Anatomy of the Tampa Bay Times

PAGE ONE

Not all newspapers use the same jargon, but there is agreement on most terms. On Page One you’ll find many devices designed to draw in prospective readers. Here’s a look at some common elements found on Page One of the Tampa Bay Times.

DIGEST
The far left column that tells readers what stories are in that day’s edition

TEASERS
These promote other stories inside the paper (also called promos or skyboxes)

TEASERS
Information about a photo or piece of art (also called a caption)

ILLUSTRATION
Art element paired with a story to increase the visual appeal

MUGSHOT
A small photograph (usually just the face) of someone in the story

INDEX
A guide to the paper’s contents

ISSUE NUMBER
The Times started with Vol. 1 in 1884. This issue is Vol. 129, No. 308

HEADLINE
The story’s title or summary, in large type above or beside the story

BLURB
A smaller, secondary headline that helps summarize the story

LEAD IMAGE
A large photo, graphic, or other design element aimed at grabbing the reader’s eye

JUMP LINE
A line telling the reader where to find the rest of the story

BYLINE
The writer’s name, often followed by other credentials
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Inside Pages

Inside the newspaper, the graphic elements become more subdued, less decorative. They're there to inform and guide readers, not sell papers. Here are some typical elements used on inside pages:

**FOLIO**
Includes the page number, date and the newspaper’s name

**HEADER**
A label used for packaging stories or features with a common theme

**GUTTER**
The white space vertically dividing elements on a page

**CUTOFF RULE**
A line used to separate elements on a page

**INFOGRAPHIC**
A collection of data displayed as a chart or text meant to give readers more information

**SOURCE LINE**
Gives the name of the news bureau or wire service providing the story

**LABEL**
A small, designed title used for labeling a special group of stories, in this case business stories outside of the Tampa Bay area

**TEXT**
Type in a standard size and font (the Times uses 9.5 point Miller type), set in 6 columns (or legs)

**BLURB**
A smaller, secondary headline that helps summarize the story

**PHOTO CREDIT**
A line giving the photographer’s name and/or wire service the photo came from