

Sub-Editing : Advanced

Course Description

This course builds on the Introduction to Sub Editing course and concentrates on improving your ability to sub a wide range of news and features material.

The course consists of series of practical exercises using copy that needs a substantial amount of work. You will also develop your skills in selling a story - writing excellent headlines, standfirsts, pull-quotes and captions.

Pre-Course Requirements

You should have attended the Introduction to Sub Editing course at the LCMJ or have an equivalent working knowledge.

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Pricing & Availability

Course Duration:	One Day
Public Scheduled Course:	£325.00 plus VAT
Public Scheduled Dates:	23-02-2018 at London Bridge 21-03-2018 at London Bridge 20-04-2018 at London Bridge
Private Course:	£545.00 plus VAT for individual tuition. Call for prices for private groups of two or more.
Follow-on Courses:	Not Applicable
Post-Course Support:	The cost of the course includes lunch, course notes to take away, a certificate and six months telephone Helpline support.

Sub-Editing : Advanced

Developing techniques for fast and efficient sub editing of news stories

- Essential sub editing checks
- Performing these checks faster and more efficiently

Advanced techniques for sympathetic and effective sub editing

- Sub editing skills for interviews
- Sub editing first person pieces
- Subbing comment pieces
- Improving copy without rewriting

Sub editing 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

- Spotting serious but well hidden errors

Subbing for an online audience

- Hints and tips for subbing short-form digital content quickly and thoroughly

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

- The latest legal developments affecting journalists and sub editors

You are invited to bring samples of your work to this course if you wish.

Questions and answers