

MEDIA GLOSSARY

Assignment Editor – The Assignment Editor is the person who selects and plans stories for a newspaper or news station. Instead of pitching your story to each reporter at the paper, you can talk to the Assignment Editor, and they will assign the story to a reporter. For large, national papers, there may be an editor for each section in the newspaper; i.e. Environmental Editor or Health Editor. For local stories, you might specify the City Editor. For radio, contact the News Department.

Daybook – The Daybook is where a newspaper or news agency such as the Associated Press gathers all of the news advisories and possible story leads for the day. Reporters from TV, radio and print media will check the daybook earlier in the week to see what is scheduled and it is helpful to have your event listed in the daybook.

Embargoed – Sometimes it is useful to offer reporters your new study a few days before you release it so that they can read it and get back to you with questions before writing their stories on the release day. Or perhaps a celebrity will be making a surprise appearance at your event, and while you don't want that information in the newspaper just yet, you do want the reporters to come. In these cases, you *embargo* the information, which means that the information is confidential until the release date. Most reporters will honor an embargo, because they know that you will not offer them any future stories if they betray your trust. Be specific about the release time for the embargoed information. You don't want the reporter to publish an article on your report three hours before your press conference. *Tip: Print Embargoed Until 12pm, 07/04/09 on the top of each page of the embargoed document in case it gets forwarded to the reporter's editor.*

News Advisory – Also called a Media Advisory. This is the What, When, Where, Who memo that you send to reporters to tell them about an upcoming event to report on. It is never more than a page, includes a brief paragraph describing the event, contact information to reach someone in your organization, and the What, When, Where, Who bullets to make it quick to read. This should be sent out at least three days prior to the event.

News Release – Also called a Press Release. This is a summary of your story or announcement for reporters. It should include any quotes or facts that you would like reporters to include in a story about your event, issue or group. The news release is handed out at media events and distributed to other media outlets.

On Background – If a reporter wants to talk to you On Background, then he will not attribute anything to you by name. All information is from 'a source' or is just to help the reporter get some background information to understand the issue.

Press Conference – A press conference is a presentation for reporters. They are used to make announcements and give reporters a chance to ask questions and get sound bites and photos for their stories.

Press Kit – A press kit is a packet of information that you have ready for reporters. It can include news releases, biographies of speakers, the history of your organization, other articles written about your issue, your group's business card and contact information, etc.

Sound Bite – A sound bite is a short, pithy sentence or two that sums up your message for reporters. Think of your sound bite as what you want quoted by reporters.

Target Audience – Your message is more effective if you know who you are talking to. Your target audience is the group that you want to convince with your message. It could be moderate Democrats in the Senate who will be the swing votes on a piece of legislation, or suburban moms who are worried about air quality near the school.