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# Public Relations Terms and Definitions

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# PR Terms and Definitions

As with most industries and lines of work, Public Relations involves an entire glossary of industry-specific terms and phrases. Learning the nuances and definitions of these terms is an important part of the role and one that takes time to get familiar with. Here are a few of the important terms you will come across as you begin to grow your career in public Relations:

## **Advertorial or Sponsored Content**

Advertorial, also referred to as sponsored content, is the merging of ad buys with editorial writing. Advertorials typically present the opportunity to purchase content that presents more originally, while still allowing the buyer to have more control over the message and image used. Digital advertorials are unique in that they tend to live permanently on the website of the publication, making them add long-term value.

## **A-Roll**

The term A-roll is used regarding video or TV interviews and refers to the main focus or the primary footage of the media feature. A-roll footage is the main focus and center of the story, supported by the secondary footage known as B-Roll.

## **Byline**

A byline is a short paragraph or several sentences located at either the end or beginning of an article that is used to inform a reader of the author. The byline typically provides a summary of the individual's work experience, expertise, or history. In some instances, a byline will only be the author's name and company, but it can also be more detailed.

## **Boilerplate**

A boilerplate is a formal statement typically found at the end of a press release or announcement that provides company information. A boilerplate is a pre-approved corporate statement that is standardized for all announcements and company news. In PR, a boilerplate is required at the end of every press release.

## **B-roll**

The term B-roll is used regarding video or TV interviews and refers to the background and filler footage used during an interview. Media outlets will often request the opportunity to film a b-roll as a way to supplement an interview so that the content is not entirely one person talking. The interview (A-Roll) will be used as a voiceover for the b-roll and helps to supplement the main content.

## **Editorial**

The term editorial typically refers to an article or media piece created by or on behalf of an editor that gives an opinion or added value to a specific issue. Most news articles and features are the results of an editorial piece unless otherwise stated as paid or sponsored. Editorial coverage is often the result of pitching media contacts and building meaningful media relationships. For many PR professionals, editorial coverage is the goal of PR strategies and a much more affordable method of coverage.

## **Embargo**

An embargo refers to the early delivery of a press release under strict publishing restraints. This release is provided ahead of public knowledge so that media and journalists can have time to prepare a story before the announcement. PR Professionals typically use an embargo as a way to give media contacts prep time and make better-quality content. PR professionals must have all contacts “agree” to the embargo before sending as a way to enforce the privacy of the story and ensure no news is released until the agreed-upon deadline.

## **Exclusive**

An exclusive refers to when a PR professional offers a media contact a specific tip that is for that publication only. By offering a media outlet an exclusive, you are allowing that outlet to be the first and only publication to break the news. This can be an excellent way to build relationships and establish connections with specific media contacts. Offering an exclusive also allows you to gauge better interest in your pitch.

## **Lead Time**

When advertising contacts use the term lead time, they are referring to the amount of time required to create and publish the product purchased. If there is a 4-week lead time, that would mean it will take approximately four weeks for the media outlet to create a plan, interview all required individuals, write, and publish the intended content. Lead times can vary across each media outlet, so always make sure to ask ahead of time if the timing is an important aspect of the buy.

## **Media kit**

A media kit is a packaged report showcasing the metrics and demographics of a publication. Advertising contacts and influencers/content creators will have a media kit available that helps inform interested buyers of their audience. Media kits can sometimes include pricing and available media products as well.

## **Pitch**

The pitch is the curated outreach to a media contact such as an editor, reporter or journalist. When we create a pitch, we are writing out the intended message to sell the topic or story to the media and their audience. A convincing and well-worded pitch to the right media contact can be the right tactic for meaningful media coverage.

## **Press Release**

A press release is a written statement provided by an internal team to provide information, inform outside contacts, and create an official recorded statement. Businesses use the press release as a way to distribute company information regarding specific events and announcements, such as the expansion of a branch, new c-suite team members, the launch of a new product, or mergers and acquisitions.

## **Syndicated**

In the PR industry, syndication refers to the replication and duplication of an article across multiple media outlets. Typically we see this across outlets that are owned by one larger parent company, such as Black Press Media. Wire distribution services also rely on the syndication process to deliver the media release across the chosen markets.

## Trade Publication

Trade publications are industry-specific publications, written and organized by scholarly and well-researched writers. Trade publications use specific topics and niche industries to build a community of like-minded readers and audiences. Trade publications can be for any industry such as construction, dentistry, real estate and medicine, to name a few. For example, a popular Marketing trade publication is [Marketing News Canada](#).

## Wire Services

Wire services are part of the paid press release distribution network and include services such as [Business Wire](#) and [Cision PR Newswire](#). Wire services work to distribute a press release nationally or internationally to prominent publications, working to get the release in front of writers and industry-specific contacts. Wire services are a great tool for PR professionals that are looking to spread the news across a widespread audience, publications, and trade industries.

**Have more questions about specific terms or concepts?  
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