**PITTSBURGH 2015 • GETTING IT RIGHT • #ACES2015**

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# Welcome

- Teresa Schmedding, ACES president
- David Shribman,  Pittsburgh Post-Gazette executive editor
- Karen Martwick, ACES conference chair
  - Second level
    - Third level
      - Fourth level
        - Fifth level

# Election results

- Brady Jones, secretary
- Sara Ziegler, treasurer
- Samantha Enslen, board member
- Neil Holdway, board member
- Nick Jungman, board member

# Scholarship winners

- Christa Corrigan, University of Missouri
- Tracy Cook, University of Missouri
- Marisa DiNovis, University of North Carolina
- Kirsten Keller, University of Illinois
- Emma LeGault, University of Kansas

# Headline contest winners

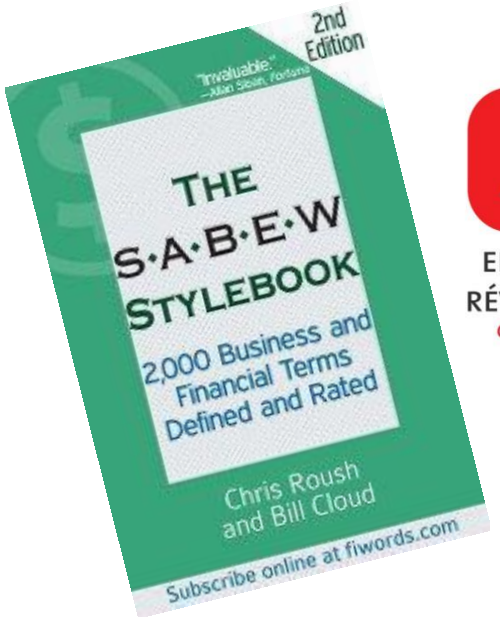
# State of ACES

Teresa Schmedding • ACES president

# Value of your membership

## Partnerships with

- Editors Association of Canada
- Society for Editors and Proofreaders
- Society for News Design
- Journalism and Women Symposium




EDITORS RÉVISEURS CANADA

sfep member

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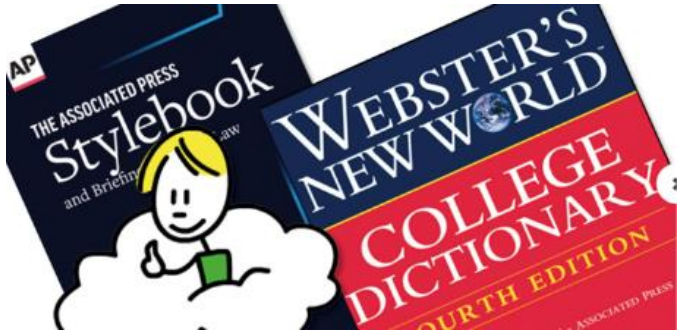
## Discounts with

- Associated Press Stylebook
- SABEW stylebook
- PerfectIt
- Lingofy
- NewsU



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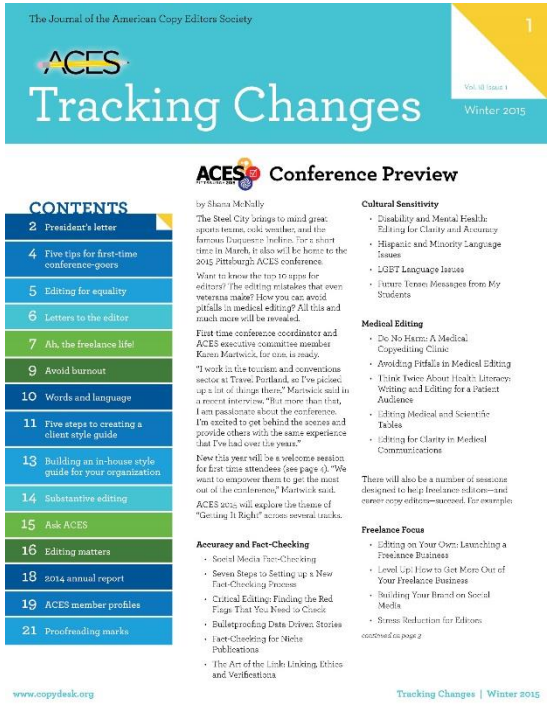
# Communication

- Taylor Carlier, communications coordinator
- Gerri Berendzen, director of communications



The Journal of the American Copy Editors Society

ACES Tracking Changes

Winter 2015

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ACES Conference Preview

by Shana McNally

The Steel City brings to mind great sports teams, cold weather, and the famous Duquesne Incline. For a short time in March, it also will be home to the 2015 Pittsburgh ACES conference.

Want to know the top 10 apps for editors? The editing mistakes that even veterans make? How you can avoid pitfalls in medical editing? All this and much more will be revealed.

First time conference coordinator and ACES executive committee member Karen Markwick, for one, is ready.

"I work in the tourism and conventions sector at Travel Portland, so I've picked up a lot of things there," Markwick said in a recent interview. "But more than that, I am passionate about the conference. I'm excited to get behind the scenes and provide others with the same experience that I've had over the years."

New this year will be a welcome session for first time attendees (see page 6). "We want to empower them to get the most out of the conference," Markwick said.

ACES 2015 will explore the theme of "Getting It Right" across several tracks.

**Accuracy and Fact-Checking**

- Social Media Fact-Checking
- Seven Steps to Setting up a New Fact-Checking Process
- Critical Editing: Finding the Red Flags That You Need to Check
- Bulletproofing Data Driven Stories
- Fact-Checking for Niche Publications
- The Art of the Link: Linking, Ethics and Verification

**Cultural Sensitivity**

- Disability and Mental Health: Editing for Clarity and Accuracy
- Hispanic and Minority Language Issues
- LGBT Language Issues
- Future Tense: Messages from My Students

**Medical Editing**

- Do No Harm: A Medical Copyediting Clinic
- Avoiding Pitfalls in Medical Editing
- Think Twice About Health Literacy: Writing and Editing for a Patient Audience
- Editing Medical and Scientific Tables
- Editing for Clarity in Medical Communications

There will also be a number of sessions designed to help freelance editors—and career copy editors—succeed. For example:

**Freelance Focus**

- Editing on Your Own: Launching a Freelance Business
- Level Up: How to Get More Out of Your Freelance Business
- Building Your Brand on Social Media
- Stress Reduction for Editors

continued on page 3



- Samantha Enslen, newsletter editor



ACES PITTSBURGH 2015

# Advocacy

- Still our cornerstone … We want to fight for editors and editing, whether that's through scholarships, training, research or raising our profile. To do that, we need to be strong.

# Training

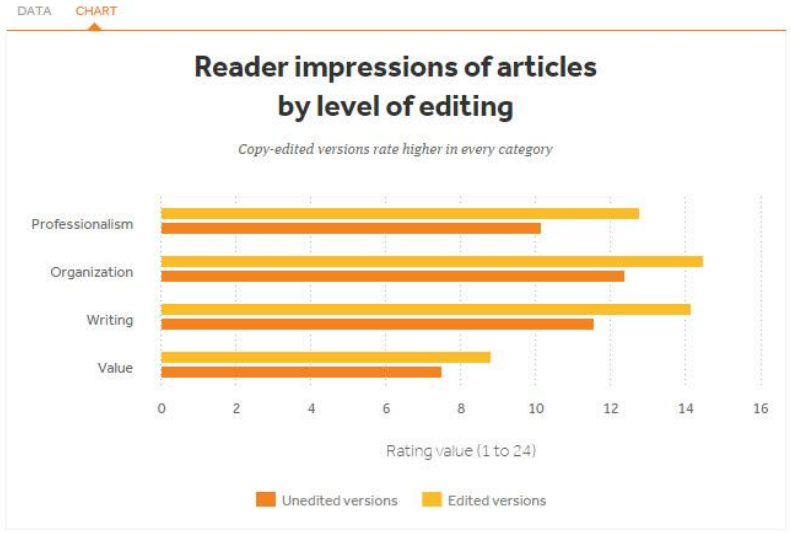
| | |
|---|---|
| Poynter NewsU partnership | **1,000** |
| Editing certificate with NewsU | **350** |
| Boot camps | **200** |

# Training

- First for-college-credit training
- Custom in-house corporate training
- Global Editing Conference in Toronto
- Midwest Journalism Conference in Minneapolis
- Advanced editing certificate with NewsU
- Digital skills for copy editor with corporation, NewsU

# Research

- Third award for research in editing
- Supported Alyssa Appelman, a PhD student at Penn State
- Fred Vultee's research project was published this year




Data Source: Fred Vultee (2015): Audience perceptions of editing quality: Assessing traditional news routines in the digital age

> "Copy editing, his results show, is good for business. Audiences can tell when an article isn't carefully edited, and it affects their perceptions about the news and their willingness to pay for it."
>
> American Press Institute

# Industry leaders

- Leadership summit of 20 j organizations
- Launching a survey of all members for them
- Plagiarism summit
- Digital verification book
- Expert opinion sought more than dozen times on nat'l issues
- Rep'd at ? conferences

# Industry leaders

Twitter chats **23**

Average tweets **590**

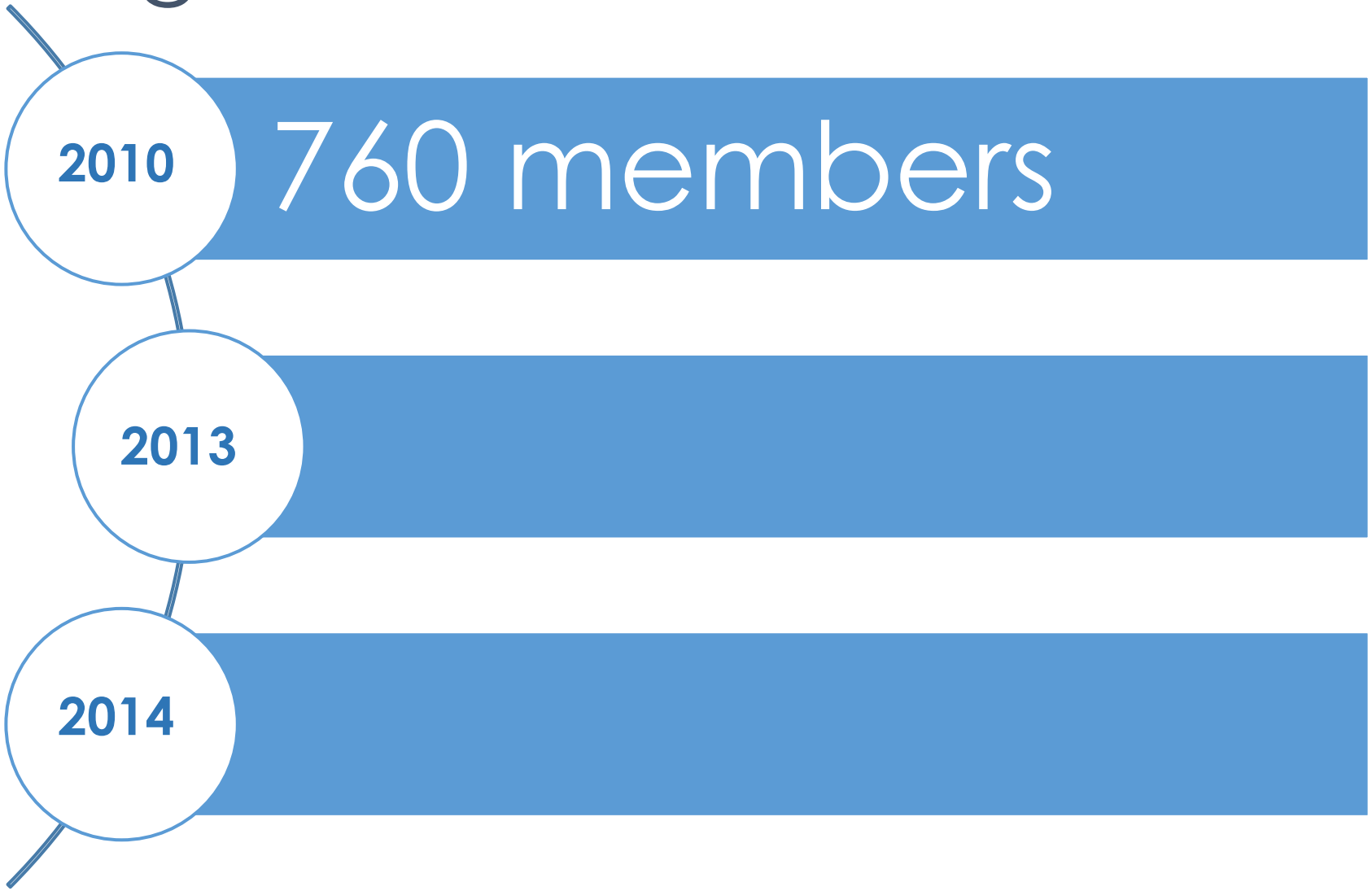
Average reach **260,000**

# Membership

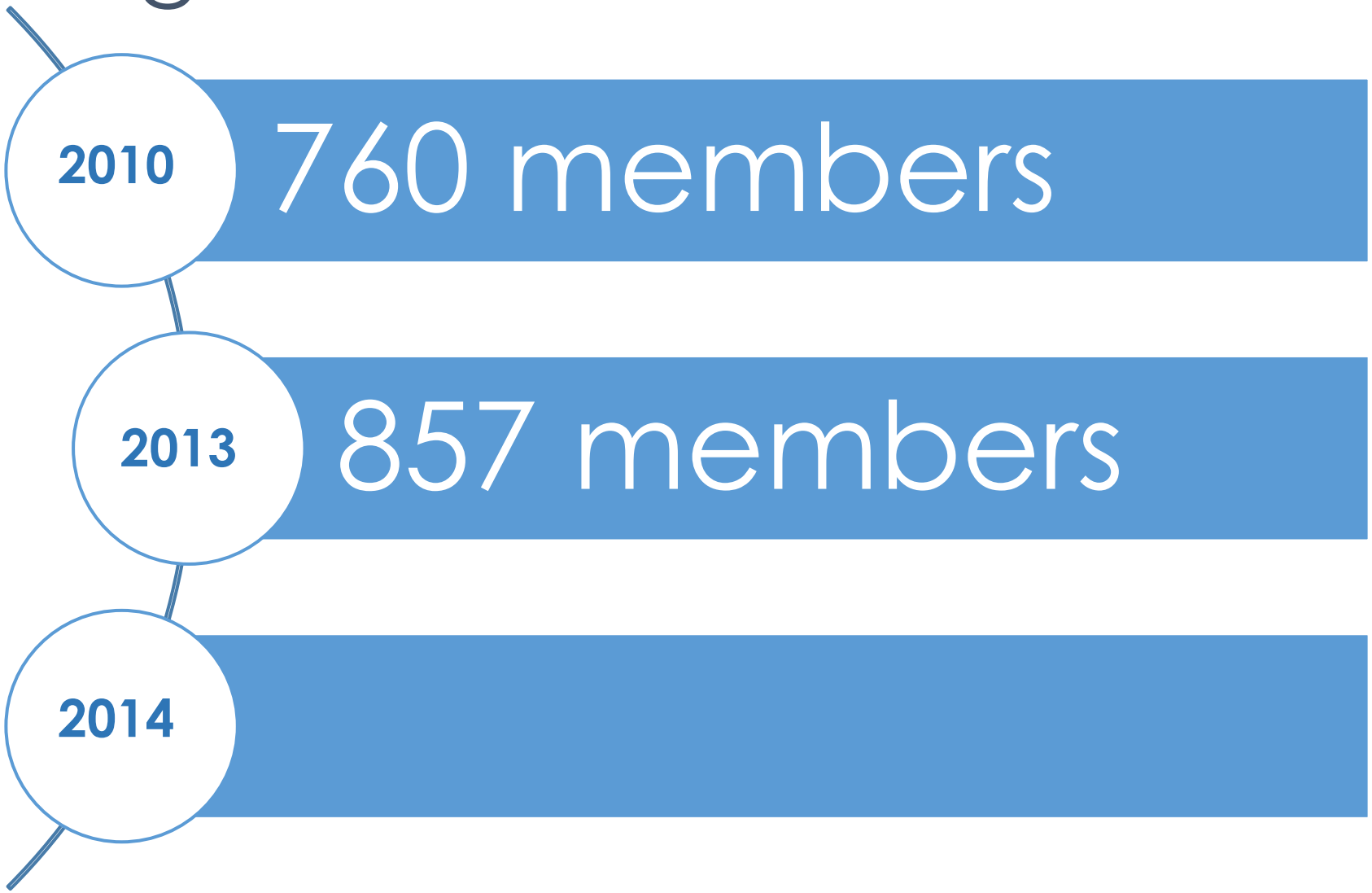
- Grow
- Diversify
- Expand geographic reach

# Growing

# Growing



# Growing



# Growing

**2010** 760 members

**2013** 857 members

**2014** 1,373 members

# Membership

- Corporate, freelance, newspaper the top
- Members in all 50 states. Top 10 states: CA, PA, NY, VA, TX, IL, MD, FL, NJ, OH
- Members in 18 countries

## Membership Categories

**Academia:** 182 (10%)

**Book Publishing:** 100 (6%)

**Corporate:** 300 (17%)

**Freelance:** 437 (25%)

**Government:** 56 (3%)

**Magazine:** 102 (6%)

**Marketing:** 59 (3%)

**Newspaper:** 217 (12%)

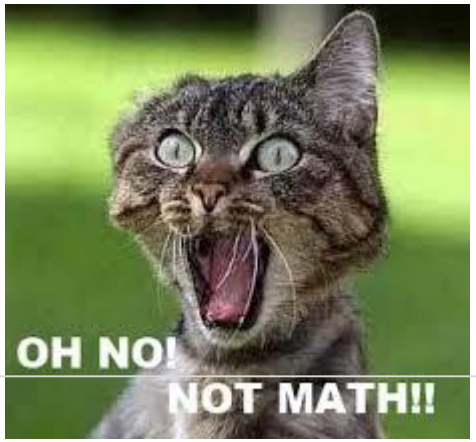
**Nonprofit:** 111 (6%)

**Retired:** 7 (0%)

**Student:** 98 (6%)

**Website:** 86 (5%)

# Finances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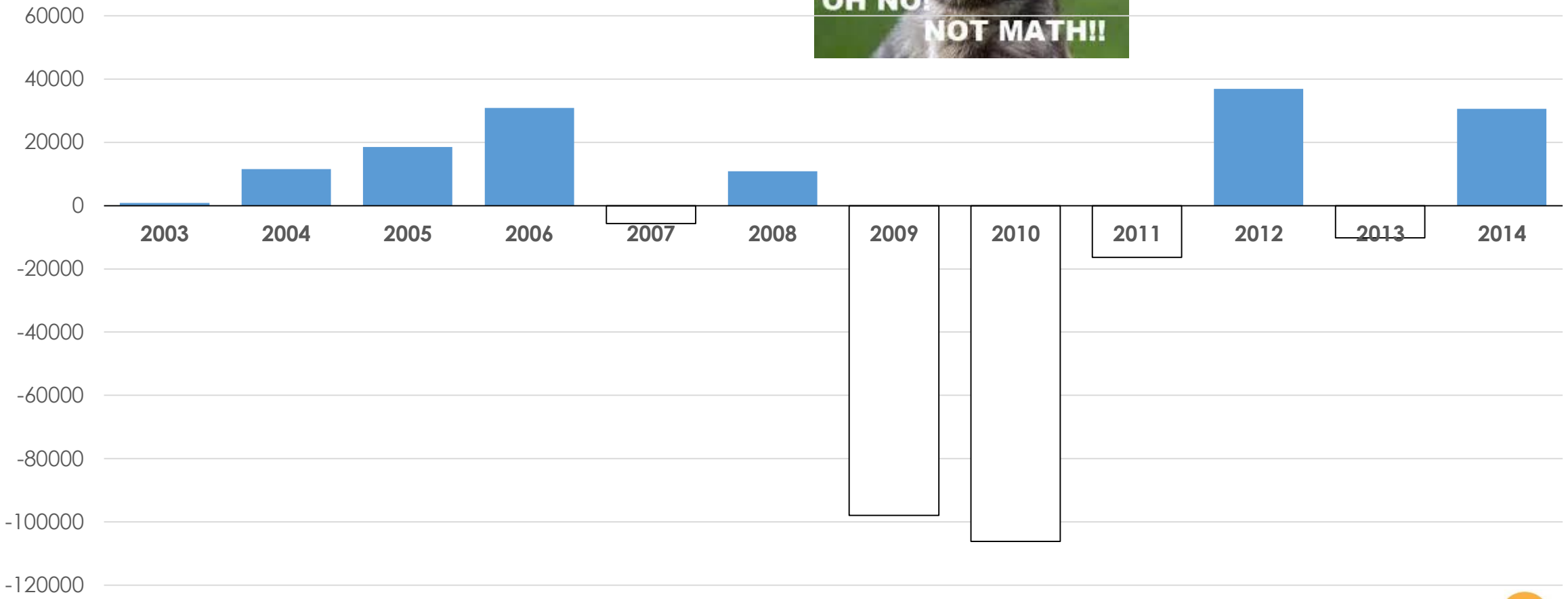
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## ACKNOWLEDGEMENTS

A lot of work from a lot of people goes into the ACES conference. Thanks to all the speakers for sharing their time and expertise; thanks to Gerri Berendzen, David Sullivan and Neil Holdway, for all of their above-and-beyond efforts; thanks to Teresa Schmedding for her leadership and dedication; thanks to Tim Martin of the Pittsburgh Post-Gazette for helping out on the ground and thanks to the Post-Gazette for their sponsorship and for printing this program; thanks to the rest of the ACES board for their hard work and good suggestions; thanks to our inestimable administrator, Carol DeMasters; and thanks to everyone who attends ACES — whether it's your first time here or your 19th — you make the work worthwhile.

*— Karen Martwick, ACES conference coordinator*

"Today I shall behave, as if this is the day I will be remembered." Dr. Seuss