Advanced sub-editing and news editing skills

When:  Monday, May 25 to Friday, June 5, 2015
Where:  Aga Khan University Graduate School of Media and Communications
         7th Floor, 9 West Building, Westlands, Nairobi (click for a map)

In the rapidly changing media world, exceptional news editing and sub-editing skills set a product apart. The pace of news and the public’s appetite for more and better quality information means news editors and sub-editors must work quickly and adroitly to craft raw copy into engaging, accurate and impactful stories.

GSMC offers this course, led by former Financial Times journalist Jenny Luesby and Business Daily managing editor Ochieng Rapuro, to equip you with the complete newsroom editing toolkit. The five-day course, offered as 10 morning sessions over a period of two weeks to fit in with editors’ work schedules, will hone the skills of developing news angles, intros and headlines, of creating multiple ‘entry points’ to stories, and of rewrites that enhance the factors that draw in readers.

The facilitators will equip you to work at speed, handle issues of story structure, length, ambiguity and accuracy, and present copy in ways that make the most of every story. Led by facilitators directly engaged in newsroom and news product management the course delivers professionals with outstanding skills in packaging news, feature and lifestyle content, in print, online and as electronic scripts.

Learning objectives
This course offers a comprehensive portfolio of skills for the expert sub-editor. On completion of this course, you will understand the key concepts that inform editing best practice and be able to:

- Rapidly identify inconsistencies and story gaps.
- Write powerful headlines and identify page entry points.
- Undertake high-speed cutting and rethreading of stories.
- Invoke world-class techniques to produce fluid, well-structured copy.

Who should apply?
This is an advanced sub-editing course designed for news editors and sub-editors looking to acquire high throughput and world-class commissioning, news editing and sub-editing skills to deliver appeal, accuracy and relevance in final news products.

What can you expect?
This intensive program offered over 10 morning sessions is designed for news editors and subeditors looking to distinguish themselves from the pack. Working in small groups on real material, you will edit real copy to develop the skills and aptitudes that will see you stand out in your newsroom.
About the facilitators
A Financial Times journalist for nine years, Jenny Luesby has worked as both editor and writer on the international, foreign, features and business desks. Before joining the FT, she was a report writer for The Economist Intelligence Unit and then the BBC World Service, specialising in economic reporting of OECD countries, Africa and the Middle East. She has a master’s degree in African economics and politics from the School of Oriental and African Studies, London University and has been coaching journalists since 1993. She is author of the business writer's handbook, The Word on Business, published by Financial Times/Prentice Hall.

Ochieng Rapuro is the managing editor of the national Business Daily with 15 years’ experience as a reporter, copy editor, business editor and news editor, before assuming his current position. He is an experienced trainer and journalism lecturer, having taught journalism at the University of Nairobi’s School of Journalism, for the EAC, and across Africa. Ochieng holds a BA and postgraduate diploma in journalism from University of Nairobi and an MA in Public Policy from the University of Potsdam, Germany. He has published two books, The Basic People’s Rights and one on East Africa’s regional integration project.

Course outline

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<tr>
<th>WEEK 1</th>
<th>MONDAY</th>
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<th>WEDNESDAY</th>
<th>THURSDAY</th>
<th>FRIDAY</th>
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<td>May 25</td>
<td>May 26</td>
<td>May 27</td>
<td>May 28</td>
<td>May 29</td>
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<tr>
<td>9:00-10:50</td>
<td>What makes news: Audience psychology</td>
<td>The “so what?” news angle</td>
<td>Trend &amp; precedent angles</td>
<td>Scaling &amp; the logic chain</td>
<td>Story structure</td>
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<td>10:50-11:10</td>
<td>COFFEE &amp; TEA BREAK</td>
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<td>11:10-13:00</td>
<td>The change point</td>
<td>Impact bases: the winner/loser core</td>
<td>Using resonance as news aide</td>
<td>The hub paragraph</td>
<td>Erasing repetition</td>
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<tr>
<th>WEEK 2</th>
<th>MONDAY</th>
<th>TUESDAY</th>
<th>WEDNESDAY</th>
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<td>June 1</td>
<td>June 2</td>
<td>June 3</td>
<td>June 4</td>
<td>June 5</td>
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<td>9:00-10:50</td>
<td>Revitalising a weak change point</td>
<td>Taking out floating context</td>
<td>Injecting speed &amp; flow</td>
<td>Sentence structure</td>
<td>Speed cutting</td>
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<td>10:50-11:10</td>
<td>COFFEE &amp; TEA BREAK</td>
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<td>11:10-13:00</td>
<td>Headline writing</td>
<td>Lifting dead words</td>
<td>Intro rewrites</td>
<td>Grammar &amp; style books</td>
<td>Speed rewrites</td>
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<td>13:00</td>
<td>LUNCH BREAK</td>
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Fee
US $1500 (covers tuition for the 10 session course)

Requirements
This is an advanced sub-editing course designed for experienced editors looking to produce accurate, impactful and agenda-setting stories. It is recommended applicants have:

- Basic editing proficiency and knowledge of editing techniques.
- Basic computer literacy.
- English proficiency.

Additional information
- Parking is available onsite.
- Lunch plus morning and afternoon tea are provided.
- Certificates will be issued for attendance and participation in this course.

How to apply
For an application form please visit akumedia.aku.edu.