi-official organizations through sophisticated use of political intelligence and pressure.

Location A site for conventions, meetings, etc.

Mailing List Database containing contact information for a target audience that will be sent information or invitations; usually comprised of members of the media.

Market Capitalization (Market Cap) A measure of the total value of a company's outstanding shares, calculated by multiplying the number of shares by the price per share.

Master of the Obvious (MOTO) A disparaging term used to describe a person who makes statements that are already apparent; usually done to create the illusion of worthwhile participation.

Masthead The formal statement of the publication's name, officers, place of publication and other descriptive information; usually printed on the editorial or op-ed page.

Mat Release A short article created by an organization to promote an event or to inform or educate consumers; provided free to newspapers and other print outlets.

Material Information Information that is important enough to have a potentially large impact on a company's stock price.

Media Alert A written notice sent to media providing information including who, what, when, where, and why; typically only used in reference to more timely news.

Media Fatigue Overexposure to all forms of media causing individuals to feel exhausted and overwhelmed; may pull away from the media as a result.

Media Kit Key information that is compiled and distributed to the media; may be print or online and offers all relevant information in one convenient location.

Media Landscape See "Landscape Analysis"

Media Monitoring Tracking coverage of media hits for clients, competitors or your own organization; see "Media Tracking."

Media Profile An internal document that prepares a client for an interview; outlines potential questions, talking points and background on the reporter and media outlet.



Media Relations Any correspondence with the media for your organization or your clients; may include: building relationships with reporters, pitching stories, distributing news releases, responding to reporters, etc.

Media Tour A collection of scheduled media events for a client that require traveling to various outlets and meeting with members of the press; usually more formal than a “Meet and Greet” with an emphasis on relationship-building and securing media placements.

Media Tracking Noting and documenting media placements as a result of PR activity; recording media coverage.

Media Training Preparing a client to speak with members of the media; often a person in high-ranking position, such as President, CEO or VIP.

Media-genic Attractive and appealing to viewers and readers of the news media.

Meet and Greet Taking clients to meet and introduce themselves, their products and services, to the media at the media outlet’s office; may result in a story but it is not expected.

Meme A thought, joke, concept or idea that is shared by a large number of online users.

Merchandising a Placement The process of laying out a print clip with the publication banner and story to beautify the results; may include screen shots for a broadcast clip.

Message Discovery The process of talking with an organization’s internal and external audiences, evaluating competitive positioning, market strengths, weaknesses, opportunities and challenges to determine the unique value, message pillars and supporting proof relevant to target audience segments and functions.

Messaging Choosing the proper words to be effective and clear in stating important information.

Methodology The strategic process followed to accomplish a task; a set or system of methods, principles, and rules for regulating a given discipline.

Middle Office In financial services companies, the employees that oversee the firm’s various financial positions and transactions.

Mission The main purpose of a company.

Mobile Marketing Marketing on or with a mobile device (ie: cell phone using SMS Marketing); marketing in a moving fashion (ie: technology road shows or moving billboards).

Monthly Engaged Users (Facebook) The number of people who engaged with your page on a given day. Engagement includes any click (e.g., like, clicking to view media, etc.) or story created (e.g., posting a photo to a page, leaving a wall post).



N/O

Motivation Letter written to introduce a source and story idea to a member of the media.

MRP Report Tools used to measure the quality and quantity of media coverage; an acronym for Media Rating Points Report.

Multicultural Used in the United States to describe a single societal identity that is created by the joining of various cultures, ideas and beliefs.

Narrative The story arc or long form version of a marketing campaign. “Narrative” often describes how smaller ideas/themes/messages actually function as part of a larger marketing program.

Newsjacking Tapping into an existing breaking news story to get media attention for a company/organization; coined by David Meerman Scott.

Off Message When a spokesperson in an interview strays from the desired company message during questioning.

Off Script See “Off Message”

Off the Record In an interview, information provided at the request that it’s not used in the story.

On Background In an interview, information provided to a journalist to give context, background information or history; may be incorporated into the story.

On the Record In an interview, information the interviewee shares during an interview or observations by the interviewer that will be used in the story.

On-Air A phrase denoting that the information is currently being broadcast; usually refers to someone speaking on radio or television.

One-on-Ones Individual meetings where stakeholders are given the opportunity to voice their views and opinions directly to representatives of the organization in question.

Online Chatter The scanning and monitoring of online discussions to better understand target audiences and determine the topics, factors and issues most important to them.

Online Community Management The development and distribution of proactive messages as well as responses to posts online.

Online Newsroom (E-Newsroom) A section of a website specially designed to house media-friendly materials (e.g. news releases, biographies, fact sheets, backgrounders, images, etc.) that can be viewed and/or downloaded by journalists for stories on an organization.

Online PR (E-PR) Involves communications using the Internet to digitally communicate with stakeholders. This could include tactics from using the company website effectively, to a word-of-mouth campaign using email (known as viral marketing).



Online Press Kit (E-Press Kit) A website with a descriptive URL for media interested in viewing and/or downloading materials promoting a specific news event (e.g. a product launch, exhibit opening, anniversary celebration, opening, etc.); generally have a finite lifespan online that aligns with promotions for the event or occasion.

On-the-Front-Line Refers to the most directly-involved and exposed position in a given situation. See also, "In-the-Field."

On-the-Ground See "In-the-Field"

Op-Ed Newspaper article stating a personal opinion; authored by an external source and often written by a proponent or opponent of a cause or action.

Open Publishing Enables anyone who is connected to contribute to the creation of an on-line document, be it visual or text.

Opportunity Costs The losses incurred if you take no PR action.

Optimize To write or rework so as to maximize online search results.

Owl A name for the client's lead decision-maker in the PR firm selection process.

Owned Media Company or brand contents published on closed platforms (website, mobile site, blog, e-newsletter, fan pages on social networks, branded twitter channel); allows for the formation of long-term relationships with an existing audience and enhances earned media.

Paid Media Purchased advertising.

Parallel Paths A colloquial phrase used in business to describe collaboration between two separate parts of a greater whole that have the same tendency or direction.

Park It Defer discussion or action on an agenda item.

Pay-to-Play A media opportunity that requires payment for the privilege of participation.

Perfuming the Pig Taking a failed product or company and re-positioning it with new branding and communications.

Personal Brand Delivering unique brand value to consumers by extending communication and interaction beyond conventional channels in order to form a brand partnership and loyalty.

Phone Tour A series of briefings arranged with target media and industry influencers to discuss company and product news, profile an executive and build relationships; often a cost efficient method enabling a broader and more rapid reach.

P



Photo Op An opportunity for photographs to be taken; more formally, “Photograph Opportunity.”

Pick-up Stories generated from a specific campaign or piece of content.

Pick-up Rate The number of stories generated from a campaign within a certain time frame.

Pinteresting An internet page or item worth pinning to one’s Pinterest boards for future reference or inspiration; a combination of the words “Pinterest” and “interesting.”

Pitch A letter to a member of the media, mainly to catch his or her interest; may request an interview, product demonstration, or other call to action.

Pithy Brief and forceful.

Placement Content placed in a particular media outlet as a result of PR activity; usually referring to an article that features a client.

Pocketbook Stakeholders Entities involved in an issue that have a financial and emotional interest in the outcome.

Point-of-View (POV) The position or outlook from which a story or idea is narrated.

Positioning How a brand is ranked in a certain market.

Power Blogger A blogger who influences others to buy some products or services by writing a positive review about the products that they used or purchased.

PowerPointless The spicing up of business presentations with unnecessary animation and seemingly important yet uninformative pictures copied from the Internet, charts and graphs. Result: More sizzle than substance.

PR Multipliers Metrics used in PR to account for the value of pass-along impressions of publicity.

PR Poppie A disparaging term for a person that values blatant publicity over strategic PR.

PR Value The monetary value of PR, determined by quantifying PR coverage with what the advertising cost would have been.

Press Briefing A more informal press conference in which there may not be breaking news; media are invited to attend but not necessarily expected to cover a story.

Press Conference A meeting organized for the purposes of distributing information to the media and answering questions from reporters.



Press Kit See “Media Kit”

Press Office A PR agency role for a client who needs a window to the media due to limited internal staffing.

Press Release An announcement of an event, performance, new product/service/hire or other newsworthy statement presented by its promoters to the media for editorial comment and broad coverage.

Producer/Show Coordinator The staff person at a TV, radio or cable station who responds to pitch letters when an appearance needs to be arranged or booked.

Product Review The result of securing a media outlet to evaluate and write about a product offering; often included as a feature or in a round-up comparison of multiple products perceived as competitors.

Promoted Media Media content that is being “pushed” through paid promotion to a larger audience than it would reach through viral or organic means.

Promoter A person used to represent a brand at events.

Proposal Plan outlining a possible PR campaign.

Proxy Fight A contest between an activist investor and a company’s board and management in which the two sides try to persuade shareholders to vote in favor of their proposals or board candidates at an upcoming annual meeting.

Public Relations Public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics.

Public Sphere An area in social life where individuals can come together to freely identify and discuss issues; the space where public opinion is formed.

Public-Facing The presence or “face” that an organization puts in front of the public.

Q&A (Question and Answer) A document that presents questions likely to be asked and clear, accurate answers to those questions; often prepared for a spokesperson to help with questions from media.

Radio Actuality A fully-produced, 30- to 45-second radio segment that is scripted, recorded and edited by a communications/PR agency and distributed to radio stations on behalf of a client; used on news radio programs to promote an event or to inform and educate the audience.

Reach The estimated number of readers, listeners or viewers that are exposed to content placement.

Realttime An approach to public relations and marketing that focuses on responding to real-world events immediately.





Real-Time Data Tracking Monitoring a trend in data as it's occurring.

Redemption Positive result on a brand activity.

Reprint An additional copy of a particular media placement; usually from the publication and for a fee.

Reputation Management The process of building and protecting the reputation of a company or brand.

Request for Proposal (RFP) Bidding process issued during initial engagement where a company extends an invite with their needs, requirements and qualifications for upcoming work.

Request for Qualifications (RFQ) Possible partners/suppliers submit company capabilities to qualify for next steps on new business; used when prospecting work.

Resource Mobilization Refers to the organizational and business aspects involved in the creation of and engagement in a social movement.

Retraction A media correction of information previously and erroneously reported with acknowledgment the information shared was incorrect and there was a problem with the article.

Return on Engagement (ROE) The return a client will receive from engagement on a social media platform; social media alternative to ROI.

Return on Investment (ROI) Generally, book income as a proportion of net book value.

ReTweet Re-posting a user's tweet on the social media platform, Twitter; the re-posted message is preceeded by "RT" announcing that it is a ReTweet.

Riding a Move Faster See "Hooked to a Move Faster"

Road Show A tour taken by a company before its IPO to attract interest; invitees may include: institutional investors, analysts or money managers, but NOT members of the media; also known as the 'Dog and Pony Show.'

Scaling Up Identifying the most effective ways to channel additional resources in order to maximize impact of a PR goal.

Search Engine Optimization (SEO) Improving a website's ranking on organic search engine results.

Sector An area of focus in a PR campaign; an industry.





- Select Media Briefing** Bringing together a select few journalists for an important announcement; offers a more detailed discussion and closer interaction.
- Sentiment** In social media this describes the positive or negative tone of a post or comment; may help gauge overall public opinion about a company or topic.
- SEO Audit** Analysis of a company's search effectiveness and comparison to its key competitors; usually uncovers technical and content shortcomings in order to create an effective SEO strategy; see "Search Engine Optimization."
- SEO PR** Writing news releases and other marketing materials for SEO purposes that use relevant keywords to generate the best possible ranking in an online search; see "Search Engine Optimization."
- Share of Voice (SOV)** The share that a piece of content has on a particular outlet compared to other competitors.
- Shared Media** Content, usually online, that is shared by others, typically over email and social media sites.
- Shirt-Sleeve Thinking** Getting the CEO/Manager/Director to agree to a free interchange of ideas with the agency.
- Shrinking the Playing Field** Restructuring a market segment in order to create a more advantageous competitive landscape.
- Smart Mob** A planned and purposeful social activity evolving around events and performances organized for publicity stunts, commercial branding politics, etc.; often leveraging multiple communication technology channels.
- Snark** Sarcasm; a combination of the words "snide" and "remark."
- Social Buzz** A mention related to a specific keyword (e.g., brand, topic, etc.) that occurs on a blog or social network.
- Social Change** Refers to the gradual or rapid transformations that take place in the social space.
- Social Commerce** Online activities that motivate consumers to discuss, recommend and purchase a product or service.
- Social License to Operate** When a project has ongoing approval and broad social acceptance within the local community and from key stakeholders.
- Social Marketing** Uses marketing tactics to promote actions that will benefit a particular group of people or society as a whole.



Social Media Various platforms that allow members of that community to interact with one another socially, sharing ideas, messages and other content.

Social Media Audit Evaluation of the social outposts of a company or brand, and analysis of competitors and category best practices, with recommendations for improvements and optimization.

Social Media Optimization (SMO) Using multiple social media outlets and platforms to increase awareness of a product, brand, company, etc.

Social Planning The process of working with stakeholders and communities to identify, address and mitigate the potential social impacts of proposed new developments.

Social Referring Traffic This represents the amount of traffic a website has received that has come directly from a social networking site.

Societal Alignment Operating and behaving within public expectations for an organization; varies between industries.

Source The original point of contact.

Source Coding Using coded URL's to track inbound links and resulting website activity.

Speak Outs An event where people publicly share their experience with or views on a particular project or issue; most widely used for social planning and community development initiatives.

Speaker Circuit A dedicated program for pitching and securing targeted speaking opportunities for senior executives.

Speakers Bureau A group of employees, volunteers or paid spokespeople who are available to speak to external groups on subjects related to the organization; may refer to the companies that represent those paid professional speakers.

Spin Interpreting information from a specific point of view to influence opinion.

Spin Doctors Slang for a public relations person or spokesperson who influences opinion by interpreting information from a specific point of view; also known as "Spin Masters."

Spokesperson (Spokesman/ Spokeswoman) An individual who is chosen or elected to speak on behalf of others.

Spray and Pray See "Blanket Dissemination."

Stakeholder Mapping Research into the public and private stakeholders directly involved with a client's product, services or issues.



Sticky Content Online content that appeals and attracts visitors to either return to a site/page or compels them to tune in and spend more time on the site; content that will “stick” in the minds of online visitors.

Story Roadmap A month-by-month schedule outlining when various story ideas will be presented to the media.

Storytelling Marketing Delivering an interesting story of a given product or service to a target audience in order to attract them by appealing to their emotions.

Strategic Planning Developing and executing a plan or process based on strategy, tactics and results.



Tag A digital attachment used for online content; used on Facebook to link user accounts to pictures and on Twitter to promote trends; see “Trending.”

Talking Head Used in television broadcasts to describe individuals that are filmed from the chest up, showing only their shoulders and head; may also be a disparaging term for on-air broadcast media members.

Talking Points A succinct statement designed to persuasively support one side taken on an issue; may be free standing or created as retorts to the opposition’s points.

Target Audiences The specific individuals or groups you want to reach for a campaign.

Target Group A selected group of potential customers that would buy your products or services.

Teaser A promotion that is intended to arouse interest in a main campaign that will follow.

**Technical Co-operation /
Technical Assistance** Aid from professionals that specialize in the technology necessary to complete a given PR project.

The “Street” Short for Wall Street, referring to the financial community in New York City and elsewhere.

The Commons See “Communications Commons.”

Third-Party Credibility Involving respected third parties in an organization’s communication to enhance credibility.

Thought Leadership The communication of insightful and forward-thinking commentary, usually by an organization’s senior executives.

Timely Information or a topic that is relevant at the specified time period in which it is shared.



Tonality	A PR term that tries to capture the intersection of the sentiment and influence of an article or social media post.
Tone & Manner	The emotion and delivery portrayed by a given speech or piece of content; often used when clients have dealt with a deplorable affair.
Tongue-in-Cheek	A jocular statement; not seriously intended.
Tool Kit	See “Media Kit.”
Town Halls	An informal public meeting to provide stakeholders the opportunity to receive information, and voice their opinions and concerns about a project or issue.
Tracking Sheet	A list of targeted media compiled for events, interviews and distribution of news releases; usually segmented based on publication types.
Trade Exchange	See “Barter.”
Trade Journal	See “Trade Press.”
Trade Press	A form of media that focuses on a particular topic and is relevant to a specific audience; usually read for business and professional purposes.
Traditional Media	A term used to describe the traditional methods of communication in society before the invention of the internet; includes: newspapers, magazines, trade journals, radio, etc.
Trans-adaptation	Document written into the translated language by a subject-matter expert fluent in the other language and culture.
Translation	Word-for-word rendering of one language to another.
Trend	Elements that show how a particular market, industry, group or idea is evolving over time; used commonly in social media; see “Trending.”
Trending	A term used in social media to refer to topics and/or statements that are mentioned by large numbers of people across a social platform; trending topics can be monitored using hashtags and customized links; see “Hashtag.”
Troll	An individual acting online to accomplish a specific purpose, often negative; in business, trolls usually represent people promoting spam or viruses (known as “trolling”); the spam is either directly countering the specific content to provoke anger and may also be completely out of context and unrelated.
Tweetup	An organized or impromptu gathering of specific Twitter followers.

U/V

Tweople People on Twitter; usually referring to followers.

Twitter Handle A username on Twitter; preceded by an “@” symbol.

Twitterverse Term used to describe the social network, Twitter, and all of its users.

Unique Visitor A term used in web analytics for a person who visits a site at least once during a reporting period; usually tracked on a per month basis.

Venue Reccie Visiting and examining a website in an official capacity to determine its suitability for an event.

Vertical Flow of Communication Communication that relies on just one source of information; not interactive.

Viral Campaign A communications campaign which is designed to exploit the potential of the internet to spread messages rapidly; audience is usually encouraged to pass a message on to other contacts.

Virality The degree to which a piece of content has been or will be shared within a short timeframe.

Viva Voce See “Word of Mouth.”

W

Water Cooler Conversation Communication of key messages, which generates impromptu conversation among consumers in a given location.

White Paper A persuasive essay positioned and disseminated as a piece of marketing content by an organization; often more technical in nature.

Win Air The process of winning a new client who turns out to be non-participatory.

Wire Services Companies that distribute news releases and other material to media on a large scale; includes: the Associated Press, Reuters, Agence France Presse, United Press International, among others.

Word Cloud A visual representation of a collection of keywords used often in online discussions surrounding a specific topic. The size of the keyword is relative to how often it is used in conversation; the more a word is used the larger it is in the cloud.

Word of Mouth (WOM) The passing of information from person to person by oral communication.

Word of Mouth Marketing (WOMM) A business action that earns a customer recommendation. Word of mouth marketing isn't about creating word of mouth -- it's learning how to make it work within a marketing objective.



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