



**THE  
ENTHUSIAST  
NETWORK™**

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**WORD TEMPLATE FOR EDITORIAL  
Content Workflow**

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## CONTENT WORKFLOW OBJECTIVES

TEN: The Enthusiast Network has adopted a strategy for overall content creation and alignment. The goal of this project is to support and enable a “create once, publish everywhere” strategy that will allow TEN to harness investments in content to support its lines of businesses, products, and marketing channels, and to standardize content creation and delivery processes across brands.

This new process is reliant upon consistent and standardized use of Word and InDesign templates and styles. TEN: The Enthusiast Network has carefully analyzed its content across all publications and has prepared a common template and approach to page-building that will help the company generate additional revenue and to expand its reach into other markets in addition to print. TEN’s content is a major asset and its automated reuse will position the company to grow its revenue and opportunities. In addition, TEN content creators can extend their own reach and value when they are creating content that can be more broadly utilized and consumed.

## CONTENT SERVICES GROUP

Please contact a member of the Content Services Group for any questions regarding the TEN InDesign templates and the content workflow process.

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HIGH-LEVEL WORKFLOW

# CMS Editorial Workflow

## Using MS Word & InDesign Templates

1. Designated Editor creates Issue Template from Master Template, and stores on File Server.

2. Designated Editor imports text from Word to InDesign issue template using Word to InDesign Styles Mapping and master pages, then saves to file server.

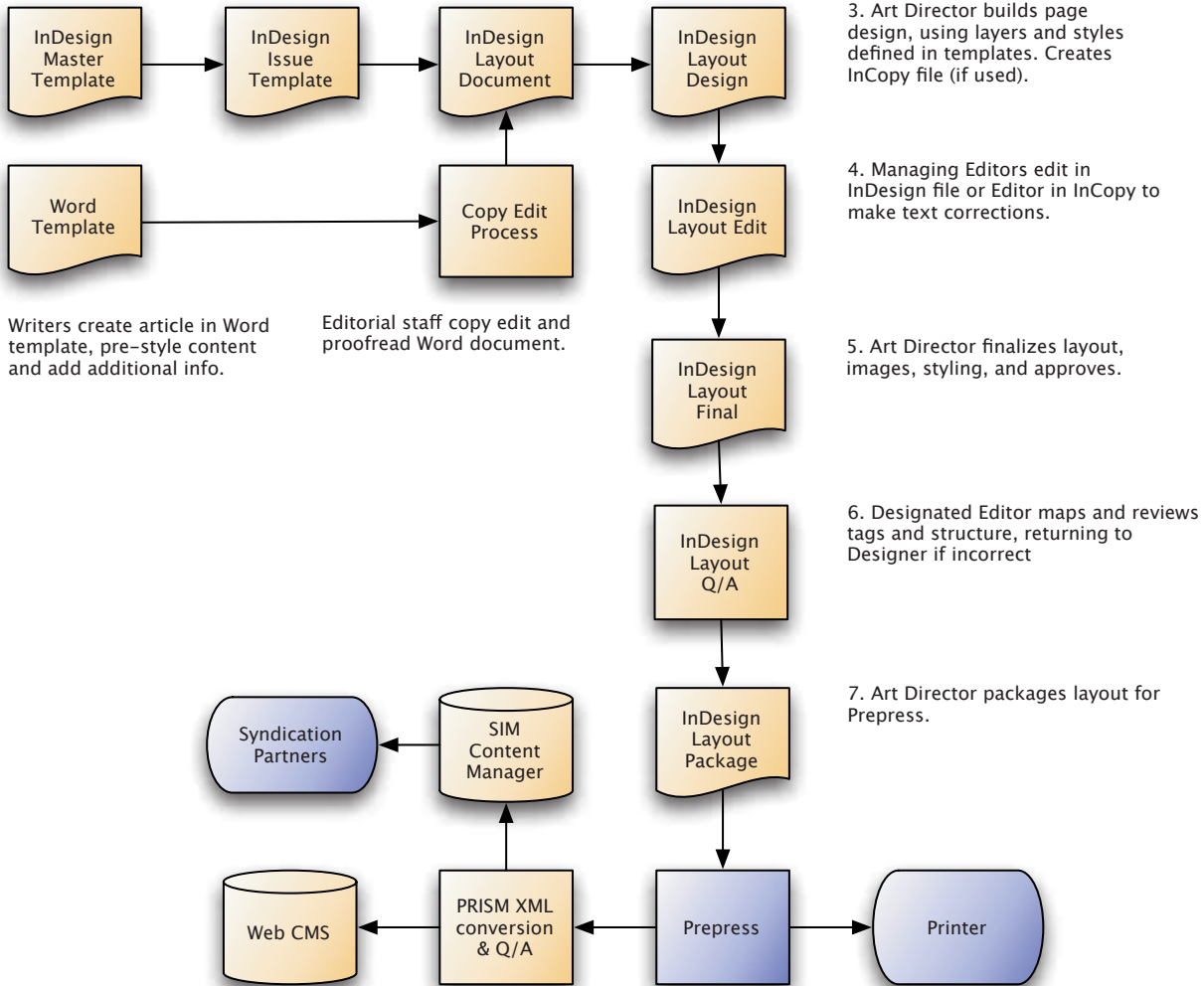
3. Art Director builds page design, using layers and styles defined in templates. Creates InCopy file (if used).

4. Managing Editors edit in InDesign file or Editor in InCopy to make text corrections.

5. Art Director finalizes layout, images, styling, and approves.

6. Designated Editor maps and reviews tags and structure, returning to Designer if incorrect

7. Art Director packages layout for Prepress.



= SIM server/process

= Non-SIM server/process

## THE WORD TEMPLATE

Specific guidelines have been developed for TEN: The Enthusiast Network publications in order to facilitate effective use of MS Word styles and its import into InDesign layouts across all publications. The following guidelines are specific about which features and functions to use in order to best support the InDesign import requirements.

The Word template is a preconstructed document used as a base to write articles. In order to facilitate the transfer of article content to the InDesign layout, writers are required to supply articles using the Word template, style text using built-in customized styles, and provide certain additional information. Once completed, these Word files should be circulated to other editorial staff members to proofread before giving it to the managing editor to review and flow into an InDesign layout.

### General Information About the Word Template

The MS Word template can be found on the TEN: The Enthusiast Network 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, this handbook is written specifically for the Mac 2008 and Windows 2007 versions.

The Word template can be customized to accommodate additional styles as long as it does not hinder the proper import of styled text and information into InDesign. Please consult with the Content Services Group prior to customizing the template.

### Overview: 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, and sources 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 fields in the Metadata Table as appropriate.
7. Label images as promo, header, or restricted (optional).
8. 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).

### Metadata Table Styles

Text in the metadata table has already been pre-styled. *It is critical that the styles in the metadata table not be altered.*

## Best Practices

- Avoid introducing foreign styles 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 uppercase 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 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 deck.	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	Do not use. These are MS Word default styles and cannot be deleted. Some are not visible on certain computers systems.	
X KEYWORDS	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 REUSE PERMISSION		
X AUTHOR		
X PHOTOGRAPHER		
X ARTIST		
X ALTERNATE TITLE		
X RELATED ARTICLES		
X SECTION		
X SUBSECTION		

\* For Mac users, use Command (⌘) instead of the Shift key

## THE METADATA TABLE AND IMAGE LABELS

In addition to the actual text of the article and styles, additional information is needed for each article. This information is supplied through the metadata table and image labels.

### The Metadata Table

The metadata table contains descriptive information about an article and provides the underpinnings for useful search and categorization capabilities on the website as well as information such as embargo date and usage permissions. A populated metadata table must be supplied with each unique article. Editors are responsible for providing this data in the Word document and ensuring it is styled appropriately.

Information should be entered into the second column of the metadata table, replacing the “insert value” placeholder text. Fields that cannot be populated should be left as “insert value” or blank. Below is description of the metadata table fields. Search Words and Reuse Permission fields are mandatory; Web Category, Related Articles, and Alternate Title fields are optional; and the Rights Management fields should be populated if the information is known.

### Metadata Fields

#### Search words—REQUIRED (Additional information can be found in Appendix B: Search Word FAQ):

- Provide 3-5 total search terms/phrases. Each search word should be separated by a semicolon and a space.
- The first search term/phrase should be a concise phrase that uniquely describes the main subject of the article. Year, make, and model (YMM) is very important to include, but shouldn't be the first search phrase.
- Search terms or phrases should be unique to the article and should differentiate it from other articles. Consider which words you would use to search for this article in the future. Do not include creative headlines as search words.
- For tech, build, and product review articles, it is very important to include part and manufacturer names. For example: “Edelbrock intake manifold swap”. This also is an example of a unique and concise phrase.
- For articles about specific vehicles, it is important to include the year, make, and model of the main vehicle(s). Use the following syntax and the “pipe” character to surround each element: “[year|make|model]”. The trim of a vehicle can be entered as a separate search word. For example: “[2013|Chevrolet|Camaro; ZL1]”. Year should always be in four-digit format and the full name of the manufacturer should be used. Do not use slang terms such as '69 or Chevy.
- For event articles, enter the year and name of event as one search phrase. For example: 2010 HKS Premium Day.
- Due to the complexity of articles such as letters to the editor and news sections, only the name of the story needs to be entered as a search term. Similarly, the following sections will also only need the section name as a search term: Cover, Table of Contents, Masthead, Ad Index.
- The word “review” should be included as a search term if the main subject of an article is a review of a vehicle or product.

**Reuse Permissions—REQUIRED:** The value for this field should either be *limited* or *unlimited*. Field should be *unlimited* when an article and its associated text, photos, and artwork can be reused without limitations. This is usually the case when an entire article and its elements are created entirely by TEN staff. Enter *limited* if there are any restrictions or limitations on reusing the content.

**Writer or Editor—REQUIRED:** All staff and contributing writers should be entered regardless if the writer(s) are credited within the article.

- Multiple names can be entered. Each name should be separated by a semicolon plus a space character. For example: Joe Smith; Jane Doe
- Syntax of names should be: [First Name] [Middle name or initial (optional)] [Last Name]. Agency or organization names are not allowed for this field.
- Initials, pen names, or nicknames are not allowed within this field (but are allowed within text of article).
- The term “Staff” should only be used for layouts that pertain solely to the print magazine function layouts: Cover, Masthead, Table of Contents, Ad Index, Statement of Ownership, Next Month, etc.



- For layouts that are a compilation of smaller, individual articles, the name of the editor responsible for the section should be entered. Examples include News, Letters to the Editor, Products, Reader's Rides, etc.

**Photographer and Illustrator—REQUIRED (if present):** The main photographer(s) or Illustrator(s) should always be entered regardless if their names appear in a byline.

- Multiple names can be entered. Each name should be delimited by a semicolon plus a space character. Example: Joe Smith; Jane Doe.
- Photographers/agencies whose names appear within an article, or photo, or illustration credit do not need to be listed.
- Syntax of names should be: [First Name] [Middle name or initial (optional)] [Last Name].

**Web Head—REQUIRED (See Appendix C for guidelines):** Editors can enter the headline for the online article for SEO purposes. It is recommended that web titles not exceed 60 characters in length. Example: *2004 Dodge SRT-4—A New Breed*.

**Related Web Articles:** Editors may enter one or more links to existing online stories that are directly related to the current article. Example: <http://www.modified.com/editors/modp-0910-dodge-srt-4-project-car/index.html>.

**Article Summary for Google:** Editors may enter a brief summary of the article that will appear under the article link in Google and other search engines. It is recommended that the description not exceed 150 characters.

### Metadata tables examples

Search Words <i>(required)</i>	Automotive, Honda Accord, New Car Reviews, Road Test Drive
Reuse Permissions <i>(required)</i>	Unlimited
Writer or Editor <i>(required)</i>	John Smith
Photographer	John Smith
Illustrator	Joe Taylor
Web Head <i>(required)</i> <i>60 character max recommended</i>	2015 Honda Accord Hybrid Road Test Review
Related Web Articles	<a href="http://www.superstreetonline.com/features/ssstp-1301-honda-accord-growth-chart/">http://www.superstreetonline.com/features/ssstp-1301-honda-accord-growth-chart/</a>
Article Summary for Google <i>150 character max</i>	Full road test review of the 2015 Honda Accord Hybrid sedan. See how it stacks up against older Accord models at Super Street.

## ADDITIONAL INFORMATION

### Image Labels

Many writers include the file name of images and associated captions within the Word document. Some writers also label which image should be used as a lead image by typing "lead" next to the image filename. Similarly, editors now have the option of designating their preference of which image should be used as a promo, header, or restricted image.

**Promo image:** Short for promotional image, this is a designated thumbnail-sized image used on the home page of the associated website to graphically promote the article it represents. Only one image may be designated as a promo image. If a promo image preference is not indicated, an appropriate image will be chosen by a web producer.

**Header image:** A designated image that appears on the top of every page of a multiple-page web article and serves as a graphic device to remind the reader that he or she is reading the same article. Only one image may be designated as a header image. If a header image preference is not indicated, an appropriate image will be chosen by a web producer.

**Restricted image:** If editors know that there are limitations on the reuse of an image in other media channels, the image should be designated as a restricted image to warn other content users.

### Video Information and Placement

If there is video that accompanies the article, include the name of the video in context in the article text and apply the photo caption style. Videos can be placed between paragraphs as needed.

## Hyperlinks

When using hyperlinks within the article text, type the text that should appear in the article, followed by the URL in brackets. The text within the brackets will be used to create the hyperlink and will not appear in the article itself. Apply the web hyperlink character style to both pieces of text.

- [Barrett-Jackson \[www.barrett-jackson.com\]](http://www.barrett-jackson.com)

## Working with Freelance Writers

Freelance writers should use the TEN MS Word template and provide search words as a minimum. Editors will ultimately be responsible for ensuring the final Word document is properly styled and metadata fields are populated prior to submission to the managing editor.

## 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** 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.

## APPENDIX B: SEARCH WORD FAQ

- **Can search terms be changed after the story has been laid out in InDesign?** Yes, the information is copied to the pasteboard of the InDesign layout. Changes can be made to the InDesign layout prior to shipping to prepress.
- **What if there are two or more cars in the article?** You can provide YMM on as many cars you want, but try to focus on the car(s) that are the main subject of the article.
- **If there are multiple terms for a search word, should I include them all (e.g. “Super-Duty, Superduty, Super Duty” or “32 Ford, Deuce, Model 40”)?** No, only include the standard year, make, model or the term used within the article.
- **Cap or not to cap?** Capitalize proper names but not common words.
- **Can I include words not found in the article?** No, do not add words that are not used in the article. One exception: include the word “review” for vehicle or product review articles.
- **Should I include words I think will get the most hits?** No. In fact search words are more effective when they are unique. Again, think of words that uniquely describe the subject of the article.

- **Can I enter more than 5 search words/phrases?** Yes, if absolutely necessary, but try to describe the subject of the article in one unique search phrase and be discriminate when adding additional search words. Adding more words may decrease the uniqueness of the article.
- **Can I use dashes or other punctuation marks?** Use punctuation marks when they are widely accepted as standard names or terms. Semicolons are used to separate search words and the pipe character “|” (the pipe character is above there enter/return key) is used to separate |Year|Make|Model| and should not be used otherwise. Avoid using the greater-than “>” and less-than “<” characters.
- **Should I include author and photographers name in key words?** No. Additionally, do not include magazine production terms such as slugs, article title, issue month, magazine title, and section/department name as search words.
- **Can I use the same search words for departments or recurring sections?** Except for Cover, Table of Contents, Masthead, Ad Index, the same search words should never be reused from issue to issue for recurring sections or departments. Search words should always be unique to each article.

## APPENDIX C: SUGGESTIONS/TIPS FOR WRITING EFFECTIVE WEB TITLES

The purpose of the Web Head is to create a description that properly addresses the subject of the story in a creative and search-engine-friendly format. Web Heads should be condensed descriptions of the primary subject, while also grabbing the readers attention. They should be as short and concise as possible, 50-60 characters maximum (examples are in italics).

**Do not assume users know slang/inside terms associated with your brand:** Be generic and reference keywords to find the most commonly searched-for terms related to the content. This helps to inform new readers about the subject matter.

**If the subject of the story is a car:** The car should lead the title (Year/Make/Model or Make/Model where appropriate).

- *“1984 Chevy Camaro—The IROC Kid”*

**If the subject is an ongoing project or tech feature:** It is important to remain consistent through the series of articles. This will help the production staff and readers to easily identify each part of the series. If it is a one-off tech feature, the subject should be used for the title.

- *416ci LS3 Engine Build - Part 1—Bottom End*
- *416ci LS3 Engine Build - Part 2—Top End*

**Standing features such as product roundups or other standing monthly content:** Use a brief explanation about what the section pertains to or a title that references the subject of the piece. If the products are for a specific vehicle or make, make it part of the title.

- *Mustang New Product Roundup—‘Stang Stuff*
- *How to Wash a Corvette—Technically Speaking*

**Editorial sections:** The title should describe the subject of the editorial. This serves to better engage and inform new/casual readers about the article’s content.

- *My View on the Future of Car Shows*

**“How-To” tech articles:** Should help describe what is being done/performed in the article.

- *How to Bleed the Brakes on a Ford Mustang*