

# Glossary of Newspaper Terms

**Ad, Advertisement** — Printed notice of something for sale paid for by the advertiser.

**AP** — Abbreviation for Associated Press, a wire service.

**Art** — Any photo, map graph or illustration.

**Assignment** — A story a reporter is detailed to cover.

**Associated Press Stylebook** — The standard reference source for reporters and editors on word usage, libel, numbers, titles, capitalization and commonly used words and phrases.

**Balloon** — A drawing, usually in a comic strip, which makes the words of a person in the picture appear to be coming directly from his mouth.

**Banner** — A headline in large letters running across the entire width of the first page.

**Beat** — A reporter's regular routine for covering news sources.

**Body Copy** — The main part of a story.

**Bold Face** — A heavy or dark type.

**Box** — Border around a story or photo.

**Break** — Initial news coverage of an event.

**Broadsheet** — A "standard" or large-sized newspaper. The measurements of broadsheet newspapers vary.

**Budget** — The lineup of news stories scheduled for the next day's newspaper.

**Bullet** — A large black dot used at the left edge of a column to mark each item in a series.

**Byline** — The name of the writer printed at the top of a story.

**Caps** — abbreviation for capital letters.

**Caption** — A title or explanatory phrase accompanying a picture. The larger type over a cutline.

**Carrier** — A person who delivers the newspaper to subscribers.

**Circulation** — The total number of copies of the newspaper distributed in one day.

**City Desk** — The area of the newsroom where local news events are covered.

**Clip Art** — A variety of art provided to newspapers on a subscription basis, for use in ads.

**Clips** — articles that have been cut out of the newspaper, short for clippings.

**Classified Advertising** — Advertising space usually purchased in small amounts by the public and published, by categories, in its own section of the newspaper.

**Cold Type** — Type that is produced photographically

**Color** — To add color to an ad to command attention and influences buying decisions.

**Color Key** — The negatives for the full color photo are made positive and put together to check to see if the colors match the original photo.

**Column** — The arrangement of horizontal lines of type in a news story; also, an article appearing regularly written by a particular writer or "columnist."

**Column Inch** — Space measurement - one column wide by one inch deep.

**Columnist** — A person who writes a regular column giving a personal opinion.

**Compose** — To set type or design pages.

**Copy** — All material for publication, whether written stories or pictures.

**Copy Desk** — Area of the newsroom where editing is done.

**Copy Editor** — The person who corrects or edits copy written by a reporter and writes headlines.

**Copyright** — An author's exclusive right of property for his works.

**Correspondent** — an out of town reporter.

**Cover** — To gather information and get facts for a story.

**Credit Line** — A line giving the source of a picture or art.

**Crop** — To eliminate portions of copy or photos by reducing the size.

**Cut** — To shorten newspaper copy; also means a newspaper photograph.

**Cutline** — The information below a picture or art, which describes it; also called a caption.

**Dateline** — The line at the beginning of a story giving the place and date of the reported incident.

**Deadline** — A time at which all copy for an edition must be submitted.

**Dingbat** — Any typographical device used for ornamentation.

**Display Advertising** — Large, frequently illustrated advertisements usually purchased by retail stores, manufacturers, service companies; advertising other than classified ads.

**Dummy** — A diagram or layout of a newspaper page, showing the placement of stories, headlines, pictures and advertisements.

**Ear** — Either corner at the top of the front page (sometimes used for weather news or to call attention to a special feature).

**Edition** — The issue for one press run: home edition, state edition, final home edition, extra.

**Editor** — A person who directs the editorial policies; or a person who decides what news will go in the paper and where it will appear

**Editorial** — An article expressing the opinion of the newspaper regarding a certain subject.

**Extra** — A special edition of the newspaper, printed between regular editions, containing news too important to hold for the next regular edition.

**Feature** — A story in which the interest lies in some factor other than the news value, usually to entertain.

**Filler** — Short news or information items used to fill small spaces in the news columns.

**Five W's** — Who, what, when, where, why (sometimes "H" for how); the major questions answered in the lead of a well-written news story.

**Flag** — The newspaper's name on page one.

**Folio** — The number (s) of the page.

**Follow-up** — A story that adds more information to a story already printed.

**Font** — A complete assortment of type of one size and face.

**Four-color** — When a color photo is needed a slide is separated into the basic colors of red, yellow, blue and black.

**Fourth Estate** — A traditional name for the press, referring to it as the "fourth branch" of government; the term indicates the role and the importance of the free press in a democratic society.

**Gutter** — The margin between facing pages where the fold lies.

**Hard News** — Factual news stories without opinion.

**Headline** — An explanatory title over a newspaper

article summarizing the main point for the reader.

**Hot Type** — old-style type made from molten lead.

**Inserts** — An advertisement that is printed apart from the regular press run, usually an independent printer, then "inserted" among the regular newspaper sections.

**Inverted pyramid** — A method of writing by placing parts of the story in descending order of importance.

**Jump** — To continue a story from one page to another.

**Justify** — To space out a line of type so that each line fits flush to the margin.

**Kill** — To strike out copy or take out type not to be printed.

**Layout (also known as Makeup)** — To position editorial, pictorial and advertising elements on a page to prepare it for the camera and printing.

**Lead** — The first few sentences or the first paragraph of a news story, containing the summary or the introduction to the story

**Leading** — The amount of space between lines.

**Libel** — Publication of material unjustly injurious to someone's reputation.

**Logotype (logo)** — A design bearing the name or trademark of a company or business.

**Linotype** — old style machine used to produce hot type, one line at a time (no longer in use).

**Make-up** — To position editorial, pictorial and advertising elements on a page to prepare it for the camera and printing.

**Managing Editor** — The editor who directs the daily gathering, writing and editing of news and the placement of news in the paper; working

for him or her are the city editor, the copy editor, etc.

**Market** — people the newspaper wants to attract with its news and advertising.

**Masthead** — The matter printed in every issue of a newspaper or journal, stating the title, ownership, management, subscription and other non-news features.

**Morgue** — An area in the building where back issues of the newspaper are kept.

**National Advertising** — Ads placed by agencies for clients that feature national or regional information.

**Negative** — A photographic image in which the values of the original copy are reversed, so that the dark areas appear light and vice versa.

**Newsprint** — The uncoated, machine-finished paper on which newspapers are printed.

**Newsstand** — A single copy account that sells the papers over the counter.

**NIE, Newspapers in Education** — Program that provides newspapers, curriculum and other services for the classroom.

**Obituary (Obit)** — A biography of a deceased person printed in the newspaper shortly after the death is announced.

**Offset** — A printing method in which the plate transfers the image to be printed onto an intermediate surface called a "Blanket", which then comes in direct contact with the paper.

**Op-ed** — A page opposite the editorial page, where opinions by guest writers are presented.

**Pagination** — The computerized process by which a newspaper is laid out, or paged.

**Plagiarism** — Passing off as one's own the ideas and words of another.

**Plate** — An aluminum sheet that the negative is transferred to so that it can be run on the press.

**Play** — Emphasis given a story or page.

**Press** — Machine that prints the newspaper.

**Press Run** — Total number of copies printed.

**Process Colors** — Process of red, yellow and blue inks used separately or mixed.

**Proof** — A page on which newly set copy is reproduced to make possible the correction of errors.

**Proofreader** — One who reads proof pages and marks errors for corrections.

**Publisher** — The chief executive and often the owner of a newspaper.

**Put the Paper to Bed** — When the paper heads to press and newsroom has signed off all pages.

**Quarterfold** — Taking the standard size of the newspaper and folding into quarters, usually stitched and trimmed. Example: TV Guide

**Rack** — A metal stand that we sell papers from. These are placed in front of businesses, on street corners, etc.

**Reels** — Where the rolls of paper are mounted while running on the press.

**Register** — Marks Cross-hairs generally used to register one negative to the other for color registering.

**Release** — Advance information about a story given to the newspaper by the source of the news.

**Reporter** — A person who finds out facts about a story and then writes the story for the newspaper.

**Review** — An account of an artistic event, which offers a critical evaluation, the opinion of the writer.

**Rewrite** — (1) write a story again to improve it; (2) alter a story that appeared somewhere

else; (3) or write a story from facts called in by a reporter.

**Roll-end** — What is left of a roll of paper when the press has completed its run. These are available for free to the public.

**R.O.P. Run-of-Paper** — Denotes advertising that appears within the newspaper itself.

**Scoop** — A story obtained before other newspapers or other media receive the information.

**Single Copy** — Sales of newspapers from a newsstand or rack; Papers sold one at a time.

**Source** — The supplier of information, such as a person, book, survey, etc.

**Stringer** — A part-time reporter or correspondent.

**Syndicate** — Association which buys and sells stories, features, columns, editorials, and other materials for newspaper use.

**Syndicated Features:** Material such as comics, advice columns, etc., supplied nationally to newspapers by news syndicates.

**Tabloid** — Taking the standard size of the newspaper and folding into half, usually stitched or stapled and trimmed.

**Tube** — A plastic receptacle with an open end for a carrier to deliver the paper.

**Typo** — Short for "typographical error," a mistake made during the production of a story.

**UPI** — Abbreviation for United Press International, a wire service.

**VDT** — Abbreviation for video display terminal.

**Web Press** — Machine used to print the newspaper. Paper is woven through the press to facilitate printing.

**Wire Services** — Newsgathering agencies such as AP and UPI that gather and distribute news to subscribing newspapers.