

- 1) Marks signaling the end of a story. Often used when a story is edited by hand, but generally not used when edited in the computer.
- 2) Subsequent pages of copy, so page 2 is also the "first add," etc.
- 3) Announcement-type story for coming event
- 4) A 6 point font size that is usually used for classified ads and box scores
- 5) Confronting an interview subject without prior warning
- 6) Using continuously variable physical properties, such as the shape and frequency of waves, to carry information such as that required to reproduce sound or video. Analog recorders, for instance, generally use magnetic tape.
- 7) Member of a broadcast news team who regularly appears on camera to present a newscast, as opposed to a reporter who gathers information and usually works in the field.
- 8) A lead that tells a story.
- 9) Statement fixing source of information in story
- 10) A fact sheet or file with basic facts and history on a person or company that can be quickly used in a news story. It also can refer to a story that delves more deeply into an event or issue and tries to explain what led up to it.
- 11) Light coming from behind a subject, or the fixture used to provide such a light. Too much backlight will wash out video or photo.
- 12) A headline spanning the width of a newspaper page.
- 13) A reporter's area of specialization
- 14) Illustrations and type extended beyond regular page margins to outside page edges
- 15) Another term for satellite
- 16) A broadcast term for segments of a newscast. The segment between the opening and the first commercial break is the A-Block, the next segment the B-Block, etc.
- 17) Both a system for publishing online and an ethos for how it is done. Each entry is a "post," each post has its own unique URL or Web address, and the posts are presented most recent first. The ethos for news and information blogs is that you have something to say, that you link to other sources to bolster your story or argument, and that you do it regularly.
- 18) Wording that tends to get used repeatedly in stories about the same subject: ex., "Smith, who was charged in 1994 with embezzlement..." but if this is 10 year later, nothing ever came of the case, and Smith has had no other problems, she might decide to take legal action for continuing to bring it up. Errors that creep into this also can be repeated unknowingly when someone pulls the phrasing out of the archive. And the same wording over and over is dull writing, so be careful with boilerplate.
- 19) Reporter or anchor narration between two sound bites.
- 20) A short print or Web story, usually fewer than 200 words and generally without a byline. Several briefs run together on a page are sometimes called a "briefs package."
- 21) A newspaper printed on wider sheets of paper in the traditional format most people know. The sheets are usually 50 inches wide or a little narrower, although as newspapers' fortunes decline, they continue to narrow the width.

- 22) Video footage other than sound bites or the reporter's stand-up that is shot to be used under the reporter's or anchor's narration or sometimes under a sound bite. Sometimes called cover video.
- 23) In a print or wire service newsroom, a listing of the stories being worked on or likely to happen and need coverage.
- 24) An entry on the budget, usually no more than two grafs long, that fully and accurately summarizes the individual story. The line itself usually should tell a small story because it needs to sell the story for better placement.
- 25) News organization logo unobtrusively embedded in the corner of video reports. Used for identification and copyright.
- 26) Author's credit printed with the story
- 27) Letters of the alphabet or such letters in combination with numbers used to identify a radio or television station, an amateur radio transmitting device, or the like
- 28) Photos that show people in natural action, they are never posed
- 29) Lines of text describing illustrations and photographs
- 30) An inscription at the end of a yearbook giving the title or subject of the work, its author, the name and printer or publisher and the date and place of publication; a publisher's or printers distinctive emblem, used as an identifying device on its book and other works
- 31) A news item usually written with a point of view—that of the columnist. A column often can be identified by the use of first person. Most columns also run with a "signer"—a picture or special graphic, along with the columnist's name
- 32) One inch of a print story in one column. A five-column story with each column three inches long (also known as deep) is 15 column inches.
- 33) **Column logo**
- 34) Thin line separating columns of type
- 35) In television, the final portion of the script or the final shot.
- 36) A group of stations that share video and information, often by satellite.
- 37) **Continuation line**
- 38) (N) something that covers, such as a binding of a book. (V) to act as a reporter or reviewer of an event, a field of interest, performance, etc., to have as an assignment (ex. She covers sports for the paper).—to publish or broadcast a report or reports of a news item, a series of related events, etc.
- 39) A story or stories. In broadcast, about 15 full lines (completely across the page) of copy take about a minute to read. In newspapers, slightly more than 30 words usually fit in a column inch.
- 40) In print newsrooms, often the last person to see the copy before it goes to be printed. Copy editors specialize in grammar, style, brevity, and clarity and are the surrogate for the reader.
- 41) Line giving source of picture or story
- 42) To eliminate areas of a photo
- 43) Where the same company, organization, or person owns more than one type of media outlet in the same market (ex: a TV station and newspaper).

- 44) As a noun, another term for a recorded sound bite, most often used in radio. As a verb, this is another word for “to edit.”
- 45) Video that shows other than the main action, such as people applauding at a concert. Cutaways are most often used to bridge separate parts of interviews or transitions in the main action.
- 46) In broadcast, editing tape or film. In print, trimming a story to fit available space.
- 47) Blue, one of the four primary colors in the “four color system” that can mix to cover the entire spectrum of colors
- 48) The city (and usually the state) at the beginning of the story that gives its place of origin. It is common on wire-service stories but not so much on local print stories, and broadcast almost never uses it except in graphics showing where video was shot.
- 49) A unit used to measure the power of a signal, such as an electric signal or sound, relative to some level of reference.
- 50) This has two common meanings: the subordinate hed under the main hed or the individual lines of a headline
- 51) In print newsrooms, the copy desk. In broadcast newsrooms, the assigning desk. In converged newsrooms, sometimes called the “superdesk,” where editors and producers from print, broadcast, and online sources interact.
- 52) The act of defaming; false or unjustified injury of the good reputation of another as by slander or libel
- 53) A type of signal or encoding that uses discrete representations of numerical values to convey information, as opposed to analog, which uses continuously variable physical properties. Computer chips process digital values into analog signals that we can physically sense. Digitally encoded information can be replicated without degradation.
- 54) **Dingbats**
- 55) In a yearbook, a page or spread that introduces a new section of the book to the reader
- 56) The most eye-catching element on the page, should generally be artwork and should be at least 30 percent larger than any other element on the page
- 57) A TV term for when the reporter is live in the field or in the studio or newsroom before or after a packaged report. A donut usually does not have a stand-up or sig-out.
- 58) Digital video. The information to produce the video is in bytes processed by a computer chip as opposed to older analog forms, such as VHS and Beta. Digital video is edited with a computer program, such as Apple’s iMovie or Final Cut Pro or Avid’s Newscutter, instead of mechanically with electronic assist (linear editing) as were the older forms.
- 59) A print term for a story (or ad) displayed on two inside facing pages on the same sheet of paper. The term derives from when printing plates were so heavy they had to be taken to the pressroom on hand trucks, and a double truck took two of them.
- 60) Newspaper form of capitalization using minimum capital letters, primarily for the first letter and only for proper nouns following the first letter

- 61) Large initial letter set in larger size than rest of text; appears at the beginning of text or at junctures throughout text
- 62) *Noun*: A copy of a tape or film. *Verb*: To make a copy or to replace one soundtrack with another.
- 63) Another word for duplicate, a dubbed tape or film.
- 64) The opinion of the newspaper as it appears on the editorial page; it appears without a byline and represents the views of the editorial board
- 65) **Editorial content**
- 66) The department of a publishing business that edits material for publication
- 67) Also known as the opinion page, is the page reserved in a newspaper or magazine for the publication's editorials, letters to the editor, masthead and editorial cartoons are also printed here or continued on to the ed page.
- 68) Inserting a reporter's or editor's opinion in a news story
- 69) A dash equal to the width of an "m." Also called an "em dash."
- 70) Decorative and functional heavy paper that holds pages in a book binding and that can be used for design elements such as yearbook themes or contents listings; end paper
- 71) A story developed by original reporting and digging and research as opposed to primarily augmenting a news release or covering spot news.
- 72) Codes of conduct that guide journalists in the pursuit of truth and the news gathering process.
- 73) Margin framing the page
- 74) The visual pattern a reader makes when viewing all the elements on a page, in the order that the page designer intended, from dominant to all the other subordinate elements
- 75) **Eyewitness reporting**
- 76) Fonts that belong to the same general typeface but may have different attributes or styles; for example, Avant Garde is a typeface, and Avant garde condensed bold is in the same font family
- 77) To gradually increase or decrease the video or audio signal, as in "fade to black."
- 78) Federal communications commission, a board charged with regulating broadcasting and interstate communication by wire, radio and television
- 79) Story that goes beyond factual news reporting with emphasis on human interest appeal; element in story highlighted in lead; item in newspaper such as cartoon and syndicated material supplied by "feature" services
- 80) Broadcast term for sending a program or a signal from one point to another. Also a noun meaning that program or signal.
- 81) Single side of a printed signature containing half the pages of the signature
- 82) Instructions to set type with left margins
- 83) Type on each page giving name, date and page number
- 84) **Folio tabs**
- 85) A range of type used for all the characters in one size and weight.
- 86) Size, shape and general physical characteristics of publication
- 87) Three primary colors plus black, which reproduce full-color spectrum

- 88) Shortened spelling of paragraph (the “f” helps prevent accidental printing so that it is not confused with the real word, “graph.”)
- 89) Refers to methods of interviewing which are designed to entrap the interviewee into making statements that are damaging or discreditable to their character, integrity, or repute.
- 90) In print, any kind of artwork that accompanies a story or that stands on its own to impart information; however, the term more commonly is applied to drawn artwork rather than photographs. In TV, it usually means a visual element used in place of video.
- 91) Multiple thin columns on a page
- 92) Space between columns
- 93) Printing plate made by exposing negative through screen converting image into dots
- 94) A headline style where the top line is shorter, essentially a kicker, but is much bigger than the main lines
- 95) Important factual information about current happenings
- 96) In photography, the space between a subject’s head and the top of the screen
- 97) Abbreviated term for “headline.” Not spelled “head” to avoid confusing it with the actual word and lessen the possibility it could be printed accidentally.
- 98) Each time someone visits a particular website.
- 99) The reason we should care about the story now.
- 100) A journalistic writing form that starts with an inverted pyramid of the most important facts but then takes a “turn” and shifts into a more narrative, timeline form. It is being used more widely in print and is especially useful for telling a broadcast story.
- 101) The first words of a recorded sound bite.
- 102) a complete, alphabetical listing of each person, club, event, advertiser and subject in the yearbook
- 103) Any chart, map, diagram, timeline, etc., used to analyze an object, event or place in the news
- 104) A person-on-the-street interview in which several people, often chosen randomly, are asked what they think about a topic
- 105) Space also known as the alley that appears between columns of type and in the gutter
- 106) In media law, claim by a plaintiff that private information has been improperly used by the press
- 107) A journalism writing style that puts most of the important information at the beginning. It is handy for quick scanning and is easier to cut from the bottom. This form has made somewhat of a comeback online.
- 108) When a story continues on another page. Also, that part of the story on the other page.
- 109) Headline for portion of story from another page
- 110) A smaller version of original story headline, or portion of it, used on the page to indicate where the story continues

- 111) Adjustment of spaces between words and word divisions so that all lines of type are equal length and align on both the left and right sides
- 112) In print, a headline with a shorter and smaller top line over the main head. It's often underlined or in italics. The best have some "kick" to them, a bit of sprightliness. In broadcast, a lighter story at the end of a newscast or the end of a newscast block. In radio, these are sometimes called "*zingers*."
- 113) A chart showing a page-by-page delineation of a yearbook's content
- 114) Drawing or sketch for piece of printing
- 115) The top story in a television news program. Also the first paragraph or two of the story.
- 116) The first sentence or two a news anchor reads to introduce a video package.
- 117) Thin strips of metal used for spacing between lines; space between lines of type
- 118) Strength of an audio signal. As in "give me a mike level."
- 119) Malicious defamation of person made public by any printing, writing, sign, picture reproduction or effigy tending to provoke him or her to wrath or expose him or her to public hatred, contempt or ridicule
- 120) News or other event broadcast in real time from other than the studio. A reporter or anchor need not be featured in a live-shot, especially when the pictures, such as a massive fire, are gripping; but one usually is. When the "other event" is more entertainment-or advertising-oriented, this is usually called a "remote."
- 121) Listing scenes, sound bites, natural sound, etc. on a videotape; how long each runs; and at what time each is located so it is easy to go back and find them.
- 122) A visual brand or identifier
- 123) The place on the screen where text computer graphics usually go.
- 124) A pinkish color, one of the four primary colors and black that can combine to create any color in the spectrum
- 125) Market research is the process of systematic gathering, recording and analyzing of data about customers, competitors and the market.
- 126) In online journalism, taking two or more elements, often from third parties, and bringing them together through digital interface to produce new information or a new representation of information that aids understanding. Many mashups involve taking databases and overlaying the information onto maps. A classic is chicagocrime.org, which mapped where crimes were happening by combining police department data with Google Maps.
- 127) Mass media is a term used to denote, as a class, that section of the media specifically conceived and designed to reach a very large audience (typically at least as large as the whole population of a nation state). It was coined in the 1920s with the advent of nationwide radio networks and of mass-circulation newspapers and magazines.
- 128) Listing of a publication's key editors, publisher, and other executives, as well as mailing and other contact information often required by postal authorities.

- 129) Short for “mobile web log,” an online space that allows remote uploading of pictures, captions, and other information and presents them in a blog structure. Can be used to present a multidimensional perspective on a story or event.
- 130) Sample ad taken by the publication sales representative to a sales call; used to show the business owner how the company’s ad may look
- 131) Reporter working in the field who uses technical tools (camera, notebook, PC and wireless connection) to send stories in to home office.
- 132) Newspaper reference library
- 133) Form of modular design placing rectangles of various sizes and shapes together to form a pattern
- 134) Writing a story the same way you’d tell it to your mom; an especially popular term in broadcast.
- 135) Man on the Street interview
- 136) A small identifying picture usually cropped to show only the face or head and shoulders of a writer or person identified in story
- 137) The stylized rendition of a newspaper’s name on the front page.
- 138) Voice-over track for a news report given by anchor or reporter.
- 139) Any sound other than a formal interview. See also wild sound. NAT can include people talking if they are not being formally interviewed.
- 140) Values that give news importance including timeliness or immediacy, proximity or nearness, consequence or impact, prominence, drama, oddity or unusualness, conflict, sex, emotions and instincts, and progress
- 141) A feature story related to a hard news story, a spin off of a hard news article
- 142) The total space (print) or time (broadcast) available for news, as opposed to ads and other elements.
- 143) The news media is a term used to describe mass media that focus on news. These include print media (newspapers, magazines); broadcast media (radio stations, television stations, television networks), and increasingly Internet-based media (World Wide Web pages, weblogs).
- 144) A term for the key graf or grafs in a story that tell you why you are reading it and its broader significance. (also used to refer to a short dash).
- 145) Lithography; process in which image on plane surface plate is transferred to rubber blanket roll from which impression is made on paper.
- 146) One person doing the work of several (reporter, videographer, editor, producer, engineer)
- 147) The page opposite the editorial page on which many newspapers run syndicated and local columnists.
- 148) One of two words of paragraph at the top of a newspaper column.
- 149) The final words of a sound bite or package.
- 150) A TV term for a complete recorded story. The typical package is by a reporter and usually includes sound bites, narration over B-roll, and a stand up. However, there also can be an anchor package in which the anchor does the narration (typically without a stand-up) and a natural sound package that uses only that.

- 151) Pack journalism is an often derogatory term used to describe the tendency of news reporting to become homogeneous when a group of reporters covering the same topic are required to spend large amounts of time together. The term was coined by Timothy Crouse.
- 152) Extra copy either in print or broadcast designed to fill in if a story runs short.
- 153) Electronic design and eventual production of newspaper pages by newsroom editors
- 154) **Pan**
- 155) **Panel Pictures**
- 156) Passive writing makes the normal object the subject. It can be ponderous but is not always wrong. "Mayor Bill Smith was indicted Friday on 27 fraud charges" is passive but is preferred to "A grand jury indicted Mayor Bill Smith on 27 fraud charges Friday." The story is about Mayor Smith being indicted, and that should lead the lede, not about a jury indicting. Passive voice can be especially useful with crime stories where we want to be careful about making the target of the investigation the subject, lest we inadvertently convict or impart guilt.
- 157) Melding audio files with a system similar to RSS that notifies users where the new files are available to download and that can download them automatically. Like blogging, podcasting has an ethos, a set of generally followed practices: have something to say, make the audio segments interesting using various production elements, and produce the podcasts regularly.
- 158) **Phoner**
- 159) Reporter who covers news and features with camera
- 160) Printer's unit of measure, 6 picas to 1 inch
- 161) **Playlist**
- 162) Unit of measure used principally in measuring type sizes in which 72 points equal 1 inch; printers terminology for an punctuation mark
- 165) Stories prepared by individuals and organizations seeking publicity
- 166) **Primary deck**
- 167) **Promo**
- 168) Pages the printer returns to the school that allow the staff to see the photographs in place and all copy, captions, and headlines as they should appear in the book
- 169) "Public service announcement"
- 170) A quote taken away from a story that is enlarged and given special graphical treatment to make it stand out.
- 171) **Ragged right**
- 172) Cover or front page easer that refers readers to inside content
- 173) **Reverse type**
- 174) **Rewrite**
- 176) "Rich site summary" or "really simple syndication." A system using online filed coded in XML to tell a Web site or a special computer program

- that new information is available to download. Currently, RSS feeds are generally a by-product of other online publishing operations, however, some entrepreneurs are examining whether RSS could be a digital media form of its own.
- 177) A photographic compositional framing technique in which the photographer divides the viewfinder into thirds both vertically and horizontally and places the subject along the intersection of one of the thirds
- 178) The document listing the stories for a newscast, their order, and other information about how each is to be presented. Sometimes called a lineup.
- 179) Type style without serif
- 180) **Secondary deck**
- 181) (SEG'-way): A smooth transition from one show element to the next.
- 182) Type with small finishing strokes at the ends of main strokes of letters
- 183) Shield laws are laws that are passed by some states in order to protect the reporters' right to keep their sources private.
- 184) A shorter story related to a longer one. The sidebar will usually focus on a narrower or additional aspect of the overall story.
- 185) The standard line a broadcast reporter typically uses to end a packaged story, such as "Jane Smith, Channel 2 News, at City Hall." Also called a *signature out-cue* or standard out-cue and sometimes called a lockout (more common in radio).
- 186) **Skybox/teaser/skylines**
- 187) The verbal form of libel
- 188) **Slanted News**
- 189) "Sound on Tape." Recorded sound from an interview for use in a broadcast story.
- 190) A short segment of audio from a person expressing an opinion, emotion, or information (or some combination).
- 191) In headlines, when one line ends in a preposition, conjunction, or adjective or when a compound term is partly on one line and partly on the other (ex: Students will receive report/ cards this week").
- 192) A complete listing of a team's season including the opponents and outcomes of the games or competitions
- 193) Large sheet of paper printed with (usually) 4, 8 or 16 pages on either side and folded to form one unit of a book or other publication
- 194) News in which the primary importance is entertainment, although it may also inform, and is often less timely than hard news
- 195) the part of a book's cover that encloses the inner side of the book's pages and that faces outward when the book is shelved.
- 196) An article formed by taking a completely different angle of a previous story
- 197) The use of a single color in addition to black on a printed page
- 198) A copy-editing term that says, "Oops, I made a mistake. Put it back the way it was." In other words, "return to original"
- 199) Term for still photographs. Now that many newsrooms are expanding into multimedia, it often is used to distinguish from video.

- 200) Two facing pages
- 201) Storyboards are a series of illustrations displayed in sequence for the purpose of previsualizing an animated or live-action film
- 202) A list of writing conventions including abbreviations, punctuation and word selection that guides writers and maintains consistency in writing style throughout the publication
- 203) A style of newspaper printed on sheets smaller than a broadsheet. There are variations, such as compact and Berliner (compact is also often used to refer to a paper that was a traditional broadsheet but switched to tabloid). The term has a yellow-journalism reputation, but some of the world's well-respected papers are tabloids, such as *The Times* of London.
- 204) In broadcast, anchor copy that follows a reporter's package or a VO/SOT to bridge to the next story or segment break. Online, a way of assigning labels to Web pages, blog posts, etc. so that a user can click on the tag and see all related material similarly tagged. Online services such as Technorati also gather tag information from around the web to provide a broad picture of what many people are saying on the same topic.
- 205) Video (head and shoulders shot) of a person just talking. Not very interesting to watch and, after a brief amount of time, should be avoided.
- 206) A target audience is the primary group of people that something is aimed at appealing to. A target audience can be people of a certain age group, gender, marital status, etc.
- 207) Short items in a newscast previewing items to come, usually, just before a commercial break. Writing a good tease is a balance of intriguing the viewer or listener but not giving away the story.
- 208) **Tie In**
- 209) A preset format for a Web page (or any other document) specifying the layout, font, text size, etc., So that content can be formatted and posted quickly and uniformly.
- 210) A Title Page is a page in the front part of a book which has the title of the book, and the author or publisher.
- 211) When an anchor in a news broadcast introduces another person on the set (such as the weather or sports anchor) or sends the story to a reporter during a live shot.
- 212) Use of similar headlines side by side
- 213) Tower
- 214) Copy for heads and body type set with maximum possible capitals
- 215) "Uniform resource locator," or Web address; The identifier for each Web page and other online element that allows a browser or other specialized computer program to reach it.
- 216) "Voice over," a short TV story read by an anchor over video or a full-screen graphic.
- 217) "Voice over/Sound on tape," a story in which a TV anchor reads some of the copy over video or a graphic, then waits while a sound bite is played, and then finishes the story by reading more copy on camera. Sometimes also referred to as VO/B (voice over with sound bite). A variation is VO/SOT/NO,

- where the anchor finishes the story by reading more copy over video or graphic.
- 218) A photographer who shoots videotape, usually for a TV news operation
 - 219) Short for "video blog" because it's too hard to say the other way. A type of blog that conveys information with video and other multimedia information rather than just text.
 - 220) Generic video that does not really relate to the copy the reporter or anchor is reading. It often happens when archival video is paired with a script covering more current developments of a story.
 - 221) A line of only a few words at the end of a caption or paragraph, which then leaves a large trailing white space. Such captions are often sent back for rewrite.
 - 222) A live or on-demand broadcast that can be watched online. The *Spokesman-Review* in Spokane, Wash., has become known for webcasting daily news meetings at which editors and reporters decide what will be in the paper the next day.
 - 223) Articles or publications that use exaggerated or lurid material in order to gain public attention.
 - 224) A lens movement from a wider starting shot to a closer shot.