

ADVISORY

An advisory is a one-page document sent out to reporters to notify them of up-coming news report. Includes: title, feed date and time, satellite coordinates, background information on report, and bullet points with interviews and video that is on the tape.

A-ROLL

A scripted and narrated news report, sometimes used in addition to an information rich B-roll to succinctly explain a complex story to broadcasters.

AUDIO NEWS RELEASE

A scripted audio news report, with reporter narration and sound bites (similar to a VNR except typically shorter in length and no video).

BARS & TONE

Bars: The colour bars placed at the top of the Master tape, so that stations can set their colour levels for the playback of the tape.

Tone: High pitched sound at top of tape so stations can set their audio levels for the playback of the tape.

B-ROLL PACKAGE / VNR

A B-roll package is a compilation of interviews and video footage that is edited for reporters. It includes slated background information at the top of the tape and is similar to a VNR. However, there is no scripted piece and no reporter's narration.

BIRD

Slang term for a satellite.

BURNT-IN-TIME CODE (BITC)

Time code is recorded onto the video so it is visible to the client. This allows the client to select exact shots and sound bites prior to edit.

BUSINESS TELEVISION

Business Television is dedicated to internal communications. BTV programmes can be used as often as you want, whenever you want. They can be delivered as a live programme from a studio or a location (outside broadcast), or as a broadcast of pre-recorded material.

GLOSSARY

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

CAPGEN

Short for Caption Generator, the electronic typewriter that puts text and symbols onto video

CHYRON (or ASTON)

Brand name for a Caption Generator Ð the text that is typed onto the video.

COUNTDOWN

The backward count visible at the beginning of the on tape to give the length of time before video begins.

DISTRIBUTION

Delivering the video to the audiences via any technical means - satellite, hard-copy, video streaming etc.

DOWNLINK

The receiving end of a satellite feed. A downlink dish is the satellite dish that receives the satellite feed.

DUAL AUDIO

Dual audio indicates that there are 2 separate channels of audio on satellite feed or video tape. This is also referred to as split audio. This can be a useful component of a VNR - one channel has all the interviews and the natural sound and the other channel has the reporters track (narration). This allows the receiving station to have a detailed audio description of the story, and gives them the freedom to use their own reporter's voice.

DUB

A copy of a video or audio tape. Typical video formats are VHS, Beta SP, Beta SX, Digi Beta, DV Cam and DVC Pro.

FEED

The transmission of video over a satellite or fibre optic cable to stations so they can receive the video signal.

ISDN LINES

Integrated Services Digital Network (ISDN). An ISDN line is a digital high bandwidth phone line that can deliver data over the Internet at 128k bits per second. It is not broadcast quality.

MASTER

The video tape onto which the edit of the programme resides. It is the cleanest generation from which all dubs should be made.

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MEDIA NOTIFICATION OR MEDIA ADVISORY

Document sent out to reporters to notify them of news report availability. Includes: title, feed date and time, satellite coordinates, background information on report, and bullet points with interviews and video that is on tape.

MULTICASTING

Multicasting allows webcasts / streaming video to be viewed by an unlimited number of viewers on a LAN (for example, at a corporate headquarters or regional office) without ever using more than the bandwidth of a single file.

NATSOUND

The background sound that is on the video.

RUSHES

The unedited video tapes that were shot in the field and then used to edit the VNR.

SATELLITE CO-ORDINATES

The information that a station will need to receive a satellite feed. Includes: name of satellite, type of satellite (c-band or ku-band), the transponder frequency and audio (mixed or split channel).

SATELLITE MEDIA TOUR (SMT)

A Satellite Media Tour (SMT) involves several interviews, generally on TV but sometimes in other media, in which a spokesperson in one location is interviewed live via satellite by selected broadcasters elsewhere.

SATELLITE TRANSPONDER

A channel on a satellite.

SLATE

Single screen page on video that has informational text about the story or its elements.

SOUND BITES

The interviews in a VNR or B-Roll.

TRACK

This is a reporter's narration on an A-roll.

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UPLINK

An uplink is the transmission of video up to a satellite.

VIDEO MONITORING SERVICE

Service that records newscasts in selected markets, reports and sells air checks (tapes showing how a station aired the piece).

VIDEO NEWS RELEASE (VNR) / B ROLL

An A-roll and B-roll combined on the same tapes or satellite feed.

WEBCASTING

Webcasting provides the distribution of video, audio and multi-media over intranets, extranets and the public Internet. A webcast can combine a number of components including video, stills, animation and text.