

<b>Advertising Assignment</b>	Messages printed in newspaper space paid for by the advertiser.
<b>Associated Press Stylebook</b>	A story a reporter is detailed to cover.
<b>Balloon</b>	The standard reference source for reporters and editors on word usage, libel, numbers, titles, capitalization and commonly used words and phrases.
<b>Banner</b>	A device borrowed from a comic strip which makes the words of a person in the picture appear to be coming directly from his mouth.
<b>Beat</b>	A headline in large letters running across the entire width of the first page.
<b>Body Copy</b>	A reporter's regular routine for covering news sources.
<b>Bold Face</b>	Description of items - text in an ad.
<b>Broadsheet</b>	A heavy or dark type.
<b>Budget</b>	A "standard" or large-sized newspaper. The measurements of broadsheet newspapers vary.
<b>Byline</b>	The lineup of news stories scheduled for the next day's newspaper.
<b>Caption</b>	The name of the writer printed at the top of a story.
<b>Carrier</b>	A title or explanatory phrase accompanying a picture. The larger type over a cutline
<b>Circulation</b>	A person who delivers the newspaper to subscribers.
<b>Clip Art</b>	The total number of copies of the newspaper distributed in one day.
<b>Classified advertising</b>	A variety of art provided to newspapers on a subscription basis, for use in ads.
<b>Color</b>	Advertising space usually purchased in small amounts by the public and published, by categories, in its own section of the newspaper.
<b>Color Key</b>	To add color to an ad to command attention and influences buying decisions.
<b>Column</b>	The negatives for the full color photo are made positive and put together to check to see if the colors match the original photo.
<b>Column Inch</b>	The arrangement of horizontal lines of type in a news story; also, an article appearing regularly written by a particular writer or "columnist."
<b>Copy</b>	Space measurement - one column wide by one inch deep.
<b>Copy editor</b>	All material for publication, whether written stories or pictures.
<b>Copyright</b>	A newspaper worker who corrects or edits copy written by a reporter and writes headlines.
<b>Cover</b>	An author's exclusive right of property for his works.
<b>Credit line</b>	To gather information and get facts for a story.
<b>Crop</b>	A line giving the source of a picture.
<b>Cut</b>	To eliminate portions of copy or photos by reducing the size.
<b>Cutline</b>	To shorten newspaper copy; also means a newspaper photograph.
<b>Dateline</b>	The information below a picture which describes it.
<b>Deadline</b>	The line at the beginning of a story giving the place and date of the reported incident.
<b>Display Advertising</b>	A time at which all copy for an edition must be submitted.
<b>Dummy</b>	Large, frequently illustrated advertisements usually purchased by retail stores, manufacturers, service companies; advertising other than classified ads.
<b>Ear</b>	A diagram or layout of a newspaper page, showing the placement of stories, headlines, pictures and advertisements.
<b>Edition</b>	Either corner at the top of the front page (sometimes used for weather news or to call attention to a special feature).
<b>Editor</b>	The issue for one press run: home edition, state edition, final home edition, extra.
<b>Editorial Feature</b>	A person who directs the editorial policies; or a person who decides what news will go in the paper and where it will appear
<b>Filler</b>	An article expressing the opinion of the newspaper regarding a certain subject.
<b>Five W's</b>	A story in which the interest lies in some factor other than the news value. Usually to entertain, it might be a story of a lost boy
<b>Flag</b>	Short news or information items used to fill small spaces in the news columns.
<b>Folio</b>	Who, what, when, where, why (sometimes "H" for how); the major questions answered in the lead of a well-written news story.
<b>Follow-up</b>	The newspaper's name on page one.
<b>Font</b>	The number (s) of the page.
<b>4-color</b>	A story that adds more information to a story already printed.
<b>Gutter</b>	A complete assortment of type of one size and face.
<b>Hard news</b>	When a color photo is needed a slide is separated into the basic colors of red, yellow, blue and black.
<b>Headline</b>	The margin between facing pages where the fold lies.
<b>Inserts</b>	Factual news stories without opinion.
	An explanatory title over a newspaper article summarizing the main point for the reader.
	An advertisement that is printed apart from the regular press run, usually an independent printer, then "inserted" among the regular newspaper sections.

<b>Inverted pyramid</b>	A method of writing by placing parts of the story in descending order of importance.
<b>Jump</b>	To continue a story from one page to another.
<b>Justify</b>	To space out a line of type so that each line fits flush to the margin.
<b>Kill</b>	To strike out copy or take out type not to be printed.
<b>Layout</b>	The organization of all elements of an ad or page in space.
<b>Lead</b>	The first few sentences or the first paragraph of a news story, containing the summary or the introduction to the story
<b>Leading</b>	The amount of space between lines.
<b>Libel</b>	Publication of material unjustly injurious to someone's reputation.
<b>Logotype (logo)</b>	A design bearing the name or trademark of a company or business.
<b>Make-up</b>	Arrangement of stories, headlines and pictures into columns in preparation for printing.
<b>Managing Editor</b>	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.
<b>Masthead</b>	The matter printed in every issue of a newspaper or journal, stating the title, ownership, management, subscription and other non-news features.
<b>Morgue</b>	An area in the building where back issues of the newspaper are kept.
<b>National Advertising</b>	Ads placed by agencies for clients that feature national or regional information.
<b>Negative</b>	A photographic image in which the values of the original copy are reversed, so that the dark areas appear light and vice versa.
<b>Newsprint</b>	The uncoated, machine-finished paper on which newspapers are printed.
<b>Newsstand</b>	A single copy account that sells the papers over the counter.
<b>NIE</b>	Newspapers in Education. Program that brings papers into the classroom.
<b>Obituary (Obit)</b>	A biography of a deceased person printed in the newspaper shortly after the death is announced.
<b>Offset</b>	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.
<b>Pagination</b>	The computerized process by which a newspaper is laid out, or paged.
<b>Plagiarism</b>	Passing off as one's own the ideas and words of another.
<b>Plate</b>	An aluminum sheet that the negative is transferred to so that it can be run on the press.
<b>Press Run</b>	Total number of copies printed.
<b>Process Colors</b>	Process of red, yellow and blue inks used separately or mixed.
<b>Proof</b>	A page on which newly set copy is reproduced to make possible the correction of errors.
<b>Proofreader</b>	One who reads proof pages and marks errors for corrections.
<b>Publisher</b>	The chief executive and often the owner of a newspaper.
<b>Put the Paper to Bed</b>	When the paper heads to press and newsroom has signed off all pages.
<b>Quarterfold</b>	Taking the standard size of the newspaper and folding into quarters, usually stitched and trimmed. Example: TV Guide
<b>Rack</b>	A metal stand that we sell papers from. These are placed in front of businesses, on street corners, etc.
<b>Reels</b>	Where the rolls of paper are mounted while running on the press.
<b>Register Marks</b>	Cross-hairs generally used to register one negative to the other for color registering.
<b>Review</b>	An account of an artistic event, which offers a critical evaluation, the opinion of the writer.
<b>Rewrite</b>	(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.
<b>Roll-end</b>	What is left of a roll of paper when the press has completed its run. These are available for free to the public.
<b>R.O.P.</b>	Run-of-Paper - denotes advertising that appears within the newspaper itself.
<b>Single Copy</b>	Sales of newspapers from a newsstand or rack. Papers that are sold one at a time.
<b>Source</b>	The supplier of information, such as a person, book, survey, etc.
<b>Syndicated features</b>	Material such as comics, advice columns, etc., supplied nationally to newspapers by news syndicates.
<b>Syndicate</b>	Association which buys and sells stories, features, columns, editorials, and other materials for newspaper use.
<b>Tabloid</b>	Taking the standard size of the newspaper and folding into half, usually stitched or stapled and trimmed.
<b>Tube</b>	A plastic receptacle with an open end for a carrier to deliver the paper.
<b>Typo</b>	Short for "typographical error," a mistake made during the production of a story.
<b>Web (Press)</b>	The term used for the paper that is woven through the press.
<b>Wire services</b>	News-gathering agencies such as AP and UPI which gather and distribute news to subscribing newspapers.