

**MEDIA RELATIONS – KEY TERMS**

1. **Accountable PR practices** – Hesap verebilir PR uygulamaları – *PR teams must be accountable for their messages.*
2. **Adhering to standards** – Standartlara bağlı kalma – *Adhering to standards ensures consistent quality.*
3. **Audience feedback** – İzleyici geri bildirimi – *Audience feedback guides improvements in PR strategy.*
4. **Avoiding sensationalism** – Sansasyon yapmaktan kaçınma – *Avoiding sensationalism maintains credibility.*
5. **Beat reporting** – Alan haberciliği – *Beat reporting focuses on a specific topic or sector.*
6. **Brand crisis recovery** – Marka krizinden kurtarma – *Recovery strategies restore public trust.*
7. **Brand defense strategy** – Marka savunma stratejisi – *The strategy protects the company during attacks.*
8. **Brand narrative** – Marka anlatısı – *The brand narrative tells the company story.*
9. **Brand positioning** – Marka konumlandırması – *Brand positioning differentiates a company from competitors.*
10. **Brand vulnerability** – Marka zayıflığı – *Brand vulnerability increases during negative events.*
11. **Campaign evaluation** – Kampanya değerlendirmesi – *Campaign evaluation shows what campaign worked and what did not.*
12. **Code of conduct** – Davranış kuralları – *The code of conduct defines acceptable professional behavior.*
13. **Communication channel** – İletişim kanalı – *Email is a simple communication channel for journalists.*
14. **Communication objective** – İletişim amacı – *We set a clear communication objective for each campaign.*
15. **Content approval workflow** – İçerik onay iş akışı – *Approval workflow ensures accurate publication.*
16. **Copy editing** – Metin düzeltme – *Copy editing fixes grammar and spelling errors.*
17. **Corporate communication** – Kurumsal iletişim – *Corporate communication shares messages with all stakeholders.*
18. **Coverage quality** – Kapsam kalitesi – *Coverage quality is more important than quantity.*
19. **Coverage sentiment analysis** – Kapsam duygu analizi – *Analysis shows positive or negative media coverage.*
20. **Crisis communication checklist** – Kriz iletişim kontrol listesi – *The checklist ensures nothing is forgotten.*
21. **Crisis communication plan** – Kriz iletişim planı – *A plan guides responses during emergencies.*
22. **Crisis management** – Kriz yönetimi – *Crisis management protects the brand during emergencies.*
23. **Crisis response plan** – Kriz yanıt planı – *A crisis response plan prepares for negative events.*
24. **Cross-channel strategy** – Çok kanallı strateji – *Cross-channel strategy shares messages on TV, social media, and web.*
25. **Cross-media integration** – Çapraz medya entegrasyonu – *Cross-media integration uses TV, online, and social media together.*
26. **Cultural sensitivity** – Kültürel duyarlılık – *Cultural sensitivity improves communication in global markets.*
27. **Data privacy** – Veri gizliliği – *Data privacy protects personal information in campaigns.*
28. **Deadline** – Son teslim tarihi – *The journalist meets the deadline for the article.*
29. **Digital engagement tracking** – Dijital etkileşim takibi – *Tracking shows how audiences interact online.*

30. **Digital PR campaign** – Dijital PR kampanyası – *We launch a digital PR campaign to promote the event.*
31. **Digital PR tools** – Dijital PR araçları – *We use digital PR tools to reach journalists online.*
32. **Digital press engagement** – Dijital basın etkileşimi – *We interact with journalists online via the press portal.*
33. **Digital reporting tool** – Dijital raporlama aracı – *The tool measures online engagement.*
34. **Editorial board** – Editoryal kurul – *The editorial board approves important stories.*
35. **Editorial correction** – Editoryal düzeltme – *Corrections fix errors in published stories.*
36. **Editorial decision-making** – Editoryal karar verme – *Editorial decision-making decides which stories to publish.*
37. **Editorial independence** – Editoryal bağımsızlık – *Editorial independence ensures unbiased news and protects journalistic integrity.*
38. **Editorial process** – Editoryal süreç – *The editorial process reviews every article before publishing.*
39. **Editorial review** – Editoryal inceleme – *Editorial review ensures the story meets standards.*
40. **Ethical reporting** – Etik habercilik – *Ethical reporting avoids misleading the audience.*
41. **Event media coordination** – Etkinlik medya koordinasyonu – *Coordination ensures smooth press interactions at events.*
42. **Event press coverage** – Etkinlik basın kapsamı – *We ensure event press coverage for all key media.*
43. **Event press logistics** – Etkinlik basın lojistiği – *Event press logistics cover press seating, passes, and tables.*
44. **Event publicity** – Etkinlik tanıtımı – *Event publicity attracts journalists and attendees to the event.*
45. **External communication** – Dış iletişim – *External communication shares news with the public.*
46. **Internal communication** – İç iletişim – *Internal communication informs staff about company news.*
47. **Fact sheet** – Bilgi notu – *The fact sheet shows key statistics clearly.*
48. **Fact-based reporting** – Olgulara dayalı haber – *Fact-based reporting prevents rumors.*
49. **False information correction** – Yanlış bilgi düzeltme – *Correction removes misleading news.*
50. **False news counteraction** – Sahte habere karşı eylem – *Counteraction corrects false stories quickly.*
51. **Feature story** – Özel haber – *A feature story tells more detailed information.*
52. **Headline writing** – Başlık yazma – *Headline writing attracts readers' attention.*
53. **Influencer impact measurement** – Influencer etki ölçümü – *Impact measurement shows how influencers affect audiences.*
54. **Information dissemination** – Bilgi yayımı – *We focus on information dissemination for campaigns.*
55. **Information leak** – Bilgi sızıntısı – *An information leak can cause media problems.*
56. **Integrated marketing communications (IMC)** – Entegre pazarlama iletişimi – *IMC combines PR, social media, and advertising.*
57. **Integrated PR strategy** – Entegre PR stratejisi – *The strategy coordinates press, social, and digital channels.*
58. **Interview scheduling** – Röportaj zamanlaması – *Interview scheduling organizes all journalist meetings.*
59. **Investigative reporting** – Araştırmacı habercilik – *Investigative reporting uncovers hidden facts*
60. **Journalist database management** – Gazeteci veritabanı yönetimi – *We update the journalist database regularly.*
61. **Journalist relations** – Gazeteci ilişkileri – *Journalist relations are important for coverage.*
62. **Key message** – Ana mesaj – *Our key message is easy to remember.*
63. **Live reporting** – Canlı habercilik – *Live reporting updates audiences immediately.*
64. **Long-term positioning** – Uzun vadeli konumlandırma – *Long-term positioning strengthens the brand over time.*

65. **Media access management** – Medya erişim yönetimi – *Media access management controls who enters the venue.*
66. **Media accreditation process** – Medya akreditasyon süreci – *Process ensures only registered journalists attend.*
67. **Media agenda** – Medya gündemi – *The media agenda changes daily with new stories.*
68. **Media asset management (MAM)** – Medya varlık yönetimi – *MAM organizes photos, videos, and documents.*
69. **Media backlash** – Medya tepkisi – *A strong media backlash can harm reputation.*
70. **Media briefing session** – Medya bilgilendirme oturumu – *A briefing session explains the campaign to reporters.*
71. **Media collaboration tool** – Medya işbirliği aracı – *Collaboration tools allow journalists to share resources.*
72. **Media coverage benchmarking** – Medya kapsam kıyaslaması – *Benchmarking compares our coverage to competitors.*
73. **Media ecosystem** – Medya ekosistemi – *The media ecosystem includes TV, radio, and online platforms.*
74. **Media engagement dashboard** – Medya etkileşim paneli – *The dashboard shows media interactions in real time.*
75. **Media evaluation** – Medya değerlendirmesi – *Media evaluation measures how journalists cover the story.*
76. **Media event checklist** – Medya etkinliği kontrol listesi – *The checklist ensures no details are missed.*
77. **Media guest list** – Medya davetli listesi – *The media guest list includes top reporters.*
78. **Media influence assessment** – Medya etkisi değerlendirmesi – *Assessment identifies which media have most impact.*
79. **Media liaison (Media liaison officer)** – Medya irtibat görevlisi – *The media liaison answers reporters' questions and helps journalists with information and interviews.*
80. **Media monitoring dashboard** – Medya takip paneli – *The dashboard tracks what journalists publish and news mentions in real time.*
81. **Media positioning** – Medya konumlandırma – *Media positioning shows where our story fits.*
82. **Media relations** – Medya ilişkileri – *Our company works on media relations to share news effectively.*
83. **Media relationship audit** – Medya ilişkileri denetimi – *An audit reviews past media interactions.*
84. **Media relationship building** – Medya ilişkisi kurma – *Building media relationships helps get better coverage.*
85. **Media relationship management (MRM)** – Medya ilişkileri yönetimi – *MRM keeps contacts and history organized.*
86. **Media resource allocation** – Medya kaynak tahsisi – *Allocation decides who handles each journalist or outlet.*
87. **Media response protocol** – Medya yanıt protokolü – *The protocol ensures consistent replies to journalists.*
88. **Media roundtable** – Medya yuvarlak masa – *We host a media roundtable with industry editors.*
89. **Media spokesperson** – Medya sözcüsü – *The spokesperson answers questions during the press conference.*
90. **Media timing strategy** – Medya zamanlama stratejisi – *Timing strategy ensures that news is released at the best moment.*
91. **Media visibility index** – Medya görünürlük endeksi – *The index ranks media outlets by exposure.*
92. **Media visit** – Medya ziyareti – *We organize a media visit to the factory.*
93. **Message adaptation** – Mesaj uyarlama – *Message adaptation tailors communication for different groups.*
94. **Message consistency** – Mesaj tutarlılığı – *Message consistency builds trust and clarity.*
95. **Message distortion** – Mesaj çarpıtması – *Message distortion can confuse the public.*
96. **Message hierarchy** – Mesaj hiyerarşisi – *Message hierarchy shows which points are most*

- important.*
97. **Message tailoring** – Mesaja uyarlama – *We tailor the message for different audiences.*
98. **Messaging strategy** – Mesaj stratejisi – *A clear messaging strategy helps people understand our goals.*
99. **Multiplatform publishing** – Çoklu platform yayıncılığı – *Publishing on TV, online, and print reaches more people.*
100. **Narrative building** – Anlatı oluşturma – *Narrative building creates strong, memorable stories.*
101. **Negative media coverage** – Olumsuz medya kapsamı – *Negative coverage harms brand image.*
102. **Negative publicity** – Olumsuz tanıtım – *We need a plan for negative publicity.*
103. **News aggregation** – Haber toplama – *News aggregation collects stories from multiple sources.*
104. **News prioritization** – Haber önceliklendirme – *Prioritization decides which stories are most important.*
105. **News tip** – Haber ipucu – *A news tip helps journalists find new stories.*
106. **News value** – Haber değeri – *The event has high news value for TV stations.*
107. **News wire service** – Haber ajansı servisi – *The news wire service sends press releases to multiple outlets.*
108. **One-on-one interview** – Birebir röportaj – *The CEO gives a one-on-one interview to a reporter.*
109. **Online crisis communication** – Çevrimiçi kriz iletişimi – *Online communication keeps audiences informed during emergencies.*
110. **Online publishing** – Çevrimiçi yayın – *Online publishing makes news available quickly.*
111. **Online rumor management** – Çevrimiçi dedikodu yönetimi – *Managing online rumors prevents misinformation.*
112. **Op-ed** – Görüş yazısı – *The CEO writes an op-ed for the national newspaper.*
113. **Opinion leader** – Kanaat önderi – *Opinion leaders influence public perception.*
114. **Photojournalism** – Fotoğraf gazeteciliği – *Photojournalism tells stories through images.*
115. **Pitch** – haber/medya önerisi – *We send a pitch to journalists every week.*
116. **PR benchmarking** – PR (Halkla İlişkiler) kıyaslaması – *Benchmarking compares our PR results to previous campaigns.*
117. **PR campaign roadmap** – PR kampanya yol haritası – *The roadmap shows steps from planning to results.*
118. **PR ethics** – PR etiği – *PR ethics ensure honesty in communication with the media.*
119. **PR goal tracking** – PR hedef takibi – *Tracking monitors if campaign goals are achieved.*
120. **PR performance indicators** – PR performans göstergeleri – *Indicators help assess if PR goals are met.*
121. **PR professional code** – PR meslek kuralları – *The code guides ethical PR behavior.*
122. **Press accreditation** – Basın akreditasyonu – *Accreditation allows journalists to access the event.*
123. **Press advisory** – Basın uyarısı – *A press advisory informs journalists about an upcoming event.*
124. **Press brief** – Basın brifingi – *We give a press brief before the announcement.*
125. **Press briefing** – Basın bilgilendirmesi – *The company gives a press briefing before the event.*
126. **Press check-in** – Basın kayıt masası – *Reporters visit the press check-in desk at events.*
127. **Press clipping analysis** – Basın taraması analizi – *Clipping analysis shows coverage trends. We collect press clippings for weekly reporting.*
128. **Press conference agenda** – Basın konferansı gündemi – *The agenda guides the flow of the press conference.*
129. **Press coverage tracking** – Basın kapsam takibi – *Tracking shows which stories were published.*
130. **Press embargo** – Basın ambargosu – *The press embargo delays publication until the right time. The news is under embargo until Friday.*
131. **Press engagement** – Basın etkileşimi – *Press engagement builds good relationships with reporters.*
132. **Press follow-up** – Basın takibi – *We do press follow-up after sending a release.*
133. **Press guidelines** – Basın rehberi – *Press guidelines show rules for journalists.*
134. **Press interaction** – Basın etkileşimi – *Press interaction includes answering questions and providing materials.*

135. **Press interview logistics** – Basın röportaj lojistiği – *Logistics cover timing, location, and equipment.*
136. **Press invitation management** – Basın davetiyesi yönetimi – *We manage invitations to reporters carefully.*
137. **Press kit customization** – Basın kiti özelleştirme – *We do press kit customization for different media outlets.*
138. **Press kit distribution** – Basın kiti dağıtımı – *We manage press kit distribution to top journalists.*
139. **Press kit update** – Basın kiti güncellemesi – *Press kit updates keep materials current.*
140. **Press pass** – Basın kartı – *Reporters need a press pass to enter the venue.*
141. **Press reception** – Basın resepsiyonu – *The press reception welcomes journalists to the event.*
142. **Press release distribution** – Basın bülteni dağıtımı – *Distribution ensures the press release reaches journalists.*
143. **Press release localization** – Basın bülteni yerelleştirme – *Localization adapts messages for local media.*
144. **Press release timing** – Basın bülteni zamanlaması – *Timing ensures maximum media attention.*
145. **Print publishing** – Basılı yayım – *Print publishing produces newspapers and magazines.*
146. **Proactive PR** – Proaktif halkla ilişkiler – *Proactive PR shares good news before competitors.*
147. **Professional accountability** – Mesleki hesap verebilirlik – *Accountability requires documenting PR actions.*
148. **Proofreading** – Son okuma – *Proofreading checks the final draft for mistakes.*
149. **Public apology strategy** – Kamu özür stratejisi – *The strategy prepares a public apology if necessary.*
150. **Public engagement** – Kamu etkileşimi – *Public engagement increases with interactive content.*
151. **Public opinion** – Kamuoyu – *Public opinion changes quickly online.*
152. **Public perception management** – Kamu algısı yönetimi – *We manage public perception after negative news.*
153. **Public trust management** – Kamu güveni yönetimi – *Management maintains trust after incidents.*
154. **Rapid media response** – Hızlı medya yanıtı – *We provide rapid media response during scandals.*
155. **Reactive PR** – Reaktif halkla ilişkiler – *Reactive PR responds quickly to media questions.*
156. **Reporter assignment sheet** – Muhabir görev çizelgesi – *The sheet lists all reporter assignments.*
157. **Reporter notes** – Muhabir notları – *Reporter notes keep all details for writing the story.*
158. **Reporting guidelines** – Habercilik rehberi – *Reporting guidelines ensure accuracy and fairness.*
159. **Reputation building campaign** – İtibar oluşturma kampanyası – *This campaign strengthens public perception.*
160. **Reputation crisis** – İtibar krizi – *A reputation crisis needs immediate action.*
161. **Reputation management plan** – İtibar yönetim planı – *The plan outlines steps to protect the brand.*
162. **Reputation repair** – İtibar onarımı – *Reputation repair restores trust after a crisis.*
163. **Reputation restoration** – İtibar geri kazanımı – *Restoration rebuilds trust after negative events.*
164. **Reputation threat** – İtibar tehdidi – *A social media scandal is a reputation threat.*
165. **Respect for public interest** – Kamu yararına saygı – *Respect for public interest guides reporting priorities.*
166. **Responsible journalism** – Sorumlu gazetecilik – *Responsible journalism avoids spreading rumors.*
167. **Responsible reporting** – Sorumlu habercilik – *Responsible reporting prevents spreading false news.*
168. **Risk communication** – Risk iletişimi – *Risk communication informs people about possible dangers.*
169. **Social media content planner** – Sosyal medya içerik planlayıcısı – *The planner schedules posts for the week.*
170. **Spokesperson briefing** – Sözcü bilgilendirmesi – *Spokesperson briefing prepares them for interviews.*

171. **Spokesperson coaching** – Sözcü koçluğu – *Coaching prepares spokespeople for public appearances.*
172. **Spokesperson message alignment** – Sözcü mesaj uyumu – *Alignment ensures spokespeople share consistent information.*
173. **Spokesperson training** – Sözcü eğitimi – *Training prepares spokespeople for challenging questions.*
174. **Stakeholder** – Paydaş – *Stakeholders expect honest information.*
175. **Stakeholder communication** – Paydaş iletişimi – *Communication keeps stakeholders informed during crises.*
176. **Story pitch** – Hikâye önerisi – *The reporter gives a story pitch to the editor.*
177. **Story reach analysis** – Hikâye erişim analizi – *Analysis shows how many people saw the story.*
178. **Strategic communication** – Stratejik iletişim – *Strategic communication supports long-term goals.*
179. **Transparency in crisis communication** – Kriz iletişiminde şeffaflık – *Transparency is vital during emergencies.*
180. **Transparency in PR** – PR’de şeffaflık – *Transparency in PR improves company credibility.*
181. **Two-way communication** – Çift yönlü iletişim – *Two-way communication allows feedback from audiences.*
182. **VIP media invitation** – VIP medya daveti – *VIP media invitations encourage top journalists to attend.*
183. **Video journalism** – Video gazeteciliği – *Video journalism shares news visually.*
184. **Wire service** – Haber servisi – *Wire services send news to many outlets quickly.*