
Quality in the chaos

Teresa Schmedding

SND, October 2011



How to juggle – everything?

Fact,
fiction,
myth,
rumor,
guesswork ...

Research

Myth: People don't care about quality as much online as they do in print.

To whom it may concern...

Congratulations on the award winning print quality. It allowed me to read the headline you screwed up. "Indiana beats Purdue for the fourth straight time". Purdue won the game 67-53. Have a great day!

Fact

Dedicated readers (an hour or more a day) have higher standards

More concerned about professionalism and grammar than errors of style or structure.

What they noticed


Professionalism: Sounds professional, written with care, what I expect from serious news organization, clean of mistakes





What they noticed

Organization: Something missing, hard to understand, wrong tone



  Chasiam :: Tue Aug 30, 2011 1:11 PM

+9  It seems most of the DH reporters can't even spell. Let alone get all the facts straight for a story. Thank you DH for giving me back several minutes of my day. Bye!

 Report Abuse  Delete Post

What they noticed

Grammar: Uses wrong words, isn't consistent, has grammar errors

Header

St. Charles area men want government to leave them alone

Body

Two St. Charles area men have formed a bond over their mutual disdain for government telling them what they can and can't **due** on their property. Both men say they will fight as long and hard as they can to ensure they are able to live their lives the way they, and perhaps God, want them to.

What it means

Editing makes a big difference
– and it's not imaginary.

  roscoenut :: Fri Aug 19, 2011 10:35 AM

 0 

I usually do not comment on much here, but come on - proofread DH! It's "lose control", not "loose control".

Wilson shot the victim in the back of the head at about 6:30 p.m. while she driving a van, causing the victim loose control of the vehicle, said Ofc. John Mirabelli, a Chicago Police spokesman.

 Report Abuse  Delete Post

  MichaelD :: Fri Aug 19, 2011 12:31 PM

 0 

To whomever reads the public's comments to these articles and decides whether they "stay" or "go" and or gets suspended privaedges, maybe you should be checking people like Lee Filas, who wrote the worst opening paragraph I have seen in years. Does he actually get paid?

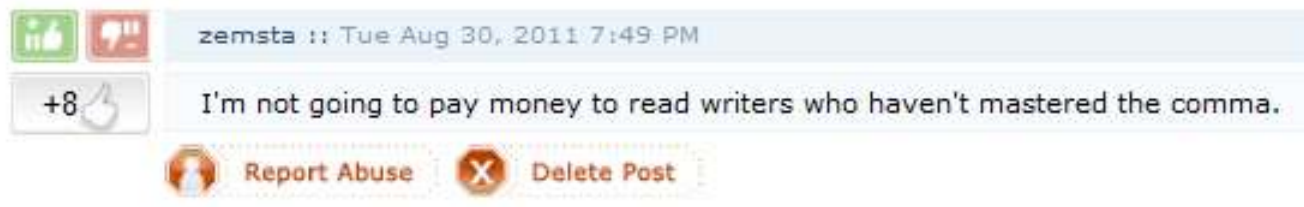
 Report Abuse  Delete Post

What to spend your time on

Grammar: It's the most important

Details: Make sure you've got 'em and they're consistent

Structural: Make sure it's not confusing.



What to *not* spend time on

Let go of some of your style
rules

Challenge old 'newspaper' rules

Your boss's pet peeves

Please, in the name of Jack Mabley and other Daily Herald legends, recognize the difference between "less" (a measure of quantity ..less milk, less money, less educated) and "fewer"
(a measure of number...fewer people, fewer mistakes, fewer editors).

Bob Bregenzer

Know your audience

Casual readers don't set the quality bar as high as serious news readers do.

blnoble :: Sun Sep 18, 2011 10:10 AM

Double check your facts Daily Herald. Biggert represents the 13th district and Rutherford is from Pontiac. Sloppy journalism...



Report Abuse



Delete Post

Everything **cannot** be a priority

Use fact not passion to decide

What *has* to be done?

What *needs* to be done?

What do you *want* to get done?

Corrections

Do you?
Don't you?

The screenshot shows the top of a news article on the Missouriian website. The header features the word "MISSOURIAN" in large white letters on a dark blue background, with navigation links for "News", "Sports", "Lifestyles", "Opinion", and "Keeping Tabs" below it. A small "Missourian" logo is visible in the top right corner. The article title "Corrections" is prominently displayed in a large, bold, black font. Below the title, the date and time are given as "Sunday, August 29, 2004 | 12:00 a.m. CDT; updated 5:34 a.m. CDT, Sunday, July 20, 2008". The author is listed as "BY STAFF". The main text of the article consists of two paragraphs. The first paragraph states: "A cutline on Page 1A on Friday incorrectly stated the high temperature for Thursday. The high temperature was 93." The second paragraph states: "A story on Page 8A on Friday about the Columbia Area Transportation Study Organization's hearing on proposed roadway extensions misquoted Ron Walkenbach and misidentified the neighborhood in which he lives. Walkenbach, a resident of Broadway Farms subdivision, said he thought new interchanges on Interstate 70 would only shift traffic problems. 'I think we're trading one traffic congestion at Stadium and I-70 for traffic congestion at Fairview and Broadway,' he said." In the top right corner of the article content area, there are icons for "E-MAIL", "PRINT", and a "Like" button with a Facebook logo.

MISSOURIAN

News Sports Lifestyles Opinion Keeping Tabs

Missourian

Home » 2004 » 08 » 29 »

E-MAIL PRINT Like

Corrections

Sunday, August 29, 2004 | 12:00 a.m. CDT; updated 5:34 a.m. CDT, Sunday, July 20, 2008

BY STAFF

A cutline on Page 1A on Friday incorrectly stated the high temperature for Thursday. The high temperature was 93.

A story on Page 8A on Friday about the Columbia Area Transportation Study Organization's hearing on proposed roadway extensions misquoted Ron Walkenbach and misidentified the neighborhood in which he lives. Walkenbach, a resident of Broadway Farms subdivision, said he thought new interchanges on Interstate 70 would only shift traffic problems. "I think we're trading one traffic congestion at Stadium and I-70 for traffic congestion at Fairview and Broadway," he said.

Corrections

What type? When?

OfcJoseph :: Fri Sep 09, 2011 9:33 AM

Actually, it's Saturday and Sunday, not on Friday. But the dates were right: September 10th and 11th. Hope to see lots of people there! Especially at the 9/11 Ceremony on Sunday at noon!



Report Abuse



Delete Post

Teresa S :: Fri Sep 09, 2011 11:39 AM

Hi, OfcJoseph: Thanks for the heads up. I updated the article so it's correct now.



Report Abuse



Delete Post

Additional reading

Fred Vultee's research presentation can be found at

<http://www.copydesk.org/handouts/2011/VulteeEdQuality.pdf>

A summary can be found at:

<http://www.copydesk.org/board/journalism-education/2011/research-shows-that-editing-matters/>

16TH NATIONAL CONFERENCE

ACES 2012

APRIL 12, 13 & 14  NEW ORLEANS

**Join us for more training
and fun this spring. Go online
to nola.copydesk.org to learn
more and to register today.
Early bird deadline is Feb. 1.**