

This practical course is designed to help you develop the skills you need to be an outstanding Sub-editor; an orderly mind, scepticism, an eye for detail and accuracy and the ability to work quickly under pressure. This two day course is ideal for those new to sub-editing as well as writers and journalists who wish to tighten and fine-tune their own copy.

Course Information

Duration:	Two days	Location:	London
Cost:	Public course: £595 plus VAT Individual tuition: £990 plus VAT	Dates:	Please call 020 7359 9880 or visit www.lcmj.co.uk

Key topics

- Six essential subbing checks
- When and how to edit copy
- Subbing features and news stories
- Writing headlines
- Keeping the writer happy
- Subbing your own copy
- Media Law

Course Outline

Developing the “sub’s eye” , the six essential checks and when to edit copy

- How to spot errors
- The six routine checks that will uncover the majority of potential errors in copy
- When to change copy and when to leave it alone

Subbing features, opinion pieces and news stories

- The different structure of features, opinion pieces and news stories and how to sub each
- When to cut and when to rewrite
- Editing copy to fit
- What you can and can’t do to an opinion piece
- How to edit news stories to ensure they are written correctly

Writing headlines, standfirsts, captions and other “sells”

This is the most creative part of subbing, the most fun and the most important in terms of getting a reader to actually read a story

- Creating eye-catching “sells”
- The secrets of writing a good headline
- A foolproof guide to proofing
- Good proofreading techniques
- Tips on keeping the writer happy
- How to have good working relations with your writers

Writer and Sub-editor

- How to sub your own copy
- Spotting your own errors

What subs need to know about media law

- Spotting potentially expensive legal errors
- Legal points you must be aware of and what to do if you are unsure

All courses at the London College of Media and Journalism are supported by six months telephone Helpline support.