COMMON BROADCASTING TERMS AND ABBREVIATIONS

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| **Terms** | **Meaning** |
| **Talent** | The news anchor or actor on screen |
| **Anchor** | The main person or persons presenting the newscast on camera |
| **Reporter** | A person in the field who presents there as a part of the newscast |
| **Package** | An approximately 2-minute story with anchor stand-up, interviews, voiceover, b-roll |
| **Voiceover (VO) & Sound bite** | Narration over video footage and a sound bite of an interview with someone. It is not as robust as a package, and the anchor provides the VO. |
| **Slug** | A short title of a story, usually only 3-6 letters |
| **###** | End of story. Often appears at the bottom of a script or in prompter. |
| **Copy** | The script that talent reads |
| **b-roll** | Video footage that may or may not be used |
| **Rundown** | A list of all the segments, shots, story types, length, at TRT |
| **Abbreviations** | **Meaning** |
| **CU** | Close-Up |
| **MS** | Medium Shot |
| **WS** | Wide Shot |
| **ES** | Establishing Shot (Let the viewer know where you are) |
| **ECU** | Extreme Close-Up |
| **VO** | Voice-Over |
| **SOT** | Sound on Tape (usually means someone other than the talent is talking) |
| **TRT** | Total Run Time |
| **OTS** | Over the Shoulder graphic. Ex: Image of football stadium over his shoulder |
| **1-shot/2-shot** | 1-shot is one anchor on camera. 2-shot is two anchors. |