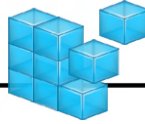


Glossary of Media Terms

<i>Angle</i>	Approach the reporter takes in writing the story
<i>Area of Dominant Influence (ADI) stations</i>	Geographic area reached by radio stations
<i>Audiovisuals (AV)</i>	Graphic presentations that use sight and sound to enhance the understanding of a topic
Backgrounder	Gives vital facts and history of organization or issue
<i>Biographer</i>	Gives vital facts and history of a person
<i>Businesswire</i>	Wire service that runs public relations announcements for a fee
<i>Byline</i>	Name of the reporter placed at the top or bottom of the article
<i>Callback</i>	Telephone follow-up to a printed invitation or advisory
<i>Collateral Advertising</i>	Product or promotional publications meant to be used with a particular product or service
<i>Consumer Publication</i>	Printed matter intended for the general reader
<i>Copy</i>	Written text
<i>Dateline</i>	Place and date of an article's origin; appears at the beginning of the first paragraph
<i>Daybook</i>	Daily schedules of upcoming news events, published by the Associated Press



Delayed Lead

Writing style where the specific subject of a story doesn't come into clear focus until some time after the first paragraphs; usual intent is to set the background and tone before getting to the main point (compare *inverted pyramid*)

Designated Market Area (DMA)

Area reached by television stations

Editorial

Expression of opinion, as opposed to the news article, which presents facts without opinion; appear on the editorial page, separate from news stories

Embargo

Any restriction placed on when specific information may be used, often stating the desired date and time of release

Feature

Current article, but not hard news, not necessarily writing with the most important fact first

Ghostwriting

Writing generated without published credit to its author and often credited to another

Graf

Paragraph

Hard News

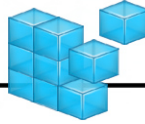
Present facts of an event objectively and descending order of importance

Inverted Pyramid

Style of writing in which the most comprehensive information is put in the lead, followed by less and less important information; constructed so an editor can cut after any paragraph and have a complete story that meets his or her space limitations



<i>Lead</i>	Beginning of a news story, generally contains who, what, when, where, why and how
<i>Lead Story</i>	Most important article on page one; may have headline extending across entire top of page
<i>Media Alert</i>	Also referred to as News advisory or tip sheet; a brief summary of the basic facts surrounding an event, often used when time is too short, or the occasion does not warrant a printed invitation
<i>Media Kit</i>	Organized package of information that includes background information on general topic or special events
<i>Narrowcasting</i>	Broadcasting journalism that targets audiences with specific interests
<i>News</i>	Information new, unusual, unexpected, controversial, of wide significance or interest to audience of a publication or program
<i>News Conference</i>	Arranged gathering of media representatives to announce and explain a significant and newsworthy subject or event
<i>News Hole</i>	Space reserved for material other than advertising
<i>News Peg</i>	Immediate event providing an occasion for printing a feature or situationer
<i>News Release</i>	Also referred to as a <i>press release</i> ; most common written form of public relations, used to announce a client's news and information



Nut Graph

If a press release or article starts with an anecdotal open, the next paragraph is the nut graph. This paragraph should explain the feature story in a nutshell and why it matters, hence the name, nut graph

Official Statement

Also referred to as a *position paper*; a written comment prepared for the purpose of responding consistently to any question from the media regarding a particular controversial issue

Off-lead

Second most important story on page one

Op-ed

Opinion and column page opposite the editorial page

Photo Alert

Advisory or invitation that stresses the possibilities for photo coverage

Pitch Letter

Letter to journalist or editor introducing story ideas or other salient information

POP

“Point of purchase” advertising materials, such as a counter display in a retail store

Press Junket

Special tour for news media representatives in which transportation and accommodations are provided by the organization desiring publicity

Publicity Tour

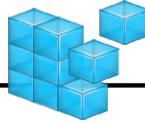
Scheduled publicity appearances in a series of cities or locations

Responsive Writing

Act of correcting or capitalizing on a situation by writing to fill in omitted details or otherwise add information that better explains a subject, points out an error, or promotes and issue



<i>Shirttail</i>	Short, related news item under another dateline at the bottom of an article
<i>Sidebar</i>	Feature appearing in conjunction with news article, giving human interest or historical aspects of a story
<i>Situationer</i>	Article bringing a story up-to-date in considerable detail
<i>Slug</i>	Brief heading, usually one word, designating an article or assignment
<i>Special Event</i>	Activity arranged for the purpose of generating publicity
<i>Spot News</i>	Current news, reported immediately
<i>Stylebook</i>	An organization's printed guide to matters of grammar style
<i>Sub Story</i>	Copy substituted for another earlier piece
<i>Target Audience</i>	Selected group of people who share similar needs or conditions, such as income, age, sex, or education; and who best represent the most likely potential receivers of an organization's message
<i>Tease</i>	Enticing lead to a story that tells just enough about the story to urge the reader or listener to continue
<i>Trade Publication</i>	Publication that focuses on a specific profession or industry
<i>Video News Release (VNR)</i>	Broadcast version of a press release; usually includes packaged news story between one minute and 90 seconds that is ready for on-the-air use and b-roll to allow producers to edit and create their own stories



Wire Copy

Stories supplied to newspapers by news services

Wire Services

Companies that supply news to various media on a subscription basis, such as the Associated Press