
Summer Training #3

— Content vs Copy Editing —

Agenda

- Announcements
 - Powerpoint: content vs copy editing
 - What each one looks like and how to do it
 - Style Guide
 - Solidify and confirm article selections
 - Has anyone made progress or found contacts?
 - Brainstorm contacts for people
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Content Editing

- Making sure the content of the article is relevant to SNHU and the section it is in
 - Is the article timely?
 - Does it relate to students, community, staff, etc.?
 - Does the article fit into the section it is categorized in?
 - Does the article follow the inverted pyramid?
 - Lead, body, tail
 - Is it organized sequentially?
 - Is it easy to follow?
 - Style Guide*
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Content Editing for News

- Are there primary sources?
 - Are the sources attributed accurately?
 - Does it directly relate to SNHU?
 - Breaking News
 - One source will do in a time crunch
 - Sets up your audience to be prepared for updates and follow ups
 - Long Form
 - More narrative and details
 - A deeper dive with a defined timeline → usually focuses on person/group or an event
 - Investigative
 - A type of long form article
 - Heavy on sources and research → this stage can take weeks on its own
 - Likely explores the impact of a single topic from many angles
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Content Editing for Sports

- Are the terms used in the article appropriate for the sport?
 - Do the athletes have proper positions and stats listed (keep them updated as close to publishing as possible)
 - Use personal statistics (goals, assists, etc.)
 - Are the scores accurate?
 - Use ranking information
 - Does the article go through the game sequentially?
 - Use Penmen Athletics for guidance
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Content Editing for Opinions/A&E

- Make sure the writer is clear about their opinion
 - POV has to be consistent → can't start in the third person and end with "I think"
 - Check that it is well-rounded and doesn't ignore the other side
 - Has to be compelling → if you're bored reading it the reader will be, too
 - Is it too long? Repetitive? One sided?
 - Do they talk to anyone else?
 - Does this person help back their point up?
 - Are they being negative for the sake of being negative?
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Content Editing for Lifestyle

- Make sure the writer's intentions are clear off the bat
 - Is it about something on campus? Close by? Does it target college students?
 - Find the logic for the writers endorsement
 - Articles need to explain why the reader should follow up
 - Identify examples
 - Restaurant reviews should name drop good meals
 - Articles about trends should explain what it is and why it's good
 - If the writer doesn't make the topic appealing the readers won't find out for themselves
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Copy Editing

- Formatting
 - 1 Inch Margins
 - 11 point Arial double spaced
 - Skip a line between paragraphs (no idents)
 - At least 300 words (Typically somewhere between 350 - 500)
 - Grammar & spelling
 - Write in the third person
 - Use an active voice whenever possible
 - Opinion Articles are generally stronger if written in third person as well
 - Avoid redundant words, sentences, or even paragraphs
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