

FUN MEDIA & NEWSPAPER DEFINITIONS

HANDY EXPLANATIONS FOR THOSE SEEKING TO BLUFF THEIR WAY INTO THE NEWSPAPER AND MEDIA BUSINESS
(WHICH, LET'S FACE IT, MEANS ALL OF US):

-A-

Academic – Someone who does not have to make any sense because he/she is academic.

Advertising Convergence – Seems not to exist, so no need to pay any attention to this at all.

Ambient Media - Any media that does not self combust above 66 degrees centigrade - Another untrue statement but once again easier to explain than a complex and powerful new media.

Analysts – Independent deep thinkers who study data and who curiously all think the same thing at the same time.

Analysts – Worryingly smart young people hoping to get a proper job one day. They are listened to avidly, possibly because, like the vestal virgins of old, their words are not sullied by any pollutants, such as first-hand experience of the businesses they analyse.

App – Something that we need to spend serious money on and even more of our time thinking about (but no time at all analysing on a 'bang-for-buck' basis).

App – A business investment that's a bit like a lottery ticket but more expensive.

Apple – Stuff that is very good indeed and most importantly, shiny.

-B-

BBC Journalist – Unpaid sales agent for Twitter.

Bloggers – Mystic virtual Garage dwellers, usually unemployable folk with irrational ideas of their worth to society, whose thoughts, journalists consider to be deep and true, but only when published on the holy Interweb.

-C-

CEOs – People who have a whim of iron and understand that it's not important to be smart or pursue the right strategy, but that it's only important to prosecute any strategy with total belief and a healthy dose of ruthlessness; and that all else is luck, fate, karma - the technical term for each of these is of course 'cyclical'.

Change – The latest in a long line of handy fashionable things to do in the absence of good management and strategy. A fashionable word implying associated activity, and therefore likely to impress the impressionable markets. Perplexing to smart folk who realise that change is and needs to be built in to any successful human activity, especially that of managing (media) companies.

Chief Editor – The top guy of the tribe in some cultures still speaks to God in order to keep Him on track (God that is). Thinks advertising is a trick and he (inevitably a 'he'; women tend to rely on rational objective and an evidence-based approach to business, and so are completely unsuited) might well be in charge of the whole shooting match.

Converged Newsroom - Big rooms with grey desks and lots of screens. It is vital that the desks are arranged a bit like the wagon trains of the old Wild West, in a circle and with much the same purpose. If it is not arranged in a circle, if the desks are not grey, if there are not constant things to watch on TV, it's not converged.

COOs - People whom the Board do not trust to be CEOs.

CRM - Customer relationship management, because all the best relationships are managed.

CRM – A new way of describing (very) old management practices.

Customer Focus - Selling more stuff to customers as opposed to... (getting a wee bit lost here).

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-D-

Digital Advertising (*Newspaper Websites*) – A phenomenon that over the last decade has proven not to work very well, and so requires more money and effort – always, which makes perfect sense.

Digital Advertising Market Share – Google.

Digital Director (*Newspaper Company*) – The only true path to salvation as the intermediary between the rest of us and the Holy Interweb. The most powerful of these are acolytes of St Twitter, whom know nothing about the rest of the media business which they view as pagan heresy in much the same way that Early Christians viewed the Druids. A very important person, as the CEO knows nothing about Digital Media (and frankly in some cases may well be a bit sketchy on the print bits); and so together they can always make the right strategic decisions to assist up-and-coming companies like Twitter and Google to take large slices of the media business.

-E-

Editor – A very important person responsible for and dedicated to all content in the newspaper, except advertising, which often, editors are unable to see.

Editorial Convergence – Something that a lot of money is spent on.

-G-

Global Population – According to the BBC, it's around seven billion Twitter users and four old blokes on the Isle of Man (Source: any BBC output at anytime).

Good People – Likely to be good at everything.

Google – Very smart beings who are finding total galactic domination a wee bit tricky and so they are taking a bit longer than they first thought. This is a temporary setback, largely due to the unpredictable nature of humans.

Google Ad Sense – An accurate description as it makes very good sense for Google. Sop that's alright then...

Government Overseas Aid and Media Development Departments – Practical people who understand the only sensible purpose of aid budgets is to be able to say in public that you spent them.

Gross Frequency - The number of times an ad appears (note: this definition is completely wrong, but it is better used than to cause embarrassment as it's rare to come across folk in the print media business who understand newspaper audience metrics).

-J-

Journalists – Superior beings who think in packs and make the herd instinct in Zebras on the Serengeti look singular.

-M-

Management Consultants – People who by profession listen to your thoughts, and have the special tools and experience to prove your thoughts are spot on.

Management Training - Training that non-managers wish to receive.

Media Development Folk – Types of (usually) failed/bored/retired journalists who are easily identified from their distinctive uniforms of khaki waistcoats and cargo pants. These are dedicated folk who work in difficult environments doing their best to promote freedom and democracy, and who are therefore perfectly entitled to ignore any rational process that matches the needs of the market in which they operate, as a rational approach could possibly professionalise the whole business and in any case take all the fun out of it.

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MSQ* – Allegedly a qualification that ensures graduates have an in-depth knowledge across all channels of the advertising business, and so is obviously completely irrelevant to today's diversified multi-media market (Media Skills Qualification).

-N-

New Business - Advertising sold to existing customers in special new business sections and features.

Newspaper – A peculiar technology, easy to scan, full of interesting stuff that engages across wide interests, disposable, affordable and contains enormous amounts of well constructed content; and so must never catch on.

Newspaper Readers – Scary mental people; and worryingly there are lots of them – there are 37% more of these dangerous lunatics in the world than ordinary decent folk who do stuff online.

Non-executive Directors – Fifty per cent are mates of the Chairman and the other 50% are people the chairman would like to be mates with.

Not-so-good People – Likely not good at anything.

-P-

Portfolio Sales - Individual targets for media added together.

Print Advertising – An embarrassing relic, embarrassing because it won't go away and continues to make lots more money for print companies than digital, despite the collective efforts of the print industry to kill it. A bit like the old and very rich drunkard uncle who refuses to die, turns up at the wedding and vomits on the cake he paid for.

-R-

Ratings - A measure of audience and a currency for media buying, used by media buyers to show up media salespeople who have absolutely no need to understand standard buying methods and media currencies.

Research – Useful when it shows that we were right all along, and useless when it points to things we do not believe to be true and so cannot be true.

Research and Sales – Great for demonstrating to buyers what is poor in salespeople's proposals because salespeople always leave the bad bits out and assume that the buyer is daft and won't spot it.

-S-

Sales Guru – Identified by evangelical garbage speak - all the best ones come from somewhere else and have white suits.

Sales Skills - Ancient practices a bit like Shakespeare's plays and equally difficult to place in a modern context so it's safer to stick with 1950's practice and chuck in a new acronym.

Salespeople – All of us but only those unsure how to, or otherwise unable to secure a more fashionable title are labeled as such.

Salespeople – Nowadays those with Arts degrees from minor universities.

Senior Journalists – Independent free-thinking guardians of society and not in the least bit smug bastards whose automatic instinct is to bite the hand that feeds them.

Senior Management Training - Normally it should be of no practical use, but the content must be at least impenetrable to all but initiates.

DEFINITIONS

Social Media - The latest way for media execs to safely ignore the bits of the media business that make money.

-T-

The Mobile Revenue Opportunity for Newspapers (see app).

The Year of Mobile - Next year.

Touch Points - Places where the audience is hanging around waiting to be touched (such as public lavatories, pubs or railway stations); and the more they are touched the better they like it.

Training Costs for Regular Staff and Managers - Normally very low, otherwise the training quality is understood to be affected (the more senior the staff member the more expensive the training costs, which of course makes perfect sense).

Trainer - Something that apparently anyone can be - anyone whom has even very slight experience of the subject at hand.

Training - A very important thing, and something that the people below you will no doubt need a lot of.

Training Needs Analysis - A very clever tool that seeks to develop training which will perfectly align training to the needs of the business and to the individuals therein. Fortunately it is entirely unnecessary as a chat with the line manager, editor or CEO is all that's really needed.

Twitter - The name says it all. Used by everyone in the universe (and media people know this to be true because all their mates use it).

Twitter - A very clever and totally 'private-for-profit' business which in return for 86.5 million pounds of PR and advertising gives lots of er... (more research required Ed.) to the BBC .

-V-

Visitors - Anyone who ever did anything and can be compared with anything to prove that the Internet is bigger than anything. So you can add porn surfers to Skypers and those poor unfortunates booking a Ryanair flight, and compare them reasonably with newspaper audiences. This practice is an article of faith, and therefore cannot be questioned.

THE END



media skills
qualification

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