Sub-Editing : Introduction

Course Description

This 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, an obsession with accuracy and the ability to work quickly under pressure.

This two day course utilises practical examples throughout and is ideal for those new to sub editing as well as writers and journalists who wish to tighten and fine-tune their own copy.

This is an ideal introduction for those new to sub editing.

Pre-Course Requirements

You need no previous sub editing experience to attend this course.

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Pricing & Availability

Course Duration:	Two Days
Public Scheduled Course:	£595.00 plus VAT
Public Scheduled Dates:	20-12-2017 at London Bridge
	22-01-2018 at London Bridge
	21-02-2018 at London Bridge
	19-03-2018 at London Bridge
	18-04-2018 at London Bridge
Private Course:	£1090.00 plus VAT for individual tuition.
	Call for prices for private groups of two or more.
Follow-on Courses:	Sub-Editing Advanced
Post-Course Support:	The cost of the course includes lunch, course notes to take away, a certificate and six months telephone Helpline support.

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Knowing what to look for
How to learn the knack of spotting the errors that might pass an average reader by but which the sub editor must always correct

Six essential checks
The six routine checks that will uncover the majority of potential errors in copy and help the sub editor get it right every time

When to change copy and when to leave it alone
• When to cut and when to rewrite
• Editing copy to fit

Sub editing news
• News stories follow a particular set format - how to ensure a news story is written correctly

Sub editing features and opinion pieces
• Features have a different structure to news stories - how to sub a feature
• What you can and can\\\'t do to an opinion piece

Online subbing techniques
• Tips for subbing short-form digital content quickly and thoroughly

Writing headlines, standfirsts, captions and other sells
This is the most creative part of sub editing, the most fun and - in terms of getting a reader to actually read a story - the most important
• Creating eye-catching sells
• The secrets of writing a good headline

An essential guide to proofing
• Good proofreading techniques

Tips on keeping the writer happy
• How to have good working relations with your writers

How to sub your own copy
On publications with a small team, writers often have to sub their own copy. It\\\'s difficult to spot errors you have committed yourself so this course covers key steps to help you sub your own work

What sub editors 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

Questions and answers