

# Beyond words

## Copy Editing at the Daily Herald

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Columbia College • Nov. 21, 2013

# Multiplatform copy editors

Daily Herald  
copy editors edit  
and publish  
content for all print  
and digital platforms



# Old skills a basic requirement

- Headlines
- Critical editing skills
- Grammar
- Style
- Display type
- News judgment
- Design, layout

**Give it to Lynch**  
NU stays undefeated as QB converts Toledo — Sports

**Northwest Suburbs**

**Thanksgivukkah!**  
What a happy coincidence of holidays, but Constable says — Page 11

**Daily Herald**  
Thursday, November 21, 2013  
Big Picture • Local Focus \$1.00

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## SAME-SEX MARRIAGE SIGNED INTO LAW IN ILLINOIS

### 'We're recognized'

*Couples from suburbs say they feel validated*

**By CHRISTOPHER PLACER**  
christopherplacer.com

When Carl Cepelongo and Diana Corpelego met 21 years ago as students at Western Illinois University, they say it didn't take long for them to know they were going to be together forever.

It was hard to imagine, though, that they'd ever be able to officially tie the knot.

"We were disappointed it might not happen in our lifetime," said Williams, who flows with Corpelego in Lombard. "But we were persistent."

The couple decided to travel to Massachusetts in 2004 and get a marriage license when that state became the first in the country to legalize same-sex marriages. But they say, they always hoped it would happen in their home state as well.

They got that wish Wednesday when Gov. Pat Quinn signed legislation making Illinois the 15th state to legalize same-sex marriages. The bill signing took place in front of some 2,000 people at the University of Illinois at Chicago.

Williams and Corpelego were two of those doing standing in the front row of a public hearing area, waving rainbow flags and cheering during remarks by Quinn and other officials.

When Quinn finally took the time to sign the bill into law, he did so at a wedding ceremony in the first congressional address.

Williams and Corpelego beamed.

"It's a pretty nice moment," Williams said. "We're recognized. It's valid now."

**See LAW on PAGE 8**

**Watch the video:** "We need to be more accepting of everybody" — suburban couples reflect on law's signing, at [dailyherald.com/news](http://dailyherald.com/news)

**Experts say law will bring change — slowly**

**By MARY PERKINS**  
maryperkins.com

It's Thanksgiving 2013, and there's a bill in the shape of a rainbow. "So... when are you two kids going to get married?" a busybody uncle asks the lesbian couple sitting across from him, who call their special change the subject.

"The normalization of same-sex marriage — provided it stays in Illinois until Wednesday — will happen, and happen quickly, and with a lot of momentum," says a spokesman for the Illinois Marriage Equality Fund, which is pushing for the bill.

It will come changes in language and culture reflecting same-sex unions.

But it's a complex process that won't happen quickly, even though Gov. Quinn's signing a law permitting gay and lesbian to marry will now provide some rights laws for benefits to medical privileges.

Marriage licenses, a state and federal "deep reform" in common celebration and in most cases celebration.

**See CHANGE on PAGE 8**

### Loss of cycling event a boost to concerts

**ER Group details**  
happy autumn series

**By CHRISTOPHER PLACER**  
christopherplacer.com

Ill. State Village officials say the state's 145-Square County Concert Series must have their legs in support. And it's likely they were able to secure the show of "The Best of the Best" classic rock superstars.

The "Best of the Best" series, featuring Katy, Logan, and Pat Benatar and Katy Courty, are looking for locations available with the discretion of the Town of Ill. Pat Benatar.

When officials decided they didn't want to come operations of the cycling event, held for the past eight years along village roads, because of a scheduling conflict with USA Cycling and the International Cycling Union.

**See CONCERTS on PAGE 8**

### Will top hospitals be part of new plans?

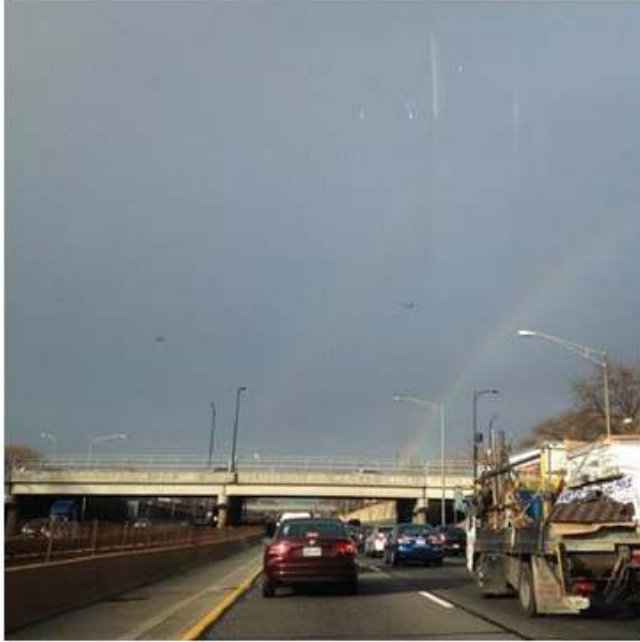
**See HOSPITALS on PAGE 8**

# New skills

- How to talk to readers
- ... and when not to talk to readers

**dh Daily Herald**  
November 15

Anyone else see this awesome rainbow over I 90?



Like · Comment · Share

Rose Marie Moran, George LeClaire, Ari Morimoto and 3 others like this.

**dh** Write a comment...

**Lori Buttelmann** Looks like a double rainbow too 😊  
Like · Reply · 1 · November 15 at 8:56am via mobile

**dh Daily Herald** Traffic was stopped.  
Like · Reply · November 15 at 8:52am via mobile

**Michael Dubanowski** Always seen through an Obama supporters eyes!  
Like · Reply · November 15 at 9:23am via mobile

**Laura Savitt Levisky** Taking pics from the left lane of the tollway while driving. Not the smartest move.  
Like · Reply · November 15 at 8:34am

Write a comment...

640 people saw this post

Boost Post

# New skills

- What words on what platform?
- When?
- Marketing
- Demographics
- Tech skills

TOP STORY : NEWS



## Experts: Gay marriage law will bring change — slowly



Nov 20, 2013 11:17 PM

Does society change with the signing of same-sex marriage legislation? Said sociologist Mark Eckel, an instructor at McHenry County College, "There will be gradual change." But, "I think we will find that marriage equality ... is limited in its ability to promote true social justice," NIU sociologist Amanda Littauer says.

[FULL ARTICLE](#) [COMMENTS \(15\)](#)



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5s

#Samesexmarriage will become normal after #Illinois signs #gaymarriage into law, experts say. [dailyherald.com/article/201311...](http://dailyherald.com/article/201311...)

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# Beyond buttonology

- Not just how to post on social media, but why?
- Best practices?
- How to define social media success.
- Is more always more?

**Daily Herald Afternoon Alert**

You are receiving this email as a sample of Premium 7-day Subscription to the Daily Herald. Please do not reply to this email, click here to Opt-Out of this newsletter

TOP PICKS FOR 11/20/2013

**Former Grant teacher charged with sexual assault of student**

A former Grant High School teacher who resigned from her job six weeks ago amid allegations of an inappropriate relationship with a minor has been charged with molesting a student. Amber Kraus has been charged with criminal sexual assault of a victim between the ages of 13 and 17, Lake County Assistant State's Attorney Stephen Scheller said Wednesday. [Click here for more.](#)

**White-tailed deer breaks into Sugar Grove home**

Keith Mohr was in the shower last Friday morning when he heard a loud crash and his wife screaming that a deer was running through their townhouse near Sugar Grove. "He did a lot of damage, a lot of damage," Mohr said. [Click here for more.](#)

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The image shows a stack of cardboard boxes with various brand names like 'Apple', 'Clubs', 'Crate&Barrel', 'ALL STUDIO', 'BUGGIES', 'ANN TAYLOR', and 'BAFFER+KORNET'. The background is a blue sky with white clouds.

# Who is on Facebook?

Avg: 25-year-old woman living in big city with college degree and household income of +\$75,000 a year

How will you reach them?



# Who is on Twitter?

18- to 25-year-olds living in cities who want access to important people, higher minority population

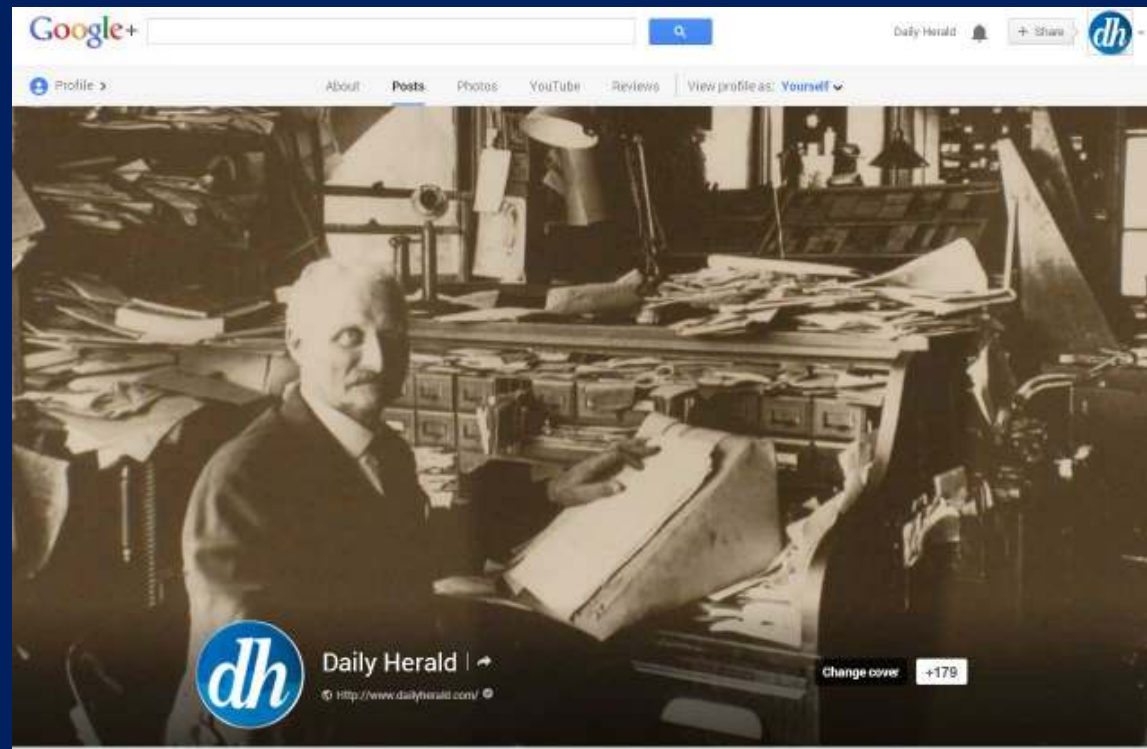
How will you reach them?





# Who is on Google+?

Mostly males  
who are early  
adopters



How will you reach  
them?

# Who is on LinkedIn?

25- to 54-year-old  
males, college  
educated

The screenshot shows the LinkedIn profile for Daily Herald Media Group. The profile has 950 followers and is followed by the user. The main content area features a recent update titled "Daily Herald collects Illinois Associated Press Awards" with a video thumbnail. Below the update, there is a table showing organic reach statistics:

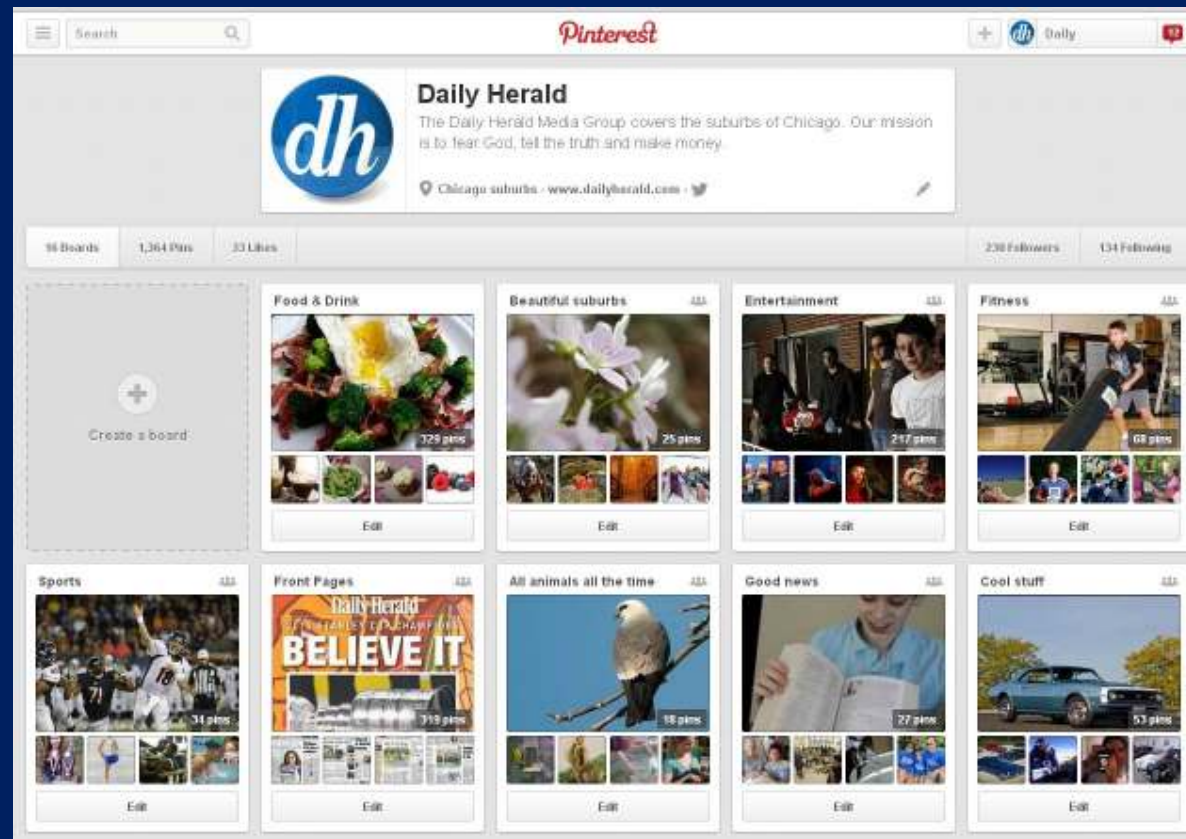
Targeted to: All Followers			
634 impressions	4 clicks	5 social actions	1.58% engagement

Below the table, there are options to like, comment, share, and pin to top, with a timestamp of 3 months ago. The right-hand sidebar includes sections for "How You're Connected" (21 first-degree connections, 135 second-degree connections, 334 employees on LinkedIn), "Careers" (Interested in Daily Herald?), and "Products" (Drive new leads and sales by showcasing what your business has to offer).

How will you reach  
them?

# Who is on Pinterest?

Five times  
as many  
women



How will you reach  
them?

# Are you indispensable?

- Can you manage projects?
- Can you make strategic plans?
- Can you set goals? Accomplish them?
- Are you ahead of tech curve?
- Can you coach, lead, train others?
- Can you do every job?

# Final thought

Do not become a copy editor because you are deficient at or afraid of some aspect of journalism. Copy desks are not where weak journalists go to hide. Copy editors are the heart and soul of newsrooms and the future of our industry.

“It’s never too late to be what you might have been.” George Eliot