Script: Style, Editing and Headlines Script
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Slide 1:
Title page. No script.

Slide 2:
Copyediting is the quality control function for a publication. Copy editors make sure each story is correct, clear, concise, coherent and consistent.

Slide 3:
A copy editor does that by correcting writing, usage and fact errors, and rewriting when a sentence is unclear or wordy.

Slide 4:
Many copy editors still need to proof on paper using a variety of standard marks to indicate errors. The most common copy editing marks are pictured here.

Slide 5:
Style refers to the conventions of writing — things like capitalization, hyphenation and accepted spelling.

The AP Stylebook is a set of guidelines for journalists published annually by the Associated Press. These guidelines help journalists communicate clearly and quickly.

Slide 6:
One reason to use a stylebook is because readers appreciate consistency. If the word president is capitalized in one sentence and not in another, a publication looks sloppy. That makes it less believable.

Another reason is that journalists are always working fast. There's no time to make up rules on deadline. So the AP Stylebook makes consistency easy.

Slide 7:
The next slides show some AP style guidelines you will use frequently:

Titles — generally only formal titles are capitalized, and only when they are used in front of a name.

Slide 8:
Dates and time — abbreviate the names of months when you use an exact date. Months with five or fewer letters are never abbreviated.
The word today is OK, but not the words yesterday or tomorrow.

Slide 9:
Acronyms — avoid using them on first reference. Everyone understands FBI. But if the acronym is not well known, spell it out.

Slide 10:
Numerals — generally one through nine are spelled out and you use figures for 10 and above.

Notable exceptions are:
ages are always figures;
for depth, height, length and width always use figures;
money and percentages are always figures.

Slide 11:
The Oxford comma — that's the comma before the "and" in a series. AP style says don't use it unless omitting it makes the sentence unclear.

Slide 12:
Copy editors also serve as fact checkers. They ensure accuracy, and need to make sure all information passes the "who said this" and "how do they know it" test.

The Internet is a great fact-checking tool. But make sure the information you find is legitimate. Wikipedia is not considered a good source because so many people can edit it.

If something seems like a coincidence — like James Jones lives on Jones Street — or something seems wrong, look it up.

Slide 13:
Here are some common grammar errors.

T-h-e-y is a pronoun. T-h-e-r-e indicates place. T-h-e-y-apostrophe-r-e means they are.

Use an apostrophe for contractions and possessives, not to make something plural.

If you need a breath when reading a sentence out loud, it needs to be two sentences.

Don't separate two independent clauses with a comma. Use a period or semicolon instead.

And don't stack too many adjectives in front of a noun — it makes the sentence difficult to understand.

Slide 14:
Copy editors also write headlines. The headline sells the story, so you want to write something that will entice the reader.
Don't just tell people the obvious. But be accurate and don't steal the reporter's first paragraph.

Slide 15:
Use active verbs and vibrant words. To-be verbs tend to be weak.

Slide 16:
The best headlines use simple structure and are declarative sentences. They make sense.

Slide 17:
Draw the readers in with the most interesting information. You can be clever when a story calls for it. But don't write a cute headline for a serious story, and don't overdo the puns.

Slide 18:
Headlines on the web often appear by themselves with no photo or other text for context. So be complete. Use the words that people will most likely search for, like proper names and locations and other keywords.
Don't write too long. Make sure the headline looks good on an app or on mobile

Slide 19:
Contact information page