



The Benton County
Daily Record,
Northwest
Arkansas Times, &
Arkansas
Democrat-Gazette

Some Newspaper Words to Know

Ad: printed notice of something for sale; short for advertisement

AP: Associated Press news service

Assignment: reporter's task to report a news story

Beat: news subject area regularly covered by a reporter

Byline: name of the writer of the story

Cutline: information that describes a photograph or illustration

Classified Ad: a small ad placed by an individual to sell a product or service

Copy: all material used for publication, including articles and cutlines

Copy Editor: a person who edits stories or writes headlines

Credit Line: the name of a photographer or artist below or alongside a photo or illustration

Crop: to trim off the unneeded parts of a photograph

Dateline: the words at **the beginning of an article that give the location of the** story

Deadline: the time at which all copy must be completed

Display ad: large, frequently illustrated advertising usually purchased by retail stores, manufacturers or service companies

Double truck: an advertising term referring to the middle pages of any section that, when open, form a single double-size page

Dummy: layout showing page position of stories, headlines, advertising and art

Edit: to correct and prepare copy for publication

Edition: a specific issue of the day's newspaper

Editorial: a column written to express the newspaper's view and opinion on a subject

Extra: a special edition of the paper containing news too important to hold for the next regular edition

Feature: a human interest story

Flag: the newspaper's name as it appears on the top of the first page

Freelance: a writer, artist or photographer who sells stories, art or photos to a newspaper

Freedom of the press: a Constitutional right derived from the First Amendment which guarantees that newspapers may report the news and publish editorial columns

General assignment reporter: a reporter who is not assigned to a regular beat but works on assignments from his or her editor

Graphics: any photo, map, graph or illustration

Headline: words in large type at the top of a story to catch the attention of the reader

Jump Line: line at the bottom of a story that tells the reader where to turn for the conclusion of the article

Kicker: a short headline, in smaller type, above the main headline of the story

Kill: to take out or delete copy

Layout: the process of positioning copy on pages according to the dummy

Lead: first sentence or paragraph of a news story (usually stating who, what, when, where, why & how)

Libel: any statement or representation without just cause or excuse which exposes someone to public disfavor

Masthead: the box giving the names of the publisher, editor and other executives

News Story: an objective account of a significant event or occurrence

Newsprint: the paper on which newspapers are printed

Offset: a method of printing in which the ink is transferred from plate to roller to newsprint

Plagiarism: any use of someone else's ideas or words without giving proper credit

Press release: advance information on a newsworthy topic given to the newspaper by the source

Proof: a sample of a newspaper page on which type, picture, etc.

Proofreader's marks: a set of widely-accepted symbols used by proofreaders to indicate where change in copy are to be made

Publisher: The chief executive officer of the newspaper

Quote: to use the actual words someone has said or written

Reporter: a person who finds out the facts and then writes the story for the newspaper

Review: a critique on a restaurant, play, movie, musical performance or book that has just been published

Scoop: a story printed in the newspaper before it is reported anywhere else

Sidebar: a secondary story giving additional sidelights on a major story

Style book: a set of rules for punctuation and other matters of written style

Subhead: a headline that appears under the main headline

Tip: a suggestion for a possible news story

Wire copy/photo: news matter or graphics that are received from a news service

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