

Frequently Used Terms



Just as there is bridge-specific terminology, there are often words used by media that may be unfamiliar to outsiders. Below you'll find the most common media terms and their definition to help you better understand the language of the media world.

Assignment Editor: In print and broadcast, the assignment editors review and assign press releases to reporters.

AP Style: AP Style is the grammatical style of American journalists. Rules and usage guidelines are published annually in the AP Stylebook, and it's a little different than other writing styles. It is a good idea to become familiar with basic guidelines when writing your press release.

Beats: The topics a reporter covers on a regular and in-depth basis. Most news stations have reporters who focus on healthcare, politics, law enforcement, etc. For example, a tournament may be on an entertainment or community beat.

Boilerplate: Found at the end of a press release, the boilerplate provides more information about the organization listed above. In press releases related to an ACBL-sanctioned tournament, you need to include the [ACBL boilerplate](#).

B-Roll: Supplementary video used to compliment a broadcast news story. For bridge tournaments, B-Roll most likely will consist of table play, partnership desk activity or registration.

Embargo: In press releases, the embargo is the date and time the information in the release can be published. If there is no need for embargo, the embargo text should read "For Immediate Release."

Hashtag: Keywords or phrases preceded by a hash or pound (#) sign marks your social media post as having certain content. This will help those interested in your topic find your post by searching for a keyword or hashtag.

Lead: The key information of the story, typically featured at the beginning of a segment or news article.

Package: Term used in broadcast journalism to describe a pre-recorded, pre-produced news story. Includes sound, B-Roll, interviews and typically a stand-up by a reporter.

Press Release: An official statement provided to media with the purpose of providing information or making an announcement. Press releases should feature a statement from your tournament spokesperson.



Media Alert: Short, succinct one-page announcement of an upcoming event. It provides pertinent details to convince reporters or assignment desk editors why an event is worthy of coverage. Should always include a who, what, when, where and why element.

Media List: List of key people you want to reach for a media pitch and their contact information. These contacts often include reporters, journalists, bloggers, freelance writers and assignment editors across all types of media (print, television, radio, online).

Media Pitch: A brief email or phone call to a media outlet to create interest in a story. If you email your pitch, you should always follow up with a phone call to the assignment desk within a few days to confirm receipt and provide additional information.

Social Media: Websites and applications (typically on your phone, tablet or mobile device) that enable users to create and share content and participate in social networking. Examples include Facebook, Twitter and Instagram.

Spokesperson: The person chosen to speak on behalf of an event, company or organization. Your spokesperson should be well-versed in your event and be able to articulately answer questions from media outlets.

Stand-up Shot: A feature in a broadcast story where the subject/interviewee is filmed in front of a wall while a reporter asks questions. This adds an authoritative voice to a news story.

