



WORD TEMPLATE FOR FREELANCE WRITERS
Content Workflow

THE WORD TEMPLATE

The SIM Word template should be used to create articles for all SIM publications to facilitate the transfer of content into the editorial workflow. The template can be found on the Source Interlink Media Procedures website in the Content Management System (CMS) Workflow area at <http://procedures.sourceinterlinkmedia.com>. This website is accessible from any Internet connection so that freelance writers can easily access the template. The template should be saved to a convenient place on the computer.

The templates will work for Mac 2008, Windows 2007 and older versions of Word. However, these instructions are written specifically for the Mac 2008 and Windows 2007 versions.

Overview of using the Word template

1. Launch the Word template by double-clicking on it. MS Word will start and an untitled document with a table will appear.
2. Save the untitled Word document with the proper filename
3. Below the Metadata Table, write the article as normal
4. Apply paragraph styles for headline, deck, byline, body copy, subhead, photo caption, photo credit, pull quote, sources, and specs to the appropriate text in the article. Use body copy bold and body copy italic character styles as appropriate.
5. Apply character styles for web hyperlinks and email addresses.
6. Populate the Search Words field in the Metadata Table.
7. Save and close the file.

FORMATTING TEXT

When formatting text, only use the styles preceded by a two digit number. A list of styles included in the Word template is listed in this section along with a description of each style. Text can be formatted as it is written or when the article is completed. All article text should be styled appropriately. If an appropriate style is not listed in the Word template, use the body copy style.

Styles have already been applied to the metadata table. *It is critical that the styles in the metadata table not be altered.*


Activating Word's Style Window/Palette

Styles can be found in the Formatting toolbar on the Mac or in the Home ribbon on Windows. Additionally, a Styles window can be activated by pressing **Alt-Ctrl-Shift-S** on Windows. On a Mac, the Styles palette can be activated by clicking **View> Toolbox: Formatting Palette** and then expand the Styles group by clicking the arrow next to **Styles**.

TIP: In addition to applying styles using the toolbar or the Style Window/Palette, shortcut keys can be used.

Copying and Pasting in the Word template

Copying and pasting from other Word documents or programs can introduce unwanted foreign styles into the Word template. When copying and pasting from other sources, be sure to follow the tip below.

TIP: A **Paste Options** icon  appears every time text is pasted into a Word document. Click on the **Paste Options** icon and choose **Keep Text Only**. This feature can be turned off/on in Word's Editing Preferences on the Mac or Word's Advanced Word Options on Windows. Windows users also have the ability to always use the **Keep Text Only** feature when pasting text by adjusting **Word Options**, see appendix A for details (not available for Mac).

Best Practices

- Avoid introducing foreign styles into word when pasting text into Word by clicking the Paste Options icon and choosing Keep Text Only.
- Avoid typing in all caps. The use of text in upper case should already be built into InDesign styles where appropriate. Articles going to other media channels may not use all caps. Heads and/or decks should be typed in title case even though they may appear in all caps in the printed magazine.
- Avoid manual double-spacing (hitting the Return key twice) and using multiple spaces when writing as they will need to be removed in the InDesign layout.
- Tabbed data is acceptable for simple 2-column data. The Tables feature in Word should be used for more data requiring more than 2 columns.

Word Template Styles

The primary styles in the Word template are preceded with a two digit number so that it appears near the top of the style list when sorted alphabetically. Although the balance of styles can generally be ignored, some play an important role in transferring information to the InDesign layout.

WORD STYLES	DESCRIPTION	KEYBOARD SHORTCUT*
01-headline	This is the main title of an article often referred to as head	SHIFT-ALT-1
02-deck	This is a secondary title of an article sometimes referred to as subhead or dek	SHIFT-ALT-2
03-byline	Line of text that contains the writer and/or photographer information	SHIFT-ALT-3
04-body copy	The main text of an article	SHIFT-ALT-4
04-body copy bold	Bold version of body copy.	SHIFT-ALT-B
04-body copy italic	Italic version of body copy	SHIFT-ALT-I
05-subhead	Small, one-line headline inserted in the body of a story to break up the monotony of a solid column of small type.	SHIFT-ALT-5
06-photo caption	Text accompanying a picture or illustration	SHIFT-ALT-6
07-photo credit	The name of the person or organization responsible for making or distributing a photograph, usually appearing small type under the reproduced picture. Often used when an individual image needs to be credited differently than others in the same article.	SHIFT-ALT-7
08-pull quote	Portion of a story that consists of direct quotations	SHIFT-ALT-8
09-sources	Information on the supplier of products or parts mentioned in the article	SHIFT-ALT-9
10-specs	Vehicle specifications listed separately from the body copy	SHIFT-ALT-0
11-hyperlink	Used to tag a link to a document or resource on the web	SHIFT-ALT-H
12-email address	Used to tag any email address	SHIFT-ALT-E
Heading 1	Do not use. These are MS Word default styles and cannot be deleted. Some are not visible on certain computers systems.	
Heading 2		
Heading 3		
Normal	Generally not used, but can be used in tables for data	
X ALTERNATE TITLE	These styles are used in the metadata table and can be ignored. Since the fields in the metadata table are pre-styled, it is important that the styles in the metadata table not be changed.	
X CHANNEL RESTRICTIONS		
X CONTENT RATING		
X CONTRACT CODES		
X EMBARGO DATE		
X EXCLUSIVITY RESTRICTIONS		
X EXPIRATION DATE		
X EXTRA USAGE FEES		
X KEYWORDS		
X PRIMARY CATEGORY		
X RELATED ARTICLES		
X REUSE PERMISSION		
X TERRITORIAL RESTRICTIONS		

* The ALT button on a Mac is also called the OPTION button

Metadata Table

Although search words and reuse permissions are required to be populated by staff editors, freelance writers are only required to populate the search word field. Text in the metadata table has already been pre-styled. Information should be entered into the second column of the metadata table, replacing the “insert value” place holder text. Fields that cannot be populated should be left as “insert value” or blank. *It is critical that the styles in the metadata table not be altered.*

Search Words

- Writers should enter 5-10 search words/phrases for each article.
- Each search word or phrase should be separated by a semicolon and a space.
- For event articles, enter the year and name of event as one search phrase.
- For articles about vehicles, it is important to include the year, make and model of each vehicle using the following syntax and the “pipe” character to surround each of the elements: “[year|make|model]”. The trim of a vehicle can be entered as a separate search word. Example: |2004|Dodge|SRT-4|; Sport Compact Car; Neon; Project SRT-4; Mother’s FX SynWax; orange; 2010 HKS Premium Day.

APPENDIX A: SETTING WORD PREFERENCES

It is highly recommended to change the following Word preferences in order to reduce the amount of manual formatting.

Adjusting MS Word Preferences for Microsoft Office Word 2007 (Windows)

Turn off automatic hyperlinks preference

1. Click the **Microsoft Office Button** (the round button in the upper-left corner of MS Word) and then click **Word Options**.
2. Click the proofing **Proofing** tab and then click **AutoCorrect Options**.
3. Click the **AutoFormat As You Type** tab and uncheck the **Internet and network paths with hyperlinks** check box.

Adjust copying and pasting preference

1. Click the **Microsoft Office Button** (the round button in the upper-left corner of MS Word) and then click **Word Options**.
2. Click the proofing **Advanced** tab.
3. In the **Cut, copy, and paste** section, change the **Pasting within the same document**, **Pasting between documents**, and **Pasting from other programs** settings to **Keep Text Only**

Adjusting MS Word Preferences for Microsoft Office Word 2008 (Mac)

Turn off automatic hyperlinks preference

1. In the **Word** menu, click **Preferences**
2. Under **Authoring and Proofing Tools**, click **AutoCorrect**
3. Click the **AutoFormat As You Type** tab and uncheck the **Internet and network paths with hyperlinks** check box.