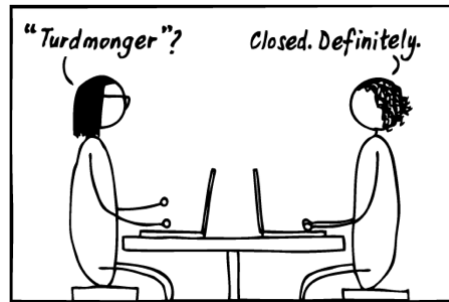


‘Turdmonger’ is Definitely a Closed Compound: Editing in Online Entertainment



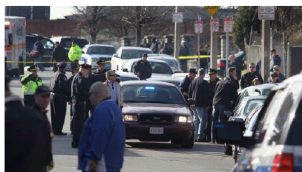
Presenters:

**Laura M. Browning, Managing Editor, *The A.V. Club*
Marnie Shure, Deputy Managing Editor, *The Onion***

I. Style is serious business

- a. Just because the words are funny doesn’t mean you can be a slob**
 - i. We have the same headline considerations as anybody else does; we just get to swear in ours.
- b. Voice in headlines just as important as voice in articles**
- c. *The Onion*’s satirical voice works because it precisely emulates newspapers of high esteem**
 - i. Our subject matter is often bombastic or goofy, but the tone surrounding that subject matter is not. It has to be streamlined, self-serious, and perfectly edited. We are, of course, America’s Finest News Source.

4 Copy Editors Killed In Ongoing AP Style, Chicago Manual Gang Violence



It Only Tuesday

WASHINGTON, DC—After running a thousand errands, working hours of overtime, and being stuck in seemingly endless gridlock traffic commuting to and from their jobs, millions of Americans were disappointed to learn that it was, in fact, only Tuesday.

“Tuesday?” San Diego resident Doris Wagner said. “How in the hell is it still Tuesday?”



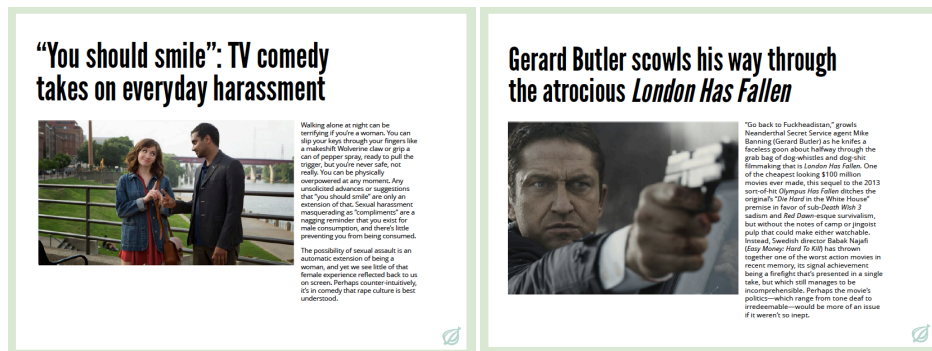
Already, the week is unbearable for those who
before standing a subway train, and it's only
Friday Tuesday.

According to suddenly depressed snarlers, the
feeling that this week may in fact last forever
was further compounded by the thought of all
the work left to be done tomorrow, the day after tomorrow, and, if Americans make it that
far, possibly even Friday, for Christ's sake.

- d. *The A.V. Club*’s headlines still have to succinctly convey what the article is about**

- i. Because we write about entertainment, we are lucky that we have a lot more freedom with headlines that traditional news organizations don't have. That doesn't mean that anything goes, though. We purposely avoid any kind of click bait construction, but we still need to tease, and we can do so in a playful way.
 1. [Fuller House is like a porn parody without the porn](#)
 2. [Christ, The Young Messiah is dull](#)
 3. [Love is another visually striking trip up director Gaspar Noe's ass](#)
 4. [When NBC re-named Truth Be Told, it should've gone with Chatty Assholes](#)

II. Entertainment as it relates to the real world



- a. [“You should smile”: TV comedy takes on everyday harassment](#)
 - i. Anything we publish that uses the words “rape” or “feminism” will become a magnet for belligerent commenters, so this is something we had to think about carefully and make sure it was impeccably edited. This is a topic that every woman is familiar with, so we had to strike a balance of personal insight with critical writing.
 - ii. The headline “TV comedy takes on everyday harassment” makes clear that this piece is taking a stand.
- b. [Gerard Butler scowls his way through the atrocious *London Has Fallen*](#)
 - i. One of the reasons this pan is so good is because it takes the film seriously. It critically engages with this film on every level: It examines the dialogue, the camera angles, the way the film stitches together B-roll.
 - ii. A good example of where we allow swearing: This is more than just amplification, and it's not lazy writing. “Dog whistles and dog-shit filmmaking” perfectly encapsulates the pile of shit this movie is.

**Obama Explains How They Get
All Those Cars On The Back Of One Of
Those Trucks**



**Report: 55% Of Nation's Granite Now
Engraved With Names Of Victims**



- c. [Obama Explains How They Get All Those Cars On The Back Of One Of Those Trucks](#)
 - i. This required extensive research and fact checking. Beyond that, it required distilling information we hoped was right into the voice that we've established for Obama, his authoritative and reassuring presidential tone.
 - ii. This relatively harmless, goofy story only earned its silliness by first grounding itself in real-world accuracy.
- d. [Report: 55% Of Nation's Granite Now Engraved With Names Of Victims](#)
 - i. Often it is more powerful in the wake of tragedy to make a larger comment about the state of violence in America, rather than to produce an up-to-the-minute take on a particular event.
 - ii. Copyediting and fact checking became a very important part of producing this article, because the names on the granite couldn't match that of anyone affected by actual gun violence. Even using random name generators, many had to be replaced multiple times to avoid making an accidentally wrongheaded comment.

III. How do you make decisions when the usual sources can't help?

- a. **Clarity > Pedantry**
 - i. Ease and simplicity for a team of 200+ freelancers
 - ii. What is the larger community using? It doesn't make sense to be overly proper if everybody else is, for instance, using "A\$AP Rocky" instead of "ASAP Rocky." That will stand out to our readers.
 - iii. [There are two e's in "Wookiee," damn it: A message from The A.V. Club copy desk](#)

There are two e's in "Wookiee," damn it: A message from *The A.V. Club* copy desk



Star Wars Style

bancha	Millennium Falcon
BB-8	Mos Eisley cantina
C-3PO	Obi-Wan Kenobi
Chewie (not Chewy)	R3-D2
the Force (the light side and the dark side of the Force, not Light Side, Dark Side)	Rebel Alliance
Galactic Empire	Star Wars: The Old Republic
Industrial Light & Magic	Stormtrooper
Jabba The Hutt	Tatooine
Jar Jar Binks (not Jar-Jar)	tauntaun
Jedi, Jedi knight	TIE Fighter
lightsaber	Wookiee
Lucasfilm	X-wing
mid-chlorian	

- iv. As with the above in-house style, sometimes firm decisions must be made that contain an internal logic and are consistently followed

b. Make style decisions that best serve the joke

'I Spilled My Soda,' Report Nation's Dopes

CHICAGO—Following various incidents in which they stumbled, got distracted, or simply lost their grip, thousands of dopes across the country announced Friday that they had spilled their sodas.



"Uh no," Wilmette, Ill.-dim-bulb Stuart Rowley said after accidentally dumping nearly two-thirds of his go-sauce Mountain Dew down the front of his T-shirt and onto his lap. "I spilled my soda all over."

"Ah, damn it," the big dope continued, "it's everywhere!"

Slow-witted soda drinkers nationwide offered nearly identical reactions as Rowley, with many standing completely still for up to 30 seconds, their mouths agape and their heads raised chest high, with palms held upward in disbelief.

- ['I Spilled My Soda,' Report Nation's Dopes](#)
- The majority of the terms in this story (dope, dimwit, dim-bulb, dum-dum) have that aggressive "d" sound at the front, keeping them alliterative
- There's a very fair argument for making "dim bulb" an open compound, but hyphenating it adds a swiftness to it, condensing it down from a description of the person to a sobriquet

IV. Pop quiz time!

#TeamJacob or #TeamEdward?

You're rooting for a couple on your favorite TV show. Are you:

- shipping them
- 'shipping them
- I have no idea what you're talking about

This is a term that originated in fandoms on the internet. When somebody is rooting for a particular couple—often one that isn’t together on the show—it’s called ‘shipping. We made the call to use an apostrophe, to indicate that it’s derived from “relationship” and to distinguish it from the other meaning of ship and shipping.

99 Problems

Pick the correct one:

- a. Jay Z and Kesha are collaborating
- b. Jay-Z and Ke\$ha are collaborating
- c. Jay Z and Ke\$ha are collaborating

Jay Z dropped his hyphen a couple years ago, and Kesha dropped her dollar sign a year or so ago. As far as we know, they are not actually planning a collaboration.

We are young / so let’s set the world on fire

Nate Ruess’ band, fun., should be styled:

- a. fun.
- b. Fun
- c. fun

To the great annoyance of pop-culture editors everywhere, there is a band that styles its name as “fun.”. It’s too difficult to read in running text, so we made the call that we do not kow-tow to bands’ whims. In *The A.V. Club*, this band is Fun, upstyled and with no period after the name.