

COURSE: MEJO 157 (News Editing)
TERM: Fall 2016
PLACE: Room 58

INSTRUCTOR: Andy Bechtel
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OFFICE HOURS, 213 CARROLL: Tuesday, 10 a.m. to 2 p.m.; by appointment
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ABOUT THE COURSE

OVERVIEW: Welcome to JOMC 157. In this course, you will learn the fundamentals of editing for print and digital media. You will learn how to edit news stories and how to write photo captions, tweets and headlines. We'll do a bit of news design, too. You'll become an expert in AP style and gain an appreciation for accuracy of information and fairness in language. The goal is to help you become a better communicator, for your career and for your life.

REQUIRED TEXTS: Working With Words, Eighth Edition. The Associated Press Stylebook, 2016 edition. Stylebook of the School of Media and Journalism (available at <http://jschoolstylebook.web.unc.edu/>).

RECOMMENDED READING: Editors know what's in the news. You should read a daily newspaper (either in print or digital) such as The News & Observer, The New York Times as well as The Daily Tar Heel.

ACADEMIC INTEGRITY: Student will conduct themselves within the guidelines of the University 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.

ATTENDANCE: It's crucial. So is punctuality. If you miss an assignment because you are late, you may not make it up. If you miss class, you may make up assignments only 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 make arrangements.

ETIQUETTE: Be ready to participate in class discussions and class exercises. Please refrain from texting, tweeting and checking email during class. You may leave the room to take a break at any time; as a class, we'll also take a few minutes off midway through many class meetings.

ASSIGNMENTS: Most of the work in this class will be what you would do in a newsroom: editing stories, writing headlines, etc. You will also take a series of quizzes on AP style, current events and names in the news. The one out-of-class assignment will be a design critique of a daily newspaper.

GRADING: Your assignments will be graded on a point system. The more important the assignment, the more it's worth. For example, an AP style quiz is worth 50 points. The final exam will be worth 200 points. In the end, I will divide the number of points you earned by the total possible points (typically about 1,600) and use the following scale to calculate your grade:

90-100: A
80-89: B
70-79: C
60-69: D
59 or less: F

BONUS ROUND: You can get extra credit by bringing in an error in a print publication and explaining how you would repair it. To cash in on this offer, turn in the error with a brief written explanation. Describe the mistake and how you would fix it. Examples of errors: a misspelled headline, a math error, a misplaced comma or bad word choice.

You may get extra credit for up to four such mistakes. Each one is worth five points. I may ask you to share some of your more interesting finds with the rest of the class. Professionally produced print publications such as daily newspapers, magazines, menus, textbooks are fair game. So is this syllabus. Student publications, fliers stuck on telephone poles and online media are not. I am the final arbiter of what counts and what doesn't.

DIVERSITY: The university's policy on Prohibiting Harassment and Discrimination is outlined in the Undergraduate Bulletin <http://www.unc.edu/ugradbulletin/>. UNC is committed to providing an inclusive and welcoming environment for all members of our community and 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 status, sexual orientation, gender identity or gender expression.

SPECIAL ACCOMMODATIONS: If you require special accommodations to attend or participate in this course, please let the instructor know as soon as possible. If you need information about disabilities visit the Accessibility Services website at <https://accessibility.unc.edu/>

ABOUT YOUR INSTRUCTOR

PROFESSIONAL BACKGROUND: I am a journalist with more than 12 years of newspaper experience. My first job was as a copy editor and page designer at the News & Record in Greensboro. The bulk of my experience was at The News & Observer, where I worked in sports, at the newspaper's Chapel Hill bureau and as the lead editor on the Nation & World desk. I was "a 40-year-old intern" in the summer of 2008, working as an editor at the website of the Los Angeles Times.

TEACHING PHILOSOPHY: My goal is to give you skills that will benefit you personally and professionally. I want to help you succeed in whatever area of journalism interests you. I am happy to help you with job advice, internships, etc.

CLASS SCHEDULE

Wednesday, Aug. 24

Topic: Introductions.

Monday, Aug. 29

Topics: What editors do in print and online; getting down to basics.

Readings: Working with Words, Chapters 1, 2 and 9. Punctuation guide in AP Stylebook.

Assignment: Punctuation exercise.

Wednesday, Aug. 31

Topics: Eliminating redundancy, misspellings and other miscues.

Readings: Working with Words, Chapters 8, 10 and 12. AP Stylebook A-E.

Assignments: AP style quiz, A-E; conciseness/editing exercise.

Monday, Sept. 5

No class; Labor Day.

Wednesday, Sept. 7

Topics: Editing for sense and impact; dealing with names, titles and quotes.

Readings: Working with Words, Chapters 3-7. AP Stylebook, F-M.

Assignment: AP style quiz, F-M.

Monday, Sept. 12

Topic: Story editing.

Readings: Working with Words, Chapters 11, 14, 16.

Assignment: Editing a news story.

Wednesday, Sept. 14

Topics: Watching out for bias and avoiding stereotypes.

Readings: AP stylebook, N-R. Working with Words, Chapter 13.

Assignments: Style quiz, N-R; settling a style question.

Monday, Sept. 19

Topics: Editing for accuracy and credibility: checking facts, maps and charts.
Assignments: Fact-check exercise; editing news graphics.

Wednesday, Sept. 21

Topic: The law and editing.
Reading: AP Stylebook, S-Z.
Assignments: Libel exercise; style quiz, S-Z.

Monday, Sept. 26

Topic: Editing and Twitter.
Assignment: Writing tweets.

Wednesday, Sept. 28

Topic: Curating and editing with Storify.
Readings: Local stylebook. <http://jschoolstylebook.web.unc.edu/>
Assignments: Quiz on MEJO stylebook; building a Storify page about First Amendment Day.

Monday, Oct. 3

Topic: Editing with InDesign/InCopy.
Assignment: Editing a story in InCopy.

Wednesday, Oct. 5

Topics: Bringing it all together: style, accuracy and fairness.
Assignment: Story-editing exercise.

Monday, Oct. 10

Topic: Digital editing.
Assignment: Editing a news story and adding links in WordPress.

Wednesday, Oct. 12

No class; University Day.

Monday, Oct. 17

Topic: Headline writing.
Reading: <http://www.poynter.org/how-tos/newsgathering-storytelling/140675/10-questions-to-help-you-write-better-headlines/>
Assignment: Headline/editing exercise.

Wednesday, Oct. 19

Topic: More on headline writing.
Assignment: Headline/editing exercise.

Monday, Oct. 24

Topic: Adding dropheads and writing multiple-line headlines.

Assignments: Headline/editing exercise.

Wednesday, Oct. 26

Topic: Exploring alternative story forms; more headline writing.

Assignments: Headline blitz.

Monday, Oct. 31

Topic: Headlines for digital media.

Assignment: Writing digital headlines.

Wednesday, Nov. 2

Assignment: Headline writing/story editing in WordPress.

Monday, Nov. 7

Topic: Photos and captions.

Reading: <http://www.poynter.org/uncategorized/1753/hot-tips-for-writing-photo-captions/>

Assignment: Caption-writing exercise.

Wednesday, Nov. 9

Topic: Layering information in print — headline, image and words.

Assignment: Story package in InDesign/InCopy.

Monday, Nov. 14

Topic: Layering information online — headline, image and words.

Assignment: Story package in WordPress.

Wednesday, Nov. 16

Topic: Editing and design.

Assignment: News critique.

Monday, Nov. 21

Topic: More on design.

Assignment: Putting together a newspaper page.

Wednesday, Nov. 23

No class; Thanksgiving.

Monday, Nov. 28

Topic: Slideshows/photo galleries.

Assignment: Putting together a slideshow.

Wednesday, Nov. 30

Assignment: Open lab to work on news critiques.

Monday, Dec. 5

Topics: Presentation of news critiques; review for exam.

Assignment: News critiques due.

Deadline for extra credit.

Wednesday, Dec. 7

Assignment: Final exam.

Guidelines for grading your story editing

Misspelled proper name: -50

Missing first reference: -15

Other 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

Point bonuses

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

Guidelines for grading your headlines and captions

Headlines and captions are worth 25 points each. Here's how the grading works:

25: Shows unusual flair and cleverness. Represents the story or photo clearly and forcefully. A caption or headline that's truly exemplary.

23: Solid and publishable. Reflects the story or photo and attracts reader interest.

21: Usable but lacks precision and action.

18: Vague or difficult to understand, or has structural problems that hinder comprehension.

15: Contains a major flaw. Fails to use key words that reflect the news or misses the major angle of the story. Contains a punctuation error, such as use of a semicolon where a comma is needed. Has unintended double meanings.

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

CORE VALUES AND COMPETENCIES

The journalism school's accrediting body outlines a number of values you should be aware of and competencies you should be able to demonstrate by the time you graduate from our program. Learn more about them here:

<http://www2.ku.edu/~acejmc/PROGRAM/PRINCIPLES.SHTML#vals&comps>

No single course could possibly give you all of these values and competencies, but collectively, our classes are designed to build your abilities in each of these areas. Here is what this course will address:

- Understand and apply the principles and laws of freedom of speech and press for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
- Demonstrate an understanding of gender, race ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications;
- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society;
- 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;
- Conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- 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.