

## **JOMC 457: Advanced Editing Spring 2016**

**Meeting time:** Tuesday/Thursday, 12:50 p.m. to 3:20 p.m.

**Meeting place:** 58 Carroll Hall

**Instructor:** Andy Bechtel

**Email:** abecht@email.unc.edu

**Office hours, 213 Carroll:** Tuesday/Thursday, 10 a.m. to noon

**Blog:** editdesk.wordpress.com

**Twitter:** @andybechtel

### **About the course**

OVERVIEW: Advanced Editing is a hands-on course that will build on your previous editing experience in print and digital media. We'll also explore the editor-writer relationship. This semester, you will be an editor at several news organizations, some real and one mythical:

- THE CARRBORO COMMONS and DURHAM VOICE: These are real publications, part print and part online. It's a joint project with students in JOMC 459, Community Journalism. See more at [carrborocommons.org](http://carrborocommons.org) and [www.durhamvoice.org](http://www.durhamvoice.org).
- J390 (Media Hub), J452 (Business Reporting), J584 (Documentary Multimedia Storytelling): You will edit student work from these courses and in some cases write headlines, captions and tweets.
- THE TRIANGLE TATTLER: This is our fictional newspaper and website. It's a hard-charging regional news organization that is competing against The News & Observer and WRAL.com. Its audience consists of readers in Orange, Durham and Wake counties.

### REQUIRED TEXTS:

- "The Subversive Copy Editor" by Carol Fisher Saller
- The Associated Press Stylebook, 2015 edition
- Stylebook of the School of Media and Journalism (available at [jschoolstylebook.web.unc.edu](http://jschoolstylebook.web.unc.edu))

### OPTIONAL TEXTS:

- "The Newspaper Designer's Handbook" (7th edition) by Tim Harrower

**HONOR CODE:** All students will conduct themselves within the guidelines of the university's honor system (<http://honor.unc.edu>). All academic work should be done with the high levels of honesty and integrity that this university demands. You are expected to produce your own work in this class. If you have any questions about your responsibility or your instructor's responsibility as a faculty member under the Honor Code, please see the course instructor or Senior Associate Dean Charlie Tuggle, or you may speak with a representative of the Student Attorney Office or the Office of the Dean of Students.

**SEEKING HELP:** If you need individual assistance, it's your responsibility to meet with the instructor. If you are serious about wanting to improve your performance in the course, the time to seek help is as soon as you are aware of the problem – whether the problem is difficulty with course material, a disability or an illness.

**DIVERSITY:** The university's policy on Prohibiting Harassment and Discrimination is outlined in the Undergraduate Bulletin <http://www.unc.edu/ugradbulletin/>. UNC-Chapel Hill is committed to providing an inclusive and welcoming environment for all members of our community, and the university does not discriminate in offering access to its educational programs and activities on the basis of age, gender, race, color, national origin, religion, creed, disability, veteran's status, sexual orientation, gender identity or gender expression.

**SPECIAL NEEDS:** If you have any disability or other special situation that might make it difficult to meet the requirements described above, please discuss it with me as soon as possible. If you have not done so already, you should also contact the Department of Accessibility Resources & Service (AR&S) at 919-962-8300 or [accessibility@unc.edu](mailto:accessibility@unc.edu).

**ATTENDANCE and PUNCTUALITY:** They are crucial, especially because many assignments will be team projects that require collaboration. If you miss an assignment because you are late, you may not make it up. If you miss class, you may only make up assignments if you provide documentation of illness or other cause for your absence. If you cannot attend class because of a university-related trip, please let me know ahead of time so we can arrange makeup work.

GRADUATE STUDENTS: If you are a master's student, you have an extra assignment for the course. You will write a book review similar to ones published in Journalism & Mass Communication Quarterly. Please see me for details about this assignment.

GRADING: Your assignments will be graded on a point system. The more important the assignment, the more it's worth. A story-editing exercise could be worth 100 points. In the end, I will divide the number of points you earned by the total possible points and use the following scale to calculate your grade:

- A = 93-100
- A- = 90-92
- B+ = 87-89
- B = 83-86
- B- = 80-82
- C = 70-79, with +/- ranges the same as for B
- D = 60-69, with +/- ranges the same as for B
- F = 0-59

## **Tentative schedule**

### **Tuesday, Jan. 12**

Topic: Introductions.

### **Thursday, Jan. 14**

Topic: Refreshing your editing skills.

Readings: AP Stylebook, A-M; section on social media. Saller, chapters 1-3.

Assignments: Style quiz; story-editing exercises.

### **Tuesday, Jan. 19**

Topic: Refreshing your design/headline/caption skills.

Readings: Stylebook, N-Z.

Assignments: Style quiz; designing pages and writing headlines and captions.

### **Thursday, Jan. 21**

Topic: Fact checking and verification.

Viewing: Craig Silverman webinar

[www.newsu.org/courses/debunking-rumors](http://www.newsu.org/courses/debunking-rumors)

Assignment: Verifying and debunking viral content.

### **Tuesday, Jan. 26**

Topic: Editing features.

Readings: AP Stylebook sections on food, fashion and religion.

Assignment: Writing features headlines; style quiz.

Readings: Saller, chapter 4 and 5.

### **Thursday, Jan. 28**

Topic: Editing local news.

Guest speaker: Fiona Morgan, program director at Free Press.

Viewing: "The Sun Never Sets."

### **Tuesday, Feb. 2**

Assignment: Carrboro Commons/Durham VOICE.

### **Thursday, Feb. 4**

Topic: Editing at the The New York Times in the digital era.

Viewing: "Page One."

**Tuesday, Feb. 9**

Topic: Alternative story forms in print media.

Assignment: Remixing a traditional story into an ASF.

**Thursday, Feb. 11**

Topic: Alternative story forms in digital media.

Assignment: Using Storify to write and edit an FAQ, list or other ASF.

Readings: Saller, chapters 6, 7 and 8.

**Tuesday, Feb. 16**

Assignment: Carrboro Commons/Durham VOICE.

**Thursday, Feb. 18**

Topic: Editing opinion columns, reviews and editorials.

Readings: Saller, chapters 9, 10 and 11.

Assignment: Editing opinion pieces.

**Tuesday, Feb. 23**

Topic: Editing as curation.

Reading: [http://www.cjr.org/news\\_literacy/news\\_roundups.php](http://www.cjr.org/news_literacy/news_roundups.php)

Assignment: Creating a prototype for an email newsletter.

**Thursday, Feb. 25**

Topic: Editing news obituaries.

Assignment: Compiling and editing a news obituary using Storify.

**Tuesday, March 1**

Assignment: Carrboro Commons/Durham VOICE.

**Thursday, March 3**

Topic: Editing and Wikis.

Reading: [http://en.wikipedia.org/wiki/Wikipedia:Your\\_first\\_article](http://en.wikipedia.org/wiki/Wikipedia:Your_first_article)

Assignment: Writing and editing a post at localwiki.org.

**Tuesday, March 8**

Topic: Editing beyond news.

Guest speakers: Ayse Erginer, deputy editor at the Center for the Study of the American South; Lindsey Alexander, freelance book editor.

**Thursday, March 10**

Assignment: Midterm exam.

**Tuesday, March 22**

Topic: The front page.

Assignment: Planning and budgeting a front page.

**Thursday, March 24**

Assignment: Putting together a front page.

**Tuesday, March 29**

Assignment: Editing content for the Panama project for J584, Documentary Multimedia Storytelling.

**Thursday, March 31**

Assignment: Editing content for the Panama project for J584, Documentary Multimedia Storytelling.

**Tuesday, April 5**

Assignment: Carrboro Commons/Durham VOICE.

**Thursday, April 7**

Topic: Business news.

Assignment: Editing and posting a business story from the J452 course.

**Tuesday, April 12**

Topic: Sports.

Readings: Sports guidelines in AP Stylebook.

Assignment: Quiz on AP sports style.

Guest speakers: Michael Lananna of Baseball America; Brooke Pryor of the Herald-Sun.

**Thursday, April 14**

Topic: More sports.

Assignment: Putting together a sports page.

**Tuesday, April 19**

Assignment: Carrboro Commons/Durham VOICE.

**Thursday, April 21**

Topic: Assessing our semester.

Assignment: Critiquing the Durham VOICE and Carrboro Commons.

**Tuesday, April 26**

Assignment: Final exam.

## **Guidelines for grading your story editing**

Fact error: -25

Misspelled word: -10

Style error: -5

Garble: -5

Punctuation error: -3 to -5

Grammar error: -5

Redundancy: -5

Other offense: -3 to -25

You can get points by performing heroic acts of editing. These include breaking a long sentence into two sentences, tightening wordy copy and improving the structure of a story.

## **Guidelines for grading your headlines/captions**

Headlines and captions are worth 25 points. Here's how it works:

25: Shows unusual flair and cleverness; represents the story clearly and forcefully.

23: Solid, publishable; reflects the story and attracts reader interest.

21: Usable but lacks precision or feels flat.

18: Vague or difficult to understand; awkwardly structured.

16: Contains a major flaw; misses the major angle of the story; contains a punctuation error such as use of a semicolon where a comma is needed. Has unintended meanings.

0: Contains an obvious grammar error such as subject-verb disagreement. Has a misspelled word, fact error or libelous material.



## **Assignment: Guest Blogging**

For this assignment, you will write a guest post for The Editor's Desk. You can read the blog at [editdesk.wordpress.com](http://editdesk.wordpress.com).

**TOPICS:** You have plenty of leeway here, provided that the topic fits the mission of the blog as a place for thoughts on editing for print and digital media. Possible areas to explore include grammar questions, headline writing, news judgment and social media. Write about something you care about and that matches the interests of the blog's readers.

**FORMAT:** The post should be between 400 and 750 words in length. Include a suggested headline of up to 55 characters. Think of the post as a short essay in which you introduce your topic, provide evidence and offer a conclusion or recommendation.

Turn in your blog post as a Word file, submitted by email to [abechtel@email.unc.edu](mailto:abechtel@email.unc.edu). Include a sentence or two about yourself.

**WRITING:** You may have a "voice" for the post, and first person is OK. Keep the journalistic audience of the blog in mind and write accordingly. Avoid redundancy, jargon and other pitfalls. Use AP style and proper grammar and punctuation. Include at least two suggested links. Consider how linking is a sort of footnoting that can support an argument. Incorporate the links into the writing itself — avoid "click here" and similar phrases.

**GRADING:** This assignment is worth 100 points. You will lose 10 points for each day your post is overdue. I will consider these factors in grading your post: Timeliness and interest: Is the post about a current event and use recent examples? Is the topic introduced in a way that will grab the reader? Does the writer make a convincing argument? Does the post include relevant, specific links that help the reader understand the point?

### **BLOGGERS AND DEADLINES**

Jan. 22: Butler

Jan. 29: Goodell

Feb. 5: Harris

Feb. 12: Larsen

Feb. 19: Lengyel

Feb. 26: Mercer

March 4: Molina

March 11: Moore, Pelaez

March 25: Perdomo

April 1: Peterson

April 8: Quiroga

April 15: Reeder

April 22: Shoenthal

April 29: Tajlili, Vernon

## **ACEJMC values and competencies relevant to this course**

- Understand concepts and apply theories in the use and presentation of images and information;
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- Think critically, creatively and independently;
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- Apply basic numerical and statistical concepts;
- Apply tools and technologies appropriate for the communications professions in which they work.