News Literacy Project

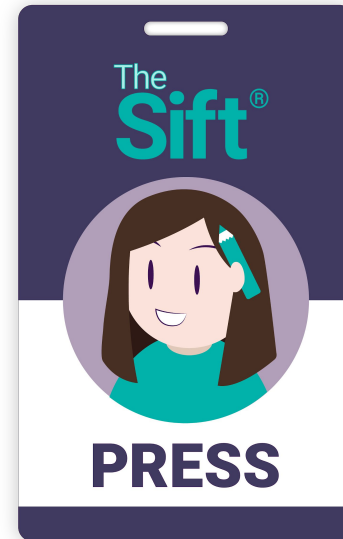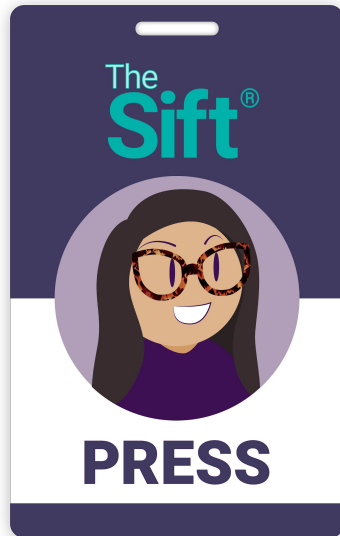# The Sift® News Goggles

Newsroom lingo review!

May 10, 2021

First things first

- Be sure to view these slides in presentation mode.
- Suzannah and Hannah, former reporters who work at NLP, are going to help you review vocabulary from News Goggles.

Journalists sometimes speak their own language. We've introduced a lot of newsroom lingo in News Goggles this year. Let's review some common key terms. See if you can spot them in news coverage.

On the next slide, click words on the lingo list to jump to their definition. You can return to list by clicking the News Goggles binoculars beneath each definition.

Lingo list

- Lede
- Pick up
- Graf
- Beat
- Nut graf
- A1

- PIO
- Scoop
- "Breaking" a story
- Byline
- Kicker quote
- Dateline
- Developing story

Lede

Each article begins with a "lede." A good lede (pronounced "lead") should provide the most important and newsworthy information from the get-go.

Pick up

Journalists would say information was "picked up" if their story included reporting by another news organization. Picking up information from another standards-based newsroom is a fast way to get pertinent information to readers. Any pick up should be properly attributed to the news source.

Graf

Journalist-speak for "paragraph"

Beat

A newsroom term for the particular topic that a journalist covers. Examples of beats include education, courts, health, politics and the environment.

Nut graf

The nut graf conveys, in a nutshell, what the story is about, why people should care and provides important context.

A1

Not the steak sauce! The front page of a newspaper is generally known as "A1" in newsrooms — which stands for the first section of the paper (A) and the page number (1).

PIO

Short for "public information officer" (people who are designated to speak to reporters on behalf of government agencies and other organizations).
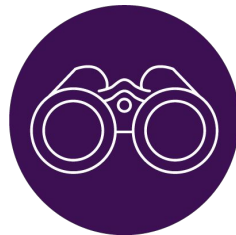
Scoop

A "scoop" is an important news story first reported by a particular news organization or journalist(s). Sometimes the word "exclusive" is used in a scoop to describe information — like an interview, documents or a recording — that is given to only a single news organization or obtained by it first.

"Breaking" the story

Being the first to report a particular story. ("Breaking" news involves coverage of something that has just happened or is still happening. Details often change quickly as more information emerges.)

Byline

The name(s) of the journalist(s) who reported the story

Kicker quote

A quote found at the end of a news report. It often offers a final thought or sentiment that sums up a story.

Dateline

The name of a city in all capital letters at the beginning of a story, which shows that the story was covered by a reporter with feet on the ground there

Developing story

A term that means information in a story is changing rapidly as new details emerge

News Goggles: Next steps

Discuss: Do you have a favorite journalism term? Were any of these terms completely new to you? Were any surprising? Do you think any of them are confusing? Will you start using any of the terms, such as "graf"?

Idea: Challenge students in groups to find examples of each term in news reports and share their findings with classmates.

This exercise originated in the May 10, 2021, issue of The Sift® newsletter from the News Literacy Project. You can read archives of the newsletter and subscribe [here](#).

Thank you.

News Literacy Project

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