



WORD TEMPLATE FOR FREELANCE WRITERS
Content Workflow

THE WORD TEMPLATE

The TEN Word template should be used to create articles for all TEN publications to facilitate the transfer of content into the editorial workflow. The template can be found on the TEN 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 2011, Windows 2011 and older versions of Word. However, these instructions are written specifically for the Mac 2011 and Windows 2011 versions.

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).

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

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.*

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.

Web Head— (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.*

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.

ADDITIONAL INFORMATION

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)

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 2011 (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 2011 (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: 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*