

Harrisonburg Memory Walk Team Captain Guide Level 2 Editing Plan

Coordination:

- Verify with Theresa Rose the deadline for the project
- Ask if she wants a copy to preview before the actual deadline
- Ask if she wants to include the “About Harrisonburg Memory Walk” sheet in the Team Captain Guide (if so, will need to add to TOC)
- Establish best mode of communication—email or phone?
- Discuss the gist of a Level 2 edit and make sure the types of edits being done are approved
- Verify printing budget and ask if there needs to be certain number of pages
- Ask if printing in color or black and white (for graphics suggestions)

Policy Edit:

- Add short TOC to page 2 of the guide outlining the major sections in document, according to each main heading: The Role of Team Captain, Goal Setting, Register Your Team, Build Your Team, Timeline, About Harrisonburg Memory Walk (if approved)
- Add footnote references for the facts listed on the “About” page
- Change information from Lynchburg and Central VA to Harrisonburg and Shenandoah Valley

Integrity Edit:

- Verify the headings in new TOC and make sure they match
- Make sure page numbers in TOC match with the actual page where the topic is listed
- Ensure that footnote citations match up with footnote numbers

Screening Edit:

- Screen all pages for proper grammar and spelling

Copy Clarification Edit:

- Documents do not need further copy clarification unless Theresa specifically asks for markup

Format Edit:

- Bold the headings on the “About” page
- Change all section headings as listed in TOC to bold 14 point font
- Italicize subheading on page 4 and increase to 12 point font
- Change bolded captions on page 4 to 12 point font

- Number subheadings in “Goal Setting” segment as 1. Set a Participant Goal; 2. Help Your Team Members Raise \$200; 3. Who to Ask
- First item in sidebar on pages 2 and 5 should be bolded—on page 2, move currently bolded segment to top
- Check that “Timeline” segment in chronological order, beginning in the left column and going down
- Change “Timeline” headings to 12 point font
- Suggest a couple of photos from past events or clip art

Mechanical Style Edit

- No style guide is specified—ensure consistency throughout. Refer to *MLA seventh edition* when in doubt
- Change all instances of “Web” to “web”
- Check other instances of capitalization (e.g., “Baby Boomers”) and remain consistent

Language Edit

- Proofread for correct spelling according to *Webster’s*
- Check for correct grammar and syntax
- Streamline “About” segment to be less wordy and more concise in each section—no more than 4 bullet points per section—make new headings if needed
- Review the Guide and revise wordy segments for consistency and fluency