

Feature Editing : Introduction

Course Description

This one day course covers all the journalistic aspects of the feature editor's job, as well as management functions and people skills.

It covers setting and maintaining subbing standards, ensuring work is done to deadline, motivating a team and managing a budget.

This is a course for those who have recently been promoted to the role of features editor or wish to prepare for a future promotion or for anyone who has gaps in their formal training - either as journalists or as managers.

Pre-Course Requirements

You need no previous experience to attend this course.

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Pricing & Availability

Course Duration:	One Day
Public Scheduled Course:	£325.00 plus VAT
Public Scheduled Dates:	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.

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Your coverage

- Planning the features coverage for a magazine or newspaper
- Improving balance
- Identifying weak areas of coverage and correcting them
- Turning a story round for your publication
- How to make sure you have a ready flow of story ideas presented to you and that you can source plenty for yourself

The feature editor's role on your publication

- What is expected of you as a features editor and how realistic those expectations are.
- A look at you as leader and manager.
- How to manage your time effectively

Getting the most from your team

- How to ensure you have a clear understanding of the skills, abilities, problems and concerns of each of your features team.
- How to ensure that they trust and value you as their manager.

The diary and forward planning

- How to make sure you know what story-generating diary events are coming up.
- How to plan ahead and have original features ready for diary events.
- Controlling the diary and choosing the right feature writers.

Winning a realistic budget for your ideas

Commissioning and giving a detailed brief

- How to make sure you have outlined the story you are looking for.
- How to handle the situation when you don't get the story you were hoping for.

The feature editor's role in editing copy

- When should you edit a piece of unsatisfactory copy yourself and when should you hand it back to the writer for additional work

Keeping ahead of rivals

- Keeping feature writers keen and creative
- The importance of contacts

Questions and answers