

## COMMON BROADCASTING TERMS AND ABBREVIATIONS

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