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<th><strong>Title</strong></th>
<th>Copy editing and sub-editing</th>
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<tr>
<td><strong>Author(s)</strong></td>
<td>D' Monte, Darryl</td>
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<td><strong>Date</strong></td>
<td>1994</td>
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<td><a href="http://hdl.handle.net/10220/2858">http://hdl.handle.net/10220/2858</a></td>
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Copy Editing & Sub-Editing

By

Darryl D' Monte
COPY EDITING & SUB-EDITING

1. What's the story?

- Get into the story: find out what the reporter is trying to say.
- Put yourself in the shoes of the reader.
- Ask the five Ws: **who, when, where, what, why**?
- If the reporter is available, ask her/him to clarify anything unclear.
- Do some background yourself: make some calls, get some clips. There's no harm in adding and subtracting.
- If time and temperaments permit, show the revised story to the writer (particularly for features)
COPY EDITING & SUB-EDITING

2. Don'ts

- Don't allow clutter of facts, figures and statistics. Reduce things to a human scale
- Avoid acronyms like the plague, except when they're familiar
- Avoid over-clever headlines or those which aren't self-evident
- Never confuse nouns and verbs in a heading
- Always approximate speech: it's the most direct form of communication
INVESTIGATIVE JOURNALISM

1. Look Behind The Surface

- Is there any such thing, to begin with?
- Things aren't always what they appear to be
- Corroborate everything independently & protect source/s
- Always recheck with an aggrieved person/institution
- Check clips and other sources
- Keep on trying and ask the obvious. Persistence pays
INVESTIGATIVE JOURNALISM

2. Don'ts

- Don't get too involved or committed
- Never neglect to get the other point of view
- Never forget to follow-up
- Don't neglect the same source/s in future
- Don't rely on these sources forever
WRITING NEWS FEATURES

1. What's The Difference?

- It's halfway between topicality & background
- Choose the interesting anecdote, quote or description
- Wrap up stray bits of information
- Include details which news stories lack
- Recapitulate and recount
WRITING NEWS FEATURES

2. Don'ts

- Don't overemphasise either the news or background
- Don't repeat what readers ought to know
- Don't pad such features with superfluous material
- Don't exceed what the "market" can bear
- Don't insist on positioning or publishing on that day
NEWSPAPER LAYOUT & DESIGN

1. What Do You Want To Look Like?

- Young Or Old?
- Serious Or Light? Conservative or courageous?
- All the news or only what's important?
  Comprehensive or concise?
- Constant or changing?
- Always use page slugs so that reader knows what he's looking at
2. Don'ts

- Don't pretend to be what you are not
- Avoid too much clutter
- Don't confuse the reader by putting city/nation/world stories on same page
- Don't experiment but don't fossilise either
- Don't make feature pages resemble news, but not that different either