

Glossary

advertising: the process of gaining the public's attention through paid media announcements

analyst: an individual representing a trade or professional association who reviews and comments publicly on products, services and companies

B-roll: film or television footage that plays while an announcer speaks over it

backgrounder: an in-depth document that explains a product, service or company in the context of its need, place in the industry and place in history; often supports and explains an accompanying press release

bio: biography (usually a brief synopsis of a person's credentials)

boilerplate: standard wording about a company that usually appears near the bottom of all company-issued press releases

branding: a trademark, logo, distinctive name, or other personification of an organization or its products and services

buzz: media and public attention given to a company, its products or services

byline: author's name given at the beginning of an article

call tree: a list of names and contact information that should be notified immediately in a crisis

client list: a list of a company's key clients; sometimes includes contact information

collateral: secondary documents that accompany or support PR deliverables

communications audit: a systematic survey of members of a target audience (often members of the media or potential customers) to determine awareness of or reaction to a product, service or company

content: information

copy: words printed in the press

direct mail: communication sent by post or e-mail to a targeted audience

electronic media: e-mail, video news release, webcast, web page, public service announcements, and other electronically presented promotions

e-zine: online newsletter or magazine

FAQ (Frequently Asked Questions): a list of questions and answers for the media pertaining to a press release; often included in a press kit

fact sheet: a short (generally one-page) document that provides a “snapshot” look at a company, product or service

follow-on: a product, service or article, for instance, that results directly from a previous product, service or article

font: computer or Internet typeface (though it’s technically interchangeable with “typeface,” font actually means a specific instance of a typeface including point size, pitch (width) and spacing; “Helvetica, 10 pt. with pitch value of 9,” for instance)

FUD: short for “Fear, Uncertainty and Doubt,” FUD is using positioning of one’s own products or services to cast fear, uncertainty and doubt on the competitor’s. For example, by calling Mike’s Auto Shop the “home-grown” auto shop, we created the doubt that other auto shops were not home grown, and the fear that if a customer did not go with a home-grown shop, they might not receive good service.

goal: the primary result a company is attempting to achieve through its public relations efforts

headline: the title of an article or press release

hit: a visit to a particular page on a web site by a web visitor

hype/hyperbole: overdone exaggeration

implied endorsement: the character the public often assigns to non-paid neutral or positive media coverage of a company, its products or services

industry authorities: respected individuals or publications within an industry

ink: space devoted to a company, its products or services in the print media

inverted pyramid: journalistic style of writing where the most important information is written first, followed by information of decreasing importance (this allows the reader to stop reading having gained the most important information; it also allows editors to cut or edit the story from the bottom up without omitting vital information)

house organ: a newsletter produced by a company for the employees of that company

jargon: language known only to members of a specific group, company or industry

key influencers: individuals, groups or publications whose opinion or coverage of a product, service or company can significantly affect public perception within a specific market

link: a portal to another web site or to another area within a web site

marcom: marketing communications

marketing: the function of promoting, selling or distributing a product or service

media: members or tools for disseminating the news; unbiased third parties (press representatives)

media coverage: mention in the media of a company, its products or services

media policy: organizational directive as to how company representatives will communicate with the media

media relations: the function of gaining positive media attention and coverage

mind share: amount of thinking an individual or group does about a particular product, service or company

news conference: a scheduled presentation to a group of media representatives

news feed: electronically transmitted broadcast information

noise: confusion caused by too many messages trying to be delivered at one time

objective: a specific, measurable goal

opinion editorial (op-ed): stories written by or for upper management or board members and printed as the author's opinion

pass-along rate: the number of times a received document (article, newsletter, brochure, report, etc.) is shared with other individuals

pitch: a prepared sales presentation, usually one-on-one (in public relations, it's generally an attempt to get positive coverage or analyst review)

PMS: PMS is the acronym given to color codes associated with a specific ink color library. Print shops often refer to a PMS color such as "PMS 328," a nice teal color. PMS stands for Pantone Matching System.

positioning (1): placement of a company, its products or services in a market category or in relation to its competition

positioning (2): the location a company's web page appears on a search engine after a searcher enters key words to search

press: members or vehicles of the media

press kit: several press deliverables combined in one package (usually a folder)

press release: a paper or electronic document submitted to the media with the intent of gaining media coverage

product demo: a physical run-through of a product or service by company representative (usually to analysts or members of the press)

proofread: carefully reading a document to weed out errors

public affairs: the public policy aspect of public relations.

public relations: the function of creating and maintaining a public image or identity

public relations advisor: a person who provides public relations guidance (may work inside or outside a PR firm)

public relations consultant: independent professionals who provide public relations guidance

public relations counsel: see “public relations advisor”

public relations firm: a company made up of public relations advisors and their support staff

public relations plan: a document that details specific actions to achieve a public relations result

public service announcement (PSA): short, non-commercial promotions prepared to provide information that benefits the general public

publicity: media coverage

pub: publication

Q&A/rude Q&A: a document that lists predictions of difficult questions that may be posed to a company spokesperson, and the best answers the spokesperson can give to answer the questions and meet the company’s objectives

query letter: a letter sent to a publication asking whether the publication would be interested in receiving a bylined article

repositioning: changing the placement of a company, its products or services in a market category or in relation to its competition

retraction: media correction of information previously and erroneously reported

running columns: regularly appearing articles of a specific theme or topic in a publication

sans serif/serif: these terms apply to typeface and whether a particular typeface has “tails” on it or not. Serif typefaces have “tails” on them — Times Roman is an example of a serif typeface. Sans serif typefaces have no tails; Arial and Helvetica are examples of sans serif typefaces.

script: prepared speech written on paper

self-mailer: a brochure or other document that contains postal information (return address, bulk mail insignia or room for postage) and room for an address label so that it can be mailed by itself, without having to place it in an envelope.

shelf-life: how long a document is held onto by the receiver

sig file: a signature block consistently used that includes a tag line about your company.

simultaneous submission: sending a bylined article to more than one publication at the same time (often frowned upon)

strategies: methods used to accomplish objectives

strategic partner: a company or organization that another company or organization aligns itself with to benefit both parties

tactics: action items to support strategies and objectives

tag line: a sentence or phrase that provides a creative description of an organization’s position (e.g., Red Cross: *We Save Lives*).

target audience: the key groups or individuals that a company most wants to receive its public relations messages

trade publication: a magazine, newspaper or newsletter published by members of a specific industry

typeface: printing type (e.g., Helvetica, Times New Roman, Courier)

Unique Selling Proposition (USP): A one-line description of your company’s products or services that differentiates it among your market from the offerings of its competitors

URL: Uniform Resource Locator. Generally when someone asks for your URL, they’re asking for your web site address

white paper: a technical document that explains how a product or service functions and its purpose

writer’s guidelines: a list of do’s and don’ts, including word length, topic choice, and format that publications provide for writers who wish to submit articles

Bibliography

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Resources

Web sites

California Park and Recreation Society (CPRS) www.cprs.org

Communications Consortium Media Center www.ccmc.org

Public Relations Society of America (PRSA) www.prsa.org

Professional Publications

The following are PRSA publications. For more information and to view articles online, visit <http://www.prsa.org/Publications>

Public Relations Tactics is a monthly newspaper packed with timely, how-to information.

The Strategist is a quarterly publication that addresses senior management and public relations executives in business, government and the not-for-profit sector. With an emphasis on strategic planning, the magazine takes a hard look at the crucial roles public relations practitioners play in the long-term success of the organizations and clients they serve.

Tactics and Strategist Online is the web-based version of PRSA's publications, however not all content from the hard copy versions will be made available here.

Communications Resources

Listed below is a sampling of vendors that provide services from hosting audio press conferences to creating a video news release. **DISCLAIMER:** This vendor list is provided for informational purposes only and does not constitute an endorsement of a specific company or their services.

Audio Press Conference Vendors

Genesys Conferencing

1861 Wiehle Ave.

Reston, VA 20190

Phone: 703/736-7100 or 703/456-3118

Fax: 703/736-7101

www.genesys.com

Provides services for audio press conferences, online meetings, desktop video conferences, telephone broadcasts and webcasts.

MCI WorldCom Conferencing

Phone: 800/475-5000

<http://e-meetings.mci.com>

Provides services for audioconferences, Web conferences and video conferences.

Broadcast Media Placement

Mainstream Media Project

Mark Sommer, Executive Director

854 9th Street, Suite B

Arcata, CA 95521

Phone: 707/826-9111

Fax: 707/826-9112

www.mainstream-media.net

Nonprofit strategic communications organization with services including radio bookings.

Medialink

529 14th Street NW, Suite 1230-A

Washington, DC 20045

Phone: 800/843-0677 (DC number 202/628-3800)

Fax: 202/628-2377

www.medialink.com

Provides production and satellite distribution of video and audio news, multimedia webcasting services, press release newswire distribution, and photography production and digital distribution.

Media Tracking

BurrellesLuce

1120 Connecticut Avenue, NW, Suite 225

Washington, DC 20036

Phone: 202/419-1850

Fax: 202/419-1860

www.burrellesluce.com

Provides monitoring for all forms of media, including: press clips; Web, broadcast and same-day monitoring; and media analyses.

LexisNexis

LexisNexis Group

P.O. Box 933

Dayton, Ohio 45401-0933

Phone: 800/227-9597 or 800/227-4908

www.nexis.com

Online subscription news tracking service with searchable full-text articles for most domestic print media, some broadcast transcripts, and increasingly foreign media as well. Does not include *The Wall Street Journal*.

U.S. Newswire

National Press Building
529 14th St. NW, Suite 1230
Washington, DC 20045
Phone: 202/347-2770 or 800/544-8995
Fax: 202/347-2767
E-mail: info@usnewswire.com
www.usnewswire.com

Primarily a national news and press release wire service, but also provides a daily fax or e-mail of nightly news headlines on ABC, CBS and NBC free of cost to members.

Video Monitoring Services

National Press Building
1066 National Press Building
Washington, DC 20045
Phone: 202/393-7110
Fax: 202/393-5451
www.vmsinfo.com

Records and monitors television and radio broadcast news in over 100 top U.S. and international markets everyday. Costs for 1-5 minute segment: \$110; 5-10 minute segment: \$125; 10-30 minute segment: \$165; 30-60 minute segment: \$190; 60-90 minute segment: \$265. All markets outside the top 100 cost more. Monitoring reports are available for the top 100 markets at \$10. An additional charge for any program not regularly monitored. TV and radio transcripts are available: first 100 lines are \$60, each additional line is \$0.60.

Press Release Distribution Services

Ascribe: The Public Interest Newswire

National Press Building
5464 College Avenue, Suite B
Oakland, CA 94618
Phone: 510/653-9400
Fax: 510/597-3625
E-mail: info@ascribe.org
www.ascribe.org

Distributes the nonprofit and public sector news to the media via The Associated Press. Ascribe Newswire also feeds the news to major news retrieval database services, online publications, developers of Web sites and intranets.

PR Newswire

The Homer Building
601 Thirteenth St., NW
Suite 560 South
Washington, DC 20005-1794
Phone: 800/378-7112
Fax: 888/776-6559

www.prnewswire.com

Includes national news distribution via newswire and video news releases (VNR).

U.S. Newswire

National Press Building

529 14th St. NW, Suite 1230

Washington, DC 20045

Phone: 202/347-2770 or 800/544-8995

Fax: 202/347-2767

E-mail: info@usnewswire.com

www.usnewswire.com

National news and press release distribution via an electronic wire service feed, broadcast fax, e-mail, satellite, and Web-based news delivery services.

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