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A HANDY GUIDE TO UNDERSTANDING  
PR & MEDIA INTELLIGENCE JARGON



# CUT THROUGH THE NOISE WITH THE SIGNAL AI PR & MEDIA INTELLIGENCE GLOSSARY

"If you can't explain it simply, you don't understand it well enough," said Albert Einstein.

The PR and comms industry is crowded, complex, and often confusing. The prevalence of PR jargon and sector-specific colloquialisms can make the industry seem exclusive and difficult to

navigate. It can be a minefield of information, but once demystified it is as easy to understand as learning your ABCs.

Signal AI's comprehensive PR and Media Intelligence Glossary is a handy guide to the industry and will help you understand the previously unknowable.

THE SIGNAL AI PR & MEDIA INTELLIGENCE GLOSSARY  
WORDS: CAITY DALBY & KRISTINA VLADOVA

## ABOVE THE LINE

Advertising that is 'talking at you', such as TV and radio ads, or posters.

## ACTUALITY

A news report at the scene including background sound, commentary from an on-scene reporter, witness or participant, or an interview with an expert.

## ADVERTISING VALUE EQUIVALENCY (AVE)

The amount a story would cost if appearing as paid advertising. Usually in dollars, the AVE is determined by multiplying the length of a story by the going rate for paid advertising at a particular publication.

## ADVOCACY

Support or argument for a group, an organisation or a cause.

## ANGLE

The approach or perspective from which a news fact or event is viewed, or the emphasis chosen for a story.

## ANOMALY DETECTION

The process of modelling historical patterns of media coverage for topics and entities of interest, then using these models as a contextual baseline to identify unusual trends and events that divert levels of media coverage from the norm.

## ARTIFICIAL INTELLIGENCE (A.I.)

An area of computer science that focuses on the theory and development of computers and software with the ability to think and learn. Often referred to as Machine Learning, AI systems are trained to undertake tasks usually requiring human intelligence such as translation, speech-recognition, and visual perception.

## ATTITUDE SURVEY

A survey examining enduring systems of positive and negative evaluations, emotional feelings, and pro or con action tendencies with respect to social objects – people, places, things, and ideas.

## AUDIENCE

The people you want to reach and target with PR, communications, and marketing efforts.

## AUDIENCE SHARE

The percentage of an audience within a defined market of listeners/viewers who tune in to a broadcast by a media outlet.

## AUDIO PHONE FEED

Providing radio stations with a special number they can call to tape one or two minutes (or less) of information you have recorded for continuous automatic sending. This provides stations with actualities they can use.

## AVERAGE MINUTE AUDIENCE (AMA)

Part of BBM's television ratings system, average minute audience represents the average number of viewers watching a particular TV channel per minute in a specific time period.

# B-ROLL

Video material accompanying or supplementing a VNR (see Video news release), following the primary material on the cassette.

# B2B (BUSINESS TO BUSINESS)

Public relations, marketing, and communication dedicated to providing information resources between businesses. Includes professional services, training, human resources and office supplies.

# B2C (BUSINESS TO CONSUMER)

As B2B, but between businesses and the consumer.

# BACKGROUNDER

A document providing more extensive background information on a person, organisation, or issue, than is usually included in PR collateral.

# BEAT

The area covered by a particular reporter, such as politics, environment, or crime.

# BELOW THE LINE

Advertising that is 'talking to you', such as direct mail, point of purchase, or leaflets.

# BIG DATA

Large data sets too complex to be handled by traditional data-processing application software.

# BILLBOARD ANNOUNCEMENT

A brief message, submitted by non-profit or community groups, on community needs and activities. They are run free of charge on community cable television channels.

# BOOLEAN ALGEBRA

The logic that defines the path a computed expression takes.

# BOOLEAN SEARCH

A type of long-tail search used in media monitoring, allowing PR professionals to combine keywords with modifiers like AND, NOT and OR to specify results and ensure relevancy. However, boolean is often a long, complex, and inaccurate process that has been superseded by AI-powered media monitoring platforms.

# BREAKING STORY

The first report of a story that is currently taking place or is impending (see spot news). Details may initially be scarce but are released as they become available.

# BRIEF

A concise news item covering the bare facts (who, what, why, when, and where) of a story, often grouped with other brief news items.

# BRIEFING BOOK

Briefing material provided to management or corporate spokespeople prior to a news conference or other event, consisting of potential questions, suggested answers, fact sheets, and backgrounders.

# BROADCAST

The dissemination of programmes or messages through the media of radio, internet or television.



## BROADCAST MEASUREMENT

The measurement of viewer/listenership of broadcast media. Nielsen Media provides TV ratings while the Bureau of Broadcast Measurement (BBM) provides data for both radio and television.

## BUMPER

A brief or transitional device used in between segments of a broadcast program, such as a newscast. For example, it can be as simple as “we’ll return after these messages.”

## BUSINESS INTELLIGENCE

The technology-driven process for analysing and presenting data as actionable insights to corporate end users to inform business decisions.

## BUZZ

Public excitement and media coverage surrounding a product, celebrity, or company.

## BYLINE

The writer or reporter’s name at the beginning of a news item, story, or column.

## BYLINED ARTICLES

Articles written mostly for trade and business publications, with a byline that is a key player in the submitting organisation.



## CAMERA-READY FEATURES

Evergreen columns or feature stories that are ready to be published by a newspaper.

## CAMPAIGN

The planning, carrying-out and the analysis of a PR plan of action.

## CENTRAL AREA

A geographical area defined for reporting purposes and assigned to stations. All stations in a market share the same central area.

## CHANNEL

The means or pathway through which a message is transmitted from source to receiver.

## CHIEF NEWS EDITOR

The editor responsible for both national and international news stories, often supported by a news editor, national editor, and world editor.

## CIRCULATION/SHARE

Total number of copies of a printed publication delivered directly to audiences; known as a media circulation.

## CITY EDITOR

Director of a newspaper's local news operation. They assign reporters to cover stories, although some publications will have an assignment editor to fulfill that function.

## CLEAR

To obtain permission or authorisation to publish content.

## 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.

## COLUMN

An opinion piece written by a guest or staff columnist, often published on a regular - weekly or monthly - basis.

## COLUMN NOTE

A pitch to a columnist, providing them with brief information relevant to their regular column.

## COLUMNISTS

A guest or staff writer producing signed stories of opinion or analysis. Guest columnists often syndicate their columns to a number of newspapers.

## COMMUNICATION PLAN

A roadmap for delivering your message to an audience. It is an essential tool to ensure you send a clear, specific message with measurable results.

## COMMUNICATIONS MANAGEMENT

Developing and managing communications objectives that are consistent with the organisation's overall goals. Communications managers identify relevant stakeholders and audiences, and devise long-term strategies and tactics to reach them.

## COMPETITIVE INTELLIGENCE

Defining, gathering, analysing, and distributing intelligence about products, customers, competitors, and any aspect of professional context needed to support executives and managers in strategic decision making. The Signal A.I. platform allows businesses to build their competitive intelligence effectively and in real-time.

## CONNOTATIVE MEANING

The emotional meaning we read into words due to our individual experiences and background.

## CONTENT MEASURES

Evaluations of how online content (facts, opinions, or messages about an organisation, issue, or topic) is accessed, adapted, and shared on websites.

## CONTENT/NATURE OF QUOTES

An amalgamation of what was said or printed in the media, who was quoted in the story, including the quotes themselves as well as the source.

## CONVERSATION MEASURES

Analysing and measuring online conversations such as tweets, blog posts and comments, and linkbacks, related to an organisation or issue, by quantity, tone or sentiment, and message fidelity.

## CONTROLLED CIRCULATION

Distributing printed publications, free of charge and usually in bulk, to specific areas, businesses, groups of people, or locations.

## COPY

Text written for a publication or broadcast.

## COPY DESK

The desk, or an area of an office, used by copy editors to edit copy and write print headlines if necessary.

## COPY EDITOR

An editor who proofreads and sub-edits copy for various purposes. Traditionally, newspaper copy editors work around a desk called a rim and edit or re-write stories for all sections.

## COPY STORY

A brief story or news item read by a TV anchor without any accompanying videotape.

## COPYRIGHT LICENSING AGREEMENT (CLA)

A UK non-profit organisation providing rights and licences for intellectual property, simplifying copyright to make it easier to access and re-use content. The Publishers Licensing Society perform collective licensing on the CLA's behalf.

## CORPORATE COMMUNICATIONS

Public relations for a corporation, integrated as part of a company's strategic objectives.

## CORPORATE COMPLIANCE

The way that a company ensures that it is following all the laws and regulations that apply to their business. This generally involves the design, implementation, and monitoring of policies, trainings, procedures and practices.



# CORPORATE SOCIAL RESPONSIBILITY (CSR)

Providing support to a cause or an event by devoting corporate resources in exchange for an opportunity to enhance good will. The role of PR in CSR is to communicate effectively in order to build corporate accountability and transparency.

## CORRECTION

If an error reaches publication it will be retracted or corrected if they are serious or if someone requests a correction.

## CORRESPONDENTS

Reporters working in the field.

## COVER STORY

The main story featured on the cover of a magazine, or the major story in a magazine-style TV programme.

## CREDENTIALS

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

## CRISIS COMMUNICATIONS

A sub-section of public relations (PR) that is designed to protect and defend an individual, company, or organisation facing a public challenge to its reputation.

## CRISIS MANAGEMENT

Establishing plans and strategies to be used when an individual, company, or organisation becomes involved in a crisis. The policies and procedures for the distribution of information to employees, the media, the government and other governing bodies, and customers.

## CUE SHEET

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

## CULMINATIVE AUDIENCE (CUMES)

The total number of number of people or households exposed to media, be it TV, print, radio, etc. calculated over a specified period of time - also referred to as accumulated audience, cumulative reach, reach, net unduplicated audience, or unduplicated audience.

## CUTTINGS

An extract from a newspaper or magazine that makes reference to the client. Also commonly referred to as a "clipping".

# DASHBOARD SOFTWARE

Software providing at-a-glance views of key performance indicators (KPIs) relevant to a particular objective or business process.

# DATA SCIENCE

A multi-disciplinary field that uses scientific methods, processes, algorithms, and systems, to extract knowledge and insights from data.

# DATELINE

Place and date of an article's origin that appears at the beginning of the first paragraph of an article.

# DEFAMATION

Commonly known as libel, this is the making of false or malicious claims that may harm someone's reputation.

# DEPARTMENT EDITORS

Editors at newspapers in charge of specific subjects or sections such as business, sports, lifestyles, and entertainment for example. Supported by writers/reporters who work on that specific beat.



## E-PR

Also known as online PR, this uses the internet and new technology to communicate with stakeholders. This includes tactics from using the company website effectively, to “word-of-mouth” campaigns using e-mail (known as viral marketing).

## EARNED MEDIA

Publicity or media coverage gained through promotions, rather than paid media (advertising) or owned media (branding).

## EDITOR

The person who sets the direction and tone for content production at a publication or newspaper.

## EDITORIAL

An opinion piece in print or digital news content.

## EDITORIAL CALENDAR

A calendar used by an editorial team to plan content, themes, and special editorial focuses, including significant dates that may effect or influence content production.

## EDITORIAL PAGE EDITOR

The editor charged with managing the editorial page in a newspaper editorial team.

## EFFECT

The measureable outcome of communications.

## ELECTRONIC MEDIA KIT (EMK)

A media kit for the production of news on TV containing a VNR and B-roll footage. EMKs often include materials such as a copy of the script and additional PR tools such as backgrounders, and fact sheets.

## EMBARGO

An agreement between two parties not to publish a story until an agreed-upon date and/or time.

## ENDMARK

A typographic symbol used at the end of news copy and press releases to indicate the end of an article.

## ENGAGEMENT

The measurement of an audience’s interaction with content, and the nature and extent of that interaction, indicated by two-way conversations, the sharing of information, and other engagements such as subscribership.

## ENTITY RECOGNITION/ DISAMBIGUATION

Commonly referred to as Named Entity Recognition and Disambiguation (NERD). Signal A.I.’s entity recognition is the process of extracting information and determining the identity of entities mentioned in text.

## EVALUATION

The continuous process of measuring the impact of a PR campaign from start to finish.

## EXCLUSIVE

A story a reporter or publication has obtained before anyone else, or a story a publication has sole permission to publish.

## EXPOSURE

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

## FACT SHEET

A short document providing useful information, usually in short bullet points, to support other PR tools such as press releases.

## FEEDBACK

The return of information to the source of a message.

## FEATURE STORY

Also called a feature, this type of story is more descriptive, long-form, and less time sensitive than regular news stories.

## FINANCIAL PR

The efforts of a publicly-held company, or one that is on the way to a public flotation, to communicate with shareholders, security analysts, institutional investors and stock exchanges.

## FILLER

A short piece of content used to fill blank space (specifically in print publications) or to provide community interest information.

## FLACK

An industry term for a PR professional.

## FLAG

The printed title of the newspaper on page one, often incorrectly called the masthead.

## FLARE/SPLASH

The main story on page one of a newspaper.

## FORMATIVE RESEARCH

Research conducted at the beginning of a campaign or project to gather information on an organisation, the issues that affect it, its stakeholders, message content, and the appropriate medias with which to reach audiences.

## FREQUENCY

The measurement of the number of times (within a specific period) an audience is potentially exposed to a message.

## FULL COVERAGE AREA

Includes all areas where respondents' meters or diaries indicate listenership/viewership to a station. Stations in the same markets have different full coverage areas.

# GATEKEEPER

An entity (person or company) with the power to control and direct the flow of information, as well as the ability to limit, expand, emphasise, or interpret that information. In the media, gatekeepers consider whether pitches from businesses are worth considering or publishing.

# GHOSTWRITER

Writing generated without published credit to its author, that is often credited to a spokesperson of a business.

# GUEST EDITORIAL

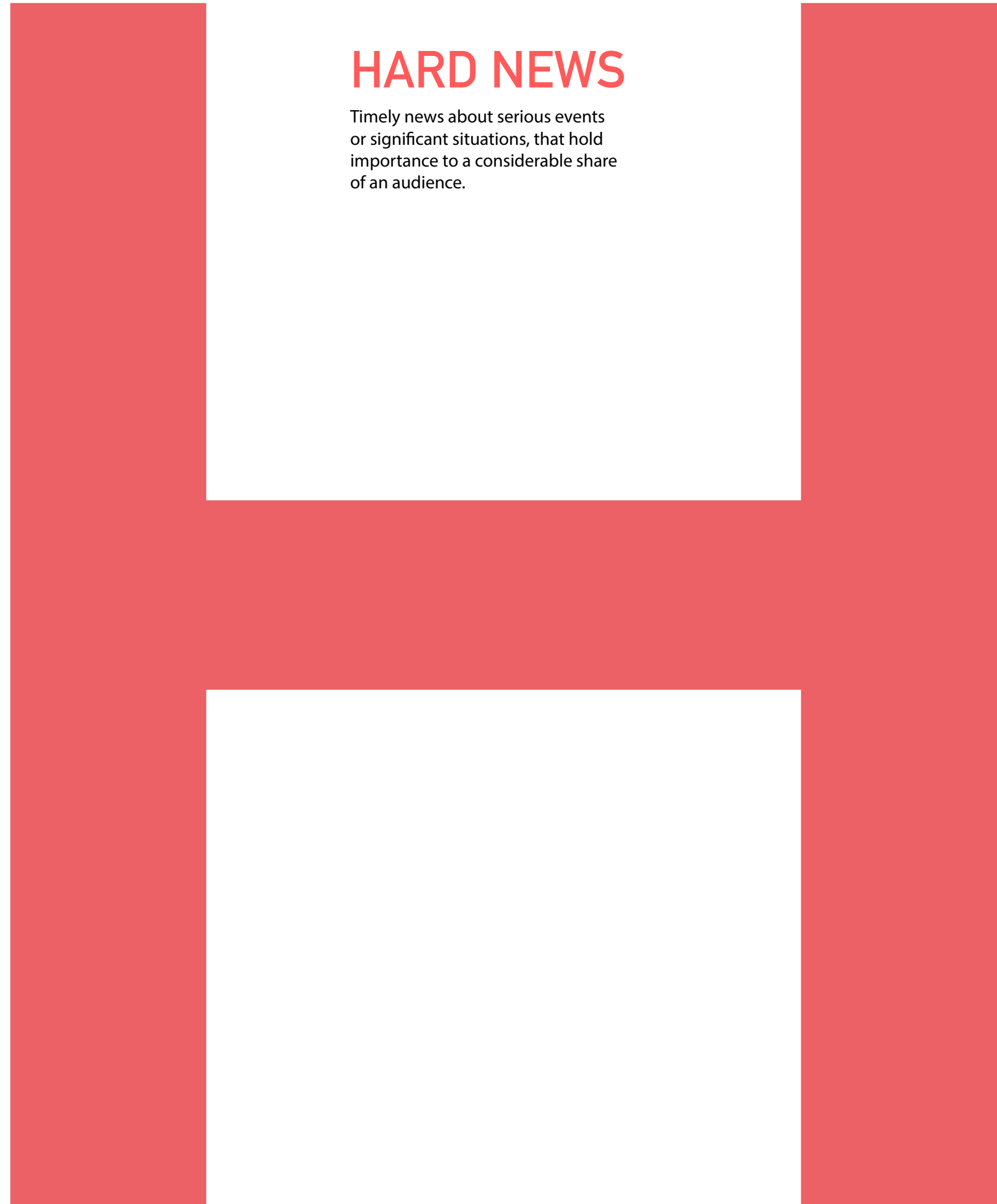
An opinion piece written externally, often by an expert or someone with particular insight on an issue, event, or situation.

# HACK

The industry term for a journalist.

# HARD NEWS

Timely news about serious events or significant situations, that hold importance to a considerable share of an audience.



## IMPRESSIONS

The number of times your content, advert, or promotion is seen by an online viewer.

## INSIGHTS

The breakdown and analysis of the results of a search on the Signal A.I. platform, including: number of articles, potential reach over time, source location, media type, sentiment, etc.

## INTEGRATED CAMPAIGN

A multidisciplinary approach utilising a number of marketing communications techniques in order to deliver a consistent set of messages. The aim is to achieve seamless communication with the audience.

## INTEGRATED RESEARCH

Monitoring the progress of a campaign or project whilst in the midst of it - including monitoring the traffic on a website, tracking the number and type of participants at an event, and analysing inquiries. This provides an opportunity for major overhauls or tiny tweaks to campaigns to ensure success.

## INTERNAL COMMUNICATIONS

Communicating with employees and shareholders to inform them of change (for instance during a company merger), keep them up to date with company news and developments, or to help achieve corporate objectives.

## INVERTED PYRAMID

A style of copywriting in which the most important information in an article or blog is put in the lead, followed by less and less important information. This is constructed so an editor can cut any paragraph after a certain point and still have a complete story that meets space limitations.

## ISSUE

A subject or topic that is being tracked and analysed for media coverage, usually a public issue including but not restricted to a problem, opportunity, question, or choice affecting society.

## ISSUE MANAGEMENT

An ongoing activity that includes studying public policy matters and other societal issues of concern to an organisation. The manager identifies relevant issues, problems, and trends and executes a program to deal with them.



## JUMP

To continue a story from one page to another in print publications such as magazines and newspapers.

## JUMP HEAD

The headline of the continuation of a jumped story, using the same words as in the jump line.

## JUMP LINE

A line inserted where the jump occurs to direct the reader to the rest of the story.



## KICKER

A brief and light story that can be used to end a newscast or segment.

## KILL

Pulling a story or piece of content at any stage of the process. This can happen at any time from the pitch and initial writing stage to being pulled out of the news line-up at the last minute.

## LEAD STORY

The first story in a newscast.

## LEAD TIME

The deadline for submission of articles, set by reporters, editors, or publications, which allows enough time for a piece to be written, edited, and sent to print or published online.

## LEAD-IN

Introductory comments to a taped or live story on a news event or situation, providing context for the upcoming story.

## LEADER

The dominant article that is given primary attention and prominent placement on the first page of a publication, also known as the opening news story.

## LEDE

A print story's opening paragraph, summarising the most important facts.

## LETTER TO THE EDITOR

A letter written for, and sent to, the editor of a newspaper or magazine to present an organisation's position, make a correction, or respond to a story or letter.

## LIBEL

Often used in legal terminology, libel is the communication of a statement that makes a false claim, expressly stated or implied to be factual, that may harm the reputation of an individual, business, product, group, government, or nation. See defamation and slander.

## LINE-UP

The order in which stories are arranged in a newscast.

## LISTENERSHIP/VIEWERSHIP

Data on listeners (radio) and viewers (television), including the size of the cumulative audience, the number of listeners calculated by a quarter-hour average, the average hours tuned in by listeners, and the audience share in a particular market.

## LOBBYING

Direct attempts to influence legislative and regulatory decisions in government. Lobbyists can either be individuals such as PR consultants who, for pay, provide certain types of lobbying services on behalf of a client, or employees of an organisation whose jobs involve a significant amount of lobbying for their employers.

## LOGO

A graphic or symbol owned by and representing a company or brand.



# MACHINE LEARNING

The scientific study of algorithms and statistical models that computer systems use in order to perform a specific task effectively without using explicit instructions, relying on patterns and inference instead.

# MANAGING EDITOR

The manager of news operations, second in command to the editor. The managing editor and their assistants are in charge of day-to-day operations and it is their job to make sure that the newspaper presents news of importance or interest to readers. The details are delegated to sub-editors and staff.

# MARKET INTELLIGENCE

Information relevant to an organisation's market, such as trends, competitor and customer monitoring, aggregated and analysed to aid in determining strategy in areas such as market opportunity. Signal A.I. simplifies and speeds up market intelligence gathering with artificial intelligence to help business-leaders make smarter, faster business decisions.

# 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.

# MEDIA

A channel for the communication of information including newspapers, magazines, radio, TV, mobile phones, and the internet.

# MEDIA ADVISORY

A written notice sent to media establishments providing information (who, what, when, where, and why) on a press conference or a newsworthy, but not immediate, story or event the sponsoring organisation would like

# MEDIA ALERT

A written notice sent to the media providing information (who, what, when, where, and why) on harder, more timely news. If alerts are used indiscriminately, the effect becomes muted.

# MEDIA AVAILABILITY

Informing reporters that a spokesperson will be available for interviews within a specific time period.

# MEDIA BRIEFING

A session designed to provide background information or explanation to interested media representatives.

# MEDIA CONTACT LIST

A list of experts from various organisations, alongside the topics or subject matter that they are qualified to discuss.

# MEDIA DATABASE

A structured directory of journalist, editor, and influencer contact information. This allows PR and communication professionals to search and find the right people to reach out to when pitching an idea to gain earned media coverage.

# MEDIA DIRECTORY

PR professionals can buy a general (all media), geographical (Canadian, American, European, etc.), specialty (health, business, environment) or customised listings of publications and broadcast stations. Including key personnel and the necessary contact information.

# MEDIA DROP

Arranging for a spokesperson to “drop in” on a radio or TV station. It also refers to dropping off creative PR props and other materials to create buzz and hopefully earn an on-air mention.

# MEDIA JUNKET

An all-expenses paid trip offered to reporters so they can report on an event, interview a spokesperson, or see a facility. Although generally unacceptable in the straight news, reporters are still offered, and accept, media junkets in the travel, sports, and entertainment sections. In addition, reporters may receive PR tools such as bios, media kits, photos, and “freebies”.

# MEDIA KIT

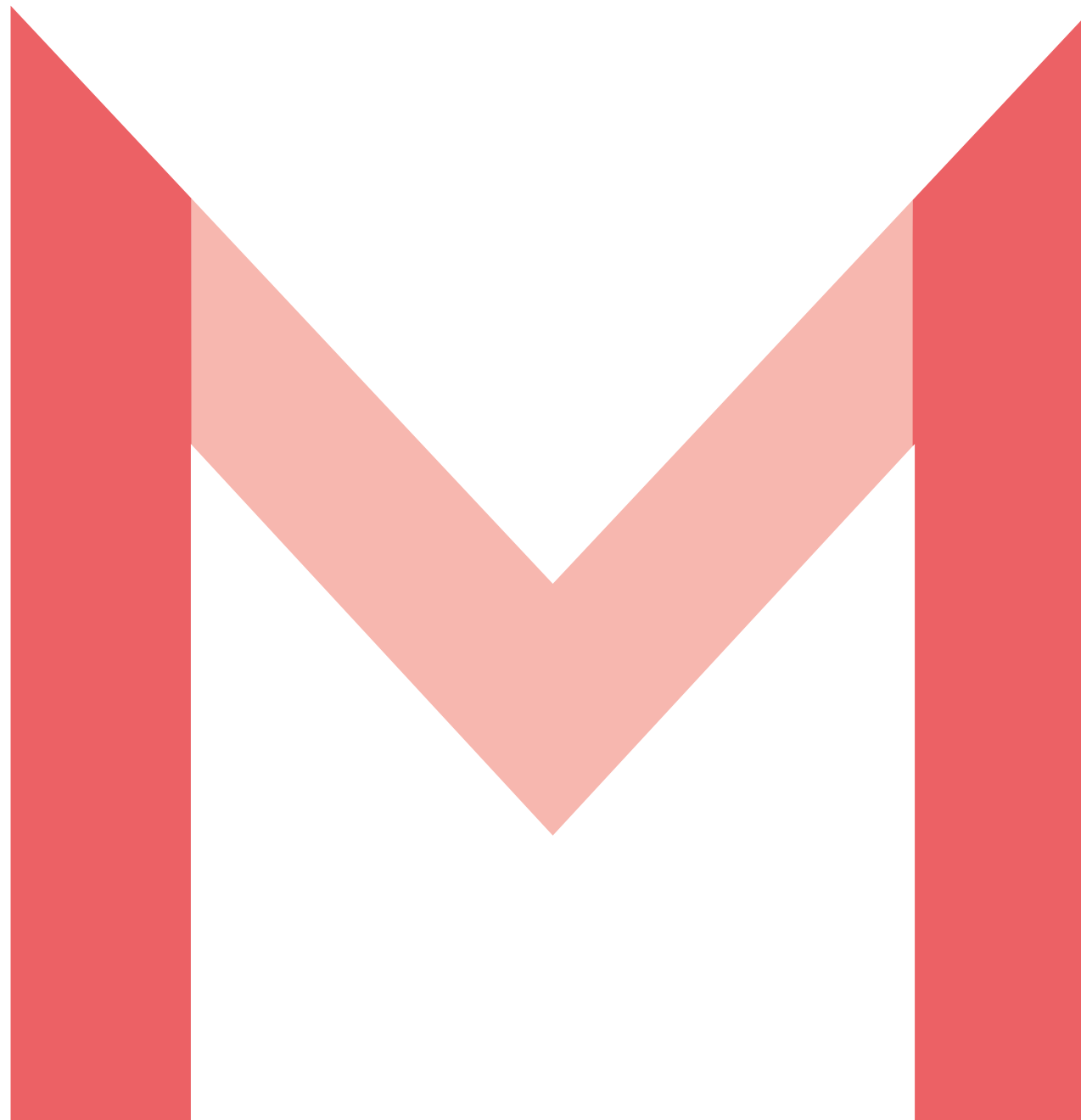
A collection of documents including the primary press release and any supporting documents.

# MEDIA MONITORING

Monitoring a company’s coverage in the press, on TV and radio, and on the internet. This process has been automated and augmented using artificial intelligence by Signal A.I. which enables organisations to monitor more than their own media coverage. Replacing long-tail boolean searches and Google Alerts, platforms like Signal A.I. add value to PR.

# MEDIA PARTICIPATION

Obtaining the support of a particular media outlet regarding an event or cause; involving promos, prizes, ticket giveaways, or celebrity activities.



# MEDIA PREVIEW/ SHOWING

A showing prior to general availability or public release.

# MEDIA RELATIONS

Setting up and maintaining a professional and mutually beneficial working relationship with the media, in part by becoming known as a credible source, thought leader, and a provider of factual, expert information. In the short-term it involves dealing and communicating with the media when seeking publicity or responding to reporters' questions.

# MEDIA RELEVANCE

The criteria that determine the relevance of a specific media outlet to an organisation's target audience. This can be assessed by how closely the demographic composition of a media audience matches that of an organisation's audience.

# MEDIA TOUR

This is either when an organisation's spokesperson is sent out to visit media outlets for interviews and appearances. Or a press officer or PR professional travels to media outlets to brief key journalists.

# MESSAGE

The content of, and underlying reason for, a press release or piece of media coverage. Alternatively, the agreed words or statements that an organisation conveys to third parties, such as the media or shareholders.

# MESSAGE FIDELITY

Data and information on how well a message being conveyed by the media matches the message an organisation wants to communicate.

# MULTI-CHANNEL APPROACH

Communicating a message through a variety of channels, including various mass media, personal conversation, or meetings.

# NEWS

Information that is new, unusual, unexpected, controversial, of wide significance, or of interest to the audience of a publication or programme.

# NEWS ANGLE

A new, important, different, or unusual take on a specific event, situation, or person in the news.

# NEWS BULLETIN

A brief story covering an important, and often breaking news, event that may be cut into regular TV or radio programs.

# NEWSBREAK

A brief segment with two to three news headlines or teasers to encourage viewers or listeners to tune in for the complete newscast.

# NEWS CONFERENCE

An event organised by an organisation or spokesperson to make an announcement directly to the news media. News conferences are usually called to provide reporters with details on spot news. Media kits are often provided to reporters who attend.

# NEWS RELEASE

Generally referred to as a press release, news releases are the most common written form of public relation announcement used by organisations to spread information.

# NEWSPAPER LICENSED AGENCY (NLA)

The Newspaper Licensing Agency (NLA) is a publisher owned rights licensing and database business for UK newspapers. The NLA undertakes collective rights management on behalf of its members and licenses companies: including press cuttings agencies and media monitoring firms.

# NLA MEDIA ACCESS

NLA media access refers to the Newspaper Licensing Agency (NLA), who provide access to and license the re-use of publishers' content to streamline the process of gaining copyright approval from individual newspapers. A press cutting agency or media monitoring firm will often refer to having 'NLA media access', which means they have a license to copy from an extensive range of UK newspapers, magazines, and websites.

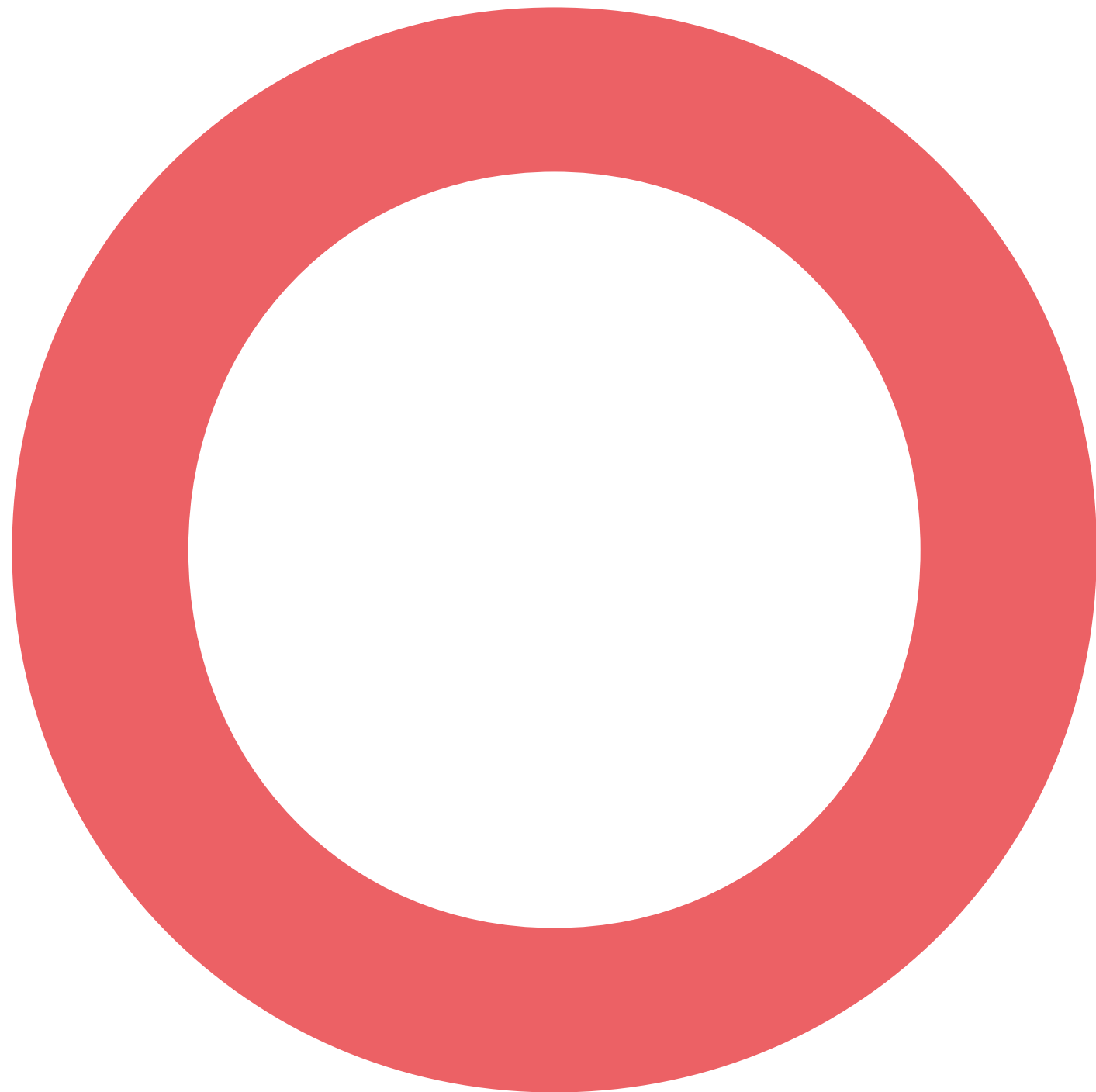
# NEWS VALUES

The factors that determine the worth of an event or situation to be covered in the news. This includes impact, timeliness, prominence (whether well-known personalities or institutions are involved), proximity, human interest (an emotional story), unusualness, or general interest in the story.

# NOISE

Anything that interferes with the ability to send or receive messages, usually related to radio or TV broadcasts.





## OFF-THE-RECORD

Information provided by a source that is strictly intended as background information for a reporter and which cannot be published, attributed to the source, or used in any way.

## OFFICIAL STATEMENT

A written comment prepared for the purpose of responding consistently to all questions from the media regarding a particular issue.

## ONE SHOT STORY

A story that is covered, either published or aired, only once in the media.

## OP-ED PAGE

In many newspapers, this page is opposite the editorial page and contains staff or syndicated columns, guest editorials, and letters to the editor.

## OUTCOME MEASURES

Used to evaluate how the results of content initiatives correlate with outcome objectives.



## PAID CIRCULATION

A method of distribution where the readers pay for the publication.

## PHOTO OPPORTUNITY

Providing the media with the opportunity to obtain photograph or video footage of a newsworthy spokesperson or event.

## PITCH (EXTERNAL)

An external pitch involves providing a writer, journalist, or editor of a publication, with all the necessary information to consider covering an aspect of your business, from product releases and events, to interviews with spokespeople and thought leadership content.

## PITCH (INTERNAL)

An internal pitch consists of a full presentation, generally to key stakeholders, of a large-scale public relations campaign. It should be carefully researched and costed, which usually takes a number of weeks to prepare.

## PITCH LETTER/MEMO

A one-page pitch in letter or memo format that sells a TV producer or editor of a publication on having a spokesperson participate in a programme or article. A TV memo is designed specifically to sell TV gatekeepers on story ideas, while a query letter is a pitch directed to editors of publications.



## PLACELINE

An internal pitch consists of a full presentation, generally to key stakeholders, of a large-scale public relations campaign. It should be carefully researched and costed, which usually takes a number of weeks to prepare.

## PLACEMENT

Where the story was placed in the media. In print, it could range from the front page to page 52 or a specific section. In broadcast, placement is where the story was aired in the newscast (lead story, story number five, etc.). Online it refers to the space it occupies on a blog or the number of mentions on Twitter for example.

## PLAY

The way media covers a story, whether it is played up (exaggerated) or played down (understated).

## PODCAST

A podcast is an on-demand audio series that is released periodically and made available for download, mimicking both radio and TV but allowing for longer-form audio experiences. Episodes can be downloaded automatically by the listener and stored locally on their device for offline use, making it simpler for the user to listen to content that is released episodically.

## POOL

A small group of reporters chosen to cover an event when the number of reporters allowed access is limited by an organisation. If they have the power and ability to do so, the organisation may embed reporters with those participating in the event.

## POSITION PAPER

A document stating an organisation's position on a public issue. Position papers are distributed in response to media requests or inquiries, included in media kits, or sent, with a covering letter, to all media interested in an organisation's position on a certain issue.

## PR MEASUREMENT

The measurement of PR efforts. PR professionals disagree on the best way to PR, but it is usually done through a combination of attribution, market share of voice, questionable measurements such as advertising value equivalency (AVE) and other tactics.

## PR PHOTOGRAPHS

Photographs taken for publicity purposes and submitted with press releases or cutlines to the print media. Photos may illustrate a press release, fact sheet, or other PR tools.

# PR PROP

Inexpensive but relevant items sent with “soft” PR materials to attract media attention and, perhaps, serve as props for visual media such as TV or digital.

# PR RESEARCH

Any type of research that yields data for use in planning and evaluating public relations efforts. The four most common basic categories of public relations research activities are: media monitoring, public relations audits, communication audits, and social audits. These can be formal or informal, primary or secondary, and qualitative or quantitative.

# PR WIRE SERVICE

A commercial enterprise that provides press releases and other PR tools at no charge to media establishments. Organisations pay the service to distribute their materials.

# PRESS OFFICE

A press office handles all media enquiries and puts out all company messages or press releases to the media on behalf of an organisation. This may be an in-house function or outsourced to a PR consultancy/agency.

# PRESS PACK/KIT

A branded pack handed out to the media by an organisation, usually containing background materials, photographs, illustrations, and news releases.

# PRESS RELEASE

A written statement issued to news publishers, giving information, an announcement, or an official statement on a particular matter.



# PRINT CIRCULATION

The total number of copies of a publication available to subscribers as well as via newsstands, vending machines, and other delivery systems.

# PROACTIVE/REACTIVE PR

Editorial that appears as a direct result of PR input is proactive PR. Reactive PR happens when an editorial has appeared as a result of the publication’s initiative.



# PRODUCT PLUG

An agreement between a producer and a company to use a product or service in exchange for the product or service being mentioned or featured.

# PROMINENCE

The attention, and therefore standing, a story on an organisation, brand, issue, or message, gets in the media.

# PROMO

A broadcast announcement that promotes an upcoming program or activity on a radio or TV station.

# PUBLIC

A group of people considered to be the target audience for a PR campaign.

# PUBLIC AFFAIRS

Dealing and communicating with the government and groups associated with societal (public) policies, action, and legislation. Unlike government relations, where the practitioner works strictly on behalf of an organisation, public affairs also is concerned with the effect of public policies, actions and legislation on its audience.

# PUBLIC RELATIONS

The strategic management of the relationships between an organisation and its diverse audiences, through the use of communication, to achieve mutual understanding, realise organisational goals, and serve the public interest.

# PUBLICITY

The spreading of information to gain public awareness of a product, service, organisation, issue, or cause.



# PUBLICITY MANUAL

A document that contains information on mass media outlets relevant to an organisation. While it includes all the information in a media list, it also contains data on deadlines, information on reporters, and notes based on the creator's experiences with various media outlets.

# PUBLICITY STUNT

An interesting, unusual, or shocking event planned and executed as a publicity vehicle. A publicity stunt is sufficiently interesting and newsworthy to receive media coverage in a publication or broadcast.

# PUBLICS INVENTORY

A list of publics (PR audiences) – which may include segments from various stakeholder groups – who share a common interest, concern, or bond (demographics or psychographics). Some publics are always on the radar, while others form when they collectively need or want something from an organisation or an organisation determines it needs something from them.

# PUBLISHER

A writer, journalist, or editor's publishing representative.

# QUANTATIVE AND QUALITATIVE EVALUATIONS

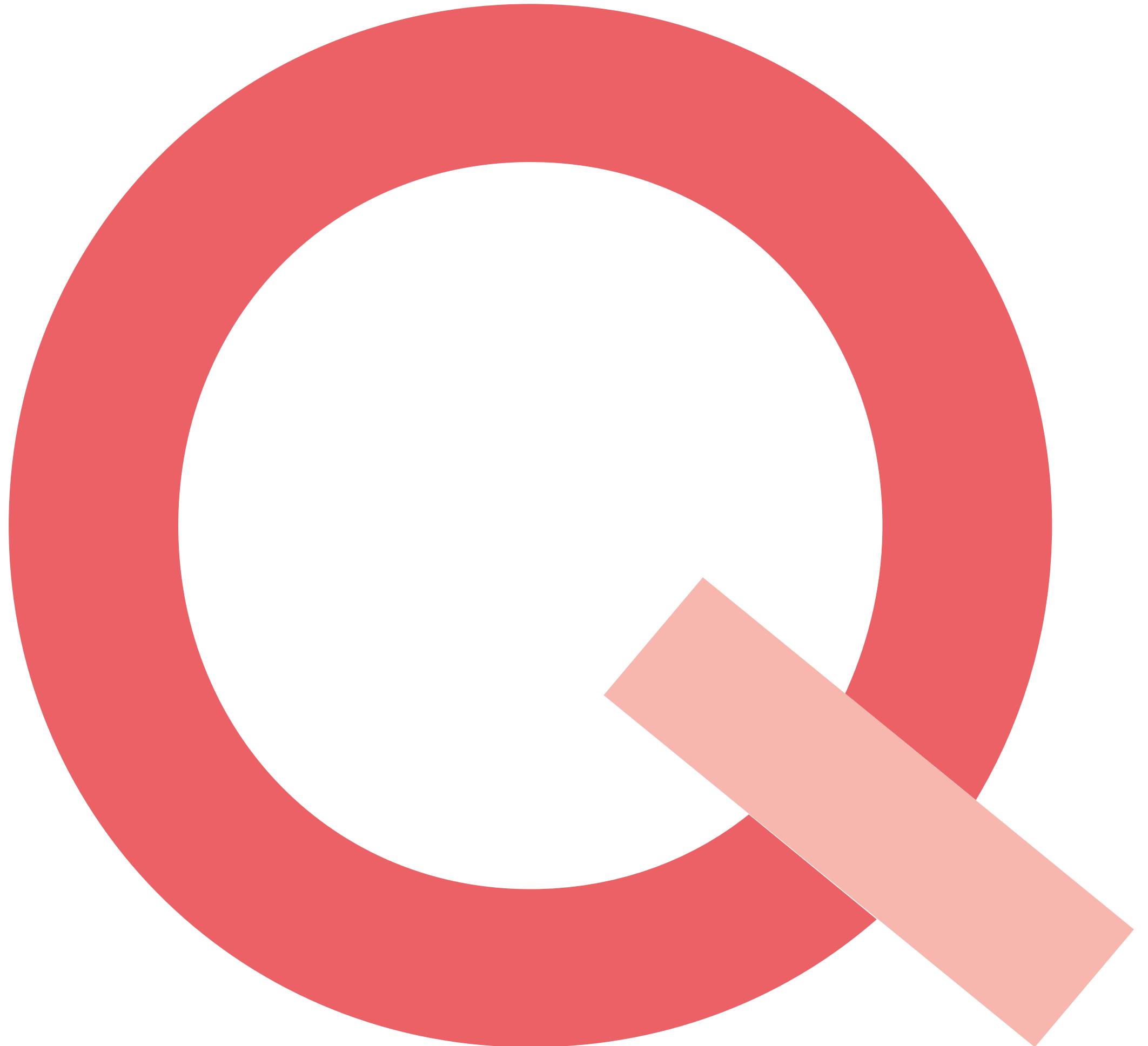
Measuring and evaluating the media coverage achieved in a quantative way such as the number of times you have been mentioned, or number of clippings, and qualitative, the quality or sentiment of the coverage achieved.

## QUARTER HOUR AVERAGE

Average number of listeners tuned to a station in any quarter hour in a given time period. It is determined by adding all the individual quarter hour audiences and dividing by the number of quarter hours involved.

## QUERY LETTER

A one-page pitch to a periodical that sells the recipient on an idea for a story, the person and organisation supplying the pitch, and the relevance of the pitch to the periodical's readers.



## REACH

The number of people who are exposed to the medium and hence have the potential to see the article. When referring to reach, Signal A.I. means the number of people who could have been exposed, at least once, to an article. Data that is provided by the publisher or broadcaster.

## READER

A story read by a radio newscaster without any other audio material.

## RECEIVER

A person who receives media, whether as an intended or unintended target, of a source's efforts during the communication process.

## REGULATORY COMPLIANCE

A continuous effort for a business to ensure that they are aware of, and take steps to comply with, relevant laws, policies, and regulations. Signal A.I. tracks international legal and governmental updates throughout the legislative lifecycle giving you a heads-up at each stage.

## RELATIONSHIP MANAGEMENT

The heart of public relations, relationship management revolves around establishing, enhancing, and maintaining effective and mutually beneficial relationships with key stakeholders and audiences.

## REPUTATION

The public or target audience's perception of a business, product, or service in terms of credibility, trustworthiness, or image.

## REPUTATION MANAGEMENT

The planning and implementing of policies, procedures, and campaigns that build public perception of a businesses' reputation or demonstrates an organisation's commitment to public and social responsibility and ethical behaviour.

## REPUTATIONAL RISK

The potential loss to financial capital, social capital, and/or market share resulting from damage to a businesses' reputation. This is often measured in lost revenue, increased operating, capital or regulatory costs, or destruction of shareholder value.

## RESOURCE MANAGEMENT

PR's management of human and financial resources revolving around administering these resources for setting objectives, planning, budgeting, recruiting, and hiring PR staff.

## RISK MANAGEMENT

Preventive PR through which an organisation focuses on identifying areas of potential danger and risks, and recommending necessary action before any threat develops into a crisis.

## ROUND-UP STORY

A summary of a news story that may or may not include new information, relying on different sources to provide a wider perspective on a story.

## RSS

Rich Site Summary or Really Simple Syndication (RSS) is a format for syndicating web content. Readers of a website or digital news platform can subscribe to RSS feeds, without providing personal information, to automatically receive updates about content they are interested in.

## RUNNING STORY

A story that is covered in the media for two days or longer, following a significant event or a story that is unfolding in real-time.



## SAAS

Software as a Service is a method of software delivery and licensing in which software is accessed online via a subscription, rather than bought and installed on individual computers.

## SCOPE

The geographical area of the reach of media, including national, provincial, regional, and other specifically defined areas.

## SEMANTICS

A branch of linguistics concerned with the meaning of speech forms, especially changes in the meanings of words.

## SENTIMENT

A feeling or opinion held about something. Sentiment is used in PR to measure the feeling towards a brand, spokesperson, or topic, and is usually classed as either positive, neutral, or negative.

## SENTIMENT ANALYSIS

On the Signal A.I. platform, sentiment analysis is the result of the measurement of who is influencing the story and how.

## SEO

More commonly used in marketing, Search Engine Optimisation (SEO) is the process of optimising content on a website to ensure it ranks highly on search engines such as Google and Bing.

By identifying and utilising keywords associated with a company or product, then using this information to inform every aspect of a website, SEO leads to organic or un-paid search results and traffic.

## SHARE OF VOICE

An organisation's share of attention in the total media coverage of a product, issue, industry, cause, or topic. Share of voice is useful when researching and reporting on competitive intelligence.

## SIDEBAR

A secondary news story that explores an interesting or unusual angle, providing further detail, related to the main story.

## SIGNAL MEASURE

On the Signal A.I. platform, Signal Measure delivers automated analytics that provide real-time insight into your world. This ranges from in-depth competitor analysis, market landscape intelligence, to brand reputation and media presence.

# SIGNAL MONITOR

The Signal A.I. platform monitors your interests by aggregating and analysing over 3 million sources of premium and exclusive print, broadcast, regulatory, trade, and online content in over 80 AI-translated languages a day.

# SIMULCAST

Broadcasting the same content over two mediums at once. Often a newscast either aired across TV and radio stations or two different TV or radio stations.

# SLANDER

Often used in a legal setting, slander is the publishing of false or malicious claims that can damage someone's reputation.

# SOCIAL MEDIA

Digital social networks used to connect people from around the world: Twitter, Instagram, Snapchat, Facebook, Pinterest, Tumblr, Reddit, etc.

# SOCIAL RESPONSIBILITY

Businesses providing support, through corporate resources, to a cause that demonstrates the organisation's commitment to maintaining ethical and responsible behaviour.

# SOFT NEWS

Not necessarily important or timely, soft news is based on the values of human interest, prominence, interest, and unusualness.

# SOUNDBITE

A succinct and catchy summarising message that illustrates or encapsulates a story in just a few seconds.

# SOURCE

A person, document, or record that provides information that a reporter or writer uses to attribute the facts to in a story. If the news is sufficiently important or the source wants to remain anonymous, a journalist may agree not to name the source.

# SPIKE

Unusual patterns detected in media coverage of your brand, spokespeople, or product, that will alert you to potential crises, emerging trends, or virality in your earned media.

# SPIN

A pejorative term signifying a heavily biased portrayal in one's own favor of an event or situation. It often, though not always, implies disingenuous, deceptive or highly manipulative tactics.

# SPOKESPERSON

An expert source and representative of an organisation willing to comment on a timely issue.

# SPOT NEWS

Also called breaking news, spot news is hard or soft news that is published or aired as soon as possible after an event or situation occurs and information is available.

# STAFF WRITERS

Writers and reporters working at a newspaper will generally work in the office and be assigned to stories on various beats.

# STAKEHOLDER

A party who affects, or who can be affected by, a company's actions.

## STANDUP

A taped or aired live on-camera report done by a field reporter.

## STORY

When building a report on the Signal A.I. platform you can add articles to build the story.

## STORY TIP SHEETS

A selection of leads for stories that a reporter may want to develop and write, alongside the sources for them to contact.

## STORY TREATMENT

How a story is treated in the media, from a cover story, running story earning coverage day after day, one-shot mention, to a story earning multiple mentions in one issue, broadcast or Twitter day.

## STRINGERS

Part-time correspondents, paid by the number or length of stories published.

## STRATEGIC MANAGEMENT

The method in which a PR practitioner, acting as a counselor, serves on the management team helping to integrate an understanding of the concerns and attitudes of key audiences into the organisation's managerial decision making.

## SUMMATIVE RESEARCH

Research undertaken when a campaign or project is completed to evaluate whether or not it was successful and why. It provides data for future campaigns and project planning as it uses relevant evaluation mechanisms – media monitoring/analysis, surveys, panel studies, interviews, etc. – to measure the outcome.

## TALKBACK

A brief section at the end of a live field report, in which the anchor discusses the story with the field reporter.

## TAPED ACTUALITIES

A recorded interview with, or speech by, an organisation's spokesperson to be used as soundbites in broadcast.

## TARGET MARKET

The audience(s) an organisation has chosen to communicate its key messages to.

## THEORY OF COGNITIVE DISSONANCE

The tendency to avoid information that is opposed to your point of view or seeking out information that supports your own attitudes. Sometimes referred to as an "echo-chamber".

## THRESHOLD OF CONSCIOUSNESS

The process a concept passes through, from absolute unfamiliarity and various stages of awareness in someone's mind. Threshold of consciousness needs to be reached before a concept becomes a factor in the attitude of an individual or group.

## TONE

Tone is the measurement of how a person, group, organisation, or issue is portrayed or perceived in the media.

## TONING

Toning, or measuring tone, can be enhanced when an analyst or AI-powered machine – able to recognise sarcasm, irony, and various human quirks – serves as a filter.



## TOPIC CLASSIFICATION

Topic classification, or categorisation, is the automatic labelling of events into research fields in a predefined set of areas of interest.

## TV MEMO

A written TV pitch to a news director, assignment editor, or producer, including a summary of the content, possible photo opportunities, and suggested interview subjects. Often accompanied by a fact sheet, backgrounder, bio, or other supplementary PR tools.

## TYPE OF COVERAGE

How something is presented in the media, such as news, opinion, thought leadership, etc.. This can be broken down further and defined as an editorial, news story, blog post, news brief, bumper, or letter to the editor, for example.

## UPDATE STORY

A story providing new information about something previously covered in the news.





## VERTICAL MEDIA

Media relevant to different market sectors for a product or service.

## VERTICAL NEWS RELEASE (VNR)

A video taped press or news release produced and distributed by an organisation for television newsrooms. VNRs are generally produced as announcements during a crisis.

## VIRAL CAMPAIGN

A PR, communications, or marketing campaign that becomes incredibly popular and is actively shared by it's audience, or is designed to capitalise on the internet's ability to spread content and messages rapidly.

## VOICER

An in-the-moment report by a radio or TV reporter who doesn't appear on camera.

## WEB MEDIA CENTRE

A page on an organisation's website designed specifically to host news media. The media centre often contains breaking news, press releases, calendar of upcoming events, and more.

## WEBINAR

Term coined meaning web-based seminar. Webinars are in the format of a seminar, presentation, lecture, or workshop that is hosted online using video conferencing software. Webinars are generally conducted live and are interactive, providing a space for audience participation, discussion, or the sharing of information.

## WIRE SERVICE

Also known as a newswire or news service, wire services are news agencies that collate and send out syndicated news copy. These include services such as Reuters or Associated Press (AP).

## WORLD CLOUD

Visual depiction of a topic, document, trend, or set of data in regards to the frequency of words. The more frequent a word is, the more prominent it is in the world cloud. This facilitates quick visualisation of the important words related to a topic.

## WORDPRESS

A commonly used CMS (content management system) or web software that can be used to create a website or blog.

## WRAPAROUND

The live lead-in and close-out that bookends a pre-taped segment of radio. Or in TV, it is when a reporter on the scene introduces a pre-taped report and provides additional information and/or an update in closing.





## YELLOW PRESS

A pejorative term referring to journalism that features sensationalism, scandal-mongering, or other unethical or unprofessional journalistic practices. Loosely associated with libel.



## ZEALOT

A fervent fan and devout promoter of a business with word of mouth via social media.



# SIGNAL

Be in the know.

Signal AI is the AI-powered **media monitoring platform** delivering strategic insights that help you make the best possible decisions.

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