

## Overview

This Standard is about editing copy to ensure that it is clear and accurate, and that it meets the needs of your organisation and the target audience.

It involves correcting and rewriting copy, checking facts, and deciding which material should be given emphasis. It is about identifying and dealing with any legal and ethical issues and delays that may arise and resolving outstanding issues with the relevant people.

This Standard is for those who edit copy.

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## Performance criteria

*You must be able to:*

1. check with the relevant people, any questions you have about the purpose, content and treatment of the material
2. determine the revisions you need to carry out, including which material should be given emphasis in line with editorial requirements
3. check any facts you are unsure about using information from appropriate sources
4. check any legal and ethical issues that you are unsure about with relevant people
5. edit material so that essential content is retained, it is appropriate for the target audience and is in the style, medium, length and format required by your organisation
6. ensure that stories are fair, balanced and accurate
7. deliver edited material on time, or inform relevant people of any delays
8. discuss with relevant people which material is essential and which material may be cut
9. identify ideas for potential follow up stories, and inform relevant colleagues

## Knowledge and understanding

*You need to know and understand:*

1. the organisation's requirements for content, treatment, and format
2. the target audience and their characteristics and expectations
3. how to judge the editorial value of material, and its ability to meet the needs of the target audience
4. the organisation's editorial requirements and production schedule, and the relationship between the editorial department and any commercial departments
5. the grammar, spelling, punctuation, vocabulary, format, style and story construction in which material should be produced
6. the types of emphasis which can enhance published material, such as pull out quotes and bullet points, and how they can be used
7. how to use documentary sources for checking facts
8. the legal and ethical issues likely to arise from the editorial content
9. how to negotiate the necessary changes with colleagues when required

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<b>Developed by</b>	Creative Skillset
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<b>Version Number</b>	2
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<b>Date Approved</b>	March 2019
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<b>Validity</b>	Current
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<b>Status</b>	Original
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<b>Originating Organisation</b>	Screen Skills (formerly Creative Skillset)
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<b>Original URN</b>	SKSJ19
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<b>Relevant Occupations</b>	Media and communication; Media Associate Professionals
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<b>Suite</b>	Journalism
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<b>Keywords</b>	edit, content, copy, journalism
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