

This course builds on the skills acquired in our two day Introduction to Sub-editing course concentrating on improving your ability to sub a wide range of news and features material. The course consists of a series of practical exercises using copy that needs a substantial amount of work. You will also develop your skills for writing excellent headlines, standfirsts, pull-quotes and captions, all essential skills required to sell a story.

Course Information

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| Duration: | One day | Location: | London |
| Cost: | Public course: £325 plus VAT Individual tuition: £495 plus VAT | Dates: | Please call 020 7359 9880 or visit www.lcmj.co.uk |

Key topics

- Advanced subbing of news stories
- Techniques for subbing features
- Subbing non journalists work
- Writing better captions and headlines
- Introduction to layout
- Subbing your own copy
- Media law

Course Outline

Fast and efficient subbing of news stories

- A review of the essential checks
- How to perform these checks faster and more effectively

Advanced techniques for subbing features

- Subbing skills for interviews
- Subbing first person and comment pieces
- How to improve copy without rewriting it

Subbing articles contributed by non-journalists

- How to handle rewrites
- Good and bad ways to approach a re-write
- How to keep the writer happy

Writing better headlines, standfirsts, captions and other sells

- Why some headlines work and some don't
- Creating headlines to give added appeal to a story

Introduction to layout

- Essential principles of page layout
- Different layouts for different types of material
- Improving proofreading skills
- How to spot serious but well hidden errors

Subbing your own copy

You will take part in a series of practical tests to determine how well you edit your own copy. These are designed to highlight and improve any weak areas.

Media law refresher and update

- Legal developments affecting journalists and subs

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