**Definitions Used in the Press Materials**

**B-Roll** – The video used to illustrate a story, e.g. when a person is talking about a timeshare, the B-Roll may include a shot of a timeshare resort.

**Long-Form** – Videos or news stories that are longer and more in-depth, e.g. a 60-second video vs. a 30-minute video.

**Pitch Letter** – A story idea sent to an editor or journalist in hopes of receiving media coverage interest.

**SOT (Sound on Tape)** – Voice/audio that supports the story, such as an interview.

**Sound Bite** – Same as sound on tape (SOT). A brief recorded statement (as by a public figure) broadcast especially on a television news program; also, a brief catchy comment or saying. A sound bite usually grabs the audience’s attention and is memorable, e.g. “The only thing we have to fear is fear itself” from Franklin Roosevelt’s first inaugural address.

**VNR (Video News Release)** –A video news release is the video equivalent of a press release, which is a written document sent to the media. VNRs consist of many elements including a complete story with visuals and narration/voiceovers, a suggested written script, added video that can be used by the station and suggested ways the story can be localized.

**VO (Voiceover)** – The sound of a reporter’s voice narrating a story as the videotape plays.

*Sources include: City College of New York (CCNY) Journalism, Public Relations Society of America, Associated Press Stylebook, and Merriam-Webster Dictionary.*