

PRiodic Table of Elements

H Humility																He Hard News	
Li Logistics	Be Budgeting											B Background	C Clipping	N Newswire	O Objectivity	F Facilitator	Ne News Angle
Na Navigate	Mg Message											Al Advertising Value (AVE)	Si Spin	P Persuasion	S Spokesperson	Cl Collaboration	Ar Advisory role
K Press Kit	Ca Contacts	Sc Scheduling	Ti Timing	V Viral Media	Cr Crisis	Mn Media Monitoring	Fe Features	Co Content	Ni Nimble	Cu Communication	Zn Zingers	Ga Goals	Ge Government Relations	As Agenda setting	Se Subjectivity	Br Branding	Kr Kidfluencer
Rb Relationship building	Sr Storytelling	Y Yes	Zr Zeroing	Nb News beat	Mo Media Coverage	Tc Tactics	Ru Reputation Management	Rh Rhetoric	Pd Pseudo-Event	Ag Agency	Cd Code	In Influence	Sn Social networking	Sb Soundbite	Te Transparency	I Impressions	Xe Xenial
Cs Compromise	Ba Barcelona Principles		Hf Helpful	Ta Two-way Asymmetric	W Writing	Re Research	Os Observability	Ir Internal Relations	Pt Public Interest	Au Authenticity	Hg Haggle	Tl Tonality	Pb Publics	Bi Boilerplate	Po Performance	At Attentiveness	Rn Responsibility
Fr Focus Group	Ra Reactive		Rf Readability formula	Db Database	Sg Strategy	Bh Behaviorism	Hs Historian	Mt Measurement	Ds Diversity	Rg Reasoning	Cn Conflict Resolution	Uut Counter-Intuitivity	Fl Filter	Uup Build Up	Lv Leverage	Uus Unusual Solutions	Uuo Unique opportunities

La Lead Time	Ce Cause Marketing	Pr Press Release	Nd Non-disclosure	Pm Public Information	Sm Social media	Eu Evaluation	Gd GAP Study	Tb Triability	Dy Diplomacy	Ho Honesty	Er Earned Media	Tm Two-way Symmetric	Yb YouTube	Lu Lucid
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PRNews

Ac Access	Th Thought Leader	Pa Press agency	U Ubiquitousness	Np Non-plussed	Pu Publicity	Am Audience Metrics	Cm Community	Bk Booking	Cf Conferences	Es Ethics	Fm Framing	Md Media Relations	No Negotiation	Lr Low Context Communicator
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