

Newspaper Terms

Paper

1. **Flag:** Name of the newspaper as it appears on Page 1.
2. **Logo:** The newspaper's name printed in special type on the front page.
3. **Nameplate:** Data that identifies the edition of the newspaper by city, state or street edition.
4. **Teasers:** Tells readers what other interesting stories appear in that day's edition.
5. **Index:** Alphabetized table of contents of a newspaper that is listed by topic or section page numbers.
6. **Masthead:** A box giving the names of the publisher, editors and other executives.
7. **Wire Services:** News-gathering agencies, such as the Associated Press, that distribute news and photos to subscribing newspapers.
8. **Weather Capsule:** Predicts temperature and cloud activity for the day.

Story

1. **News Story:** Factual new information about something that has just happened or about to happen, usually written in the inverted pyramid style.
2. **Headline:** Large type above a story designed to summarize content and create interest in the article.

3. **Subhead:** A headline that appears under the main headline.
4. **Byline:** A line at the top of the story identifying the reporter by name.
5. **Summary Deck:** Capsule that highlights main parts of the article.
6. **Dateline:** The word or words at the beginning of a story telling where the story originated.
7. **Column:** Vertical arrangement of type on a page.
8. **Lead:** Opening lines of the news story.
9. **Jumpline:** Copy that tells the reader where the story is continued.
10. **Inverted Pyramid:** Who? What? When? Where? Why? And How? Are usually answered in the lead paragraph. Less critical details follow.

Photo

1. **Cutline:** The information below a picture or illustration containing an explanation.
2. **Photo Credit:** Reference to the source of the photograph.
3. **Graphic:** Any photograph, map, graph or illustration..