



Working with the Media

Glossary of Terms

To effectively work with the media there are key terms and processes you need to know. Use Advocacy & Communication Solutions' Media Glossary to help you understand the lingo and achieve your goals.

Term	Definition
Assignment Editor	Staff member of a television, print or radio news team responsible for judging the appropriateness of story ideas assigned to a reporter for coverage.
B-Roll	Background footage or video used to illustrate a TV story and “cover” narration or interview.
Blog	A website or web page, usually run by an individual or small group, which focuses on a specific set of topics. Anyone can start and maintain a blog. There are no editing or reporting standards for featured content.
Boilerplate	A brief paragraph describing your organization, typically used in the last paragraph in a news release and in the footer of published materials.
Broadcast Media	Communication outlets like radio and television that air on local stations, national networks, and public channels like PBS.
Digital Media	Any communication that can be created, viewed, distributed, modified, and preserved on computers. This includes online newspaper publications, blogs, and social media.
Editorial Board	A group of staff members at a publication who dictate the tone and direction of the publication's editorial policy and content.
Editorial Calendar	A tool used to track story concepts and media engagement opportunities during a particular time frame.
Embargo	To place a restriction on when the story can run.
Exclusive	A news story offered to a single newspaper, radio, website, or TV station.
Fact Sheet	One-page of information pertinent to your message.

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Term	Definition
Focus Group	A collection of people who come together to share opinions, ideas, and viewpoints about a particular issue or topic.
Frame	The frames of reference are patterns that dictate who and what is part of the story and who or what is not. It provides perspective on the issue, gives facts and messages meaning, helps connects dots for the reader, and guides responses.
Hook	A way to make your story intriguing to members of the media. The hook becomes a part of your frame.
Lead	Generally the first line or paragraph of a story that introduces the central point.
Lead Time	The period of time that reporters and producers need to prepare stories and information for publication or broadcast.
Letter to the Editor	A short (usually no more than 200 word) submission to a newspaper or magazine about issues of concern to readers and often in response to a recently published topic.
Media Advisory	Provides information to media about the “Five W’s”- who, what, when, where, and why. Media advisories are structured similar to a press release with a headline, lead paragraph, and contact information.
Media Event	A public event intended to attract coverage from an intended media outlet.
Media Impression	The number of individuals who may have seen an article, heard something on the radio or in a podcast, watched something on television, or read something on a web page or blog.
Message	The succinct and central point you wish to present to the media.
Opinion Editorials (OpEd)	A written piece published by newspapers and magazines in which the author expresses opinions that are not necessarily affiliated with the publication’s editorial board.
Pitch	A letter, email, phone call, or meeting generated to introduce a story idea to a member of the media.
Pivoting	The act of returning to your message regardless of the question posted or current focus of the conversation with members of the media.
Press Conference	A convening of a messenger or spokesperson and the press for the purpose of making a statement and/or answering questions.
Press Coverage	When a journalist of broadcast, print, or digital media reports on your story or issue
Press Kit	Can be generic or specific and serve as a resource for reporters to help shape their stories.
Press Release	The most common method of communicating your news to members of the media. A release should be no longer than two pages, be written like a news story, contain compelling quotes and summarize your news.

Term	Definition
Print Media	Communication outlets like newspapers and magazines that focus on printed material. May also have a digital component to their communication.
Soundbite	A very short and attention-getting quote or portion of an interview—considered to be a key point. It is often abbreviated with SOT.
Spin	The act of influencing the outcome of a story through your or your organizations perspective.
Spokesperson	A person designated to speak on behalf of a particular group, organization, or issue. An organization may have more than one spokesperson to communicate with different target audiences.
The Press	Used to describe journalist of print, broadcast, and digital media in a collective fashion.
Third-Party Validators	Champions (likely or unlikely) or references that support your message and issue.
Wire Service	News stories sent by direct line to subscribing or member newspapers, radio, and television stations.