

**Only Your Stylist Will Know:  
How to Let an Editor  
Make You Look Fabulous**

**“A really good editor is like a really good hair colorist. They make you look your best, but no one can tell you had anything done.”**

# What does an editor do?

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- **Catch blatant errors — spelling, punctuation, typos, grammar — to keep you from looking unprofessional**

# Missouri State University Misspells Name on Over 8,000 Promotional Bags

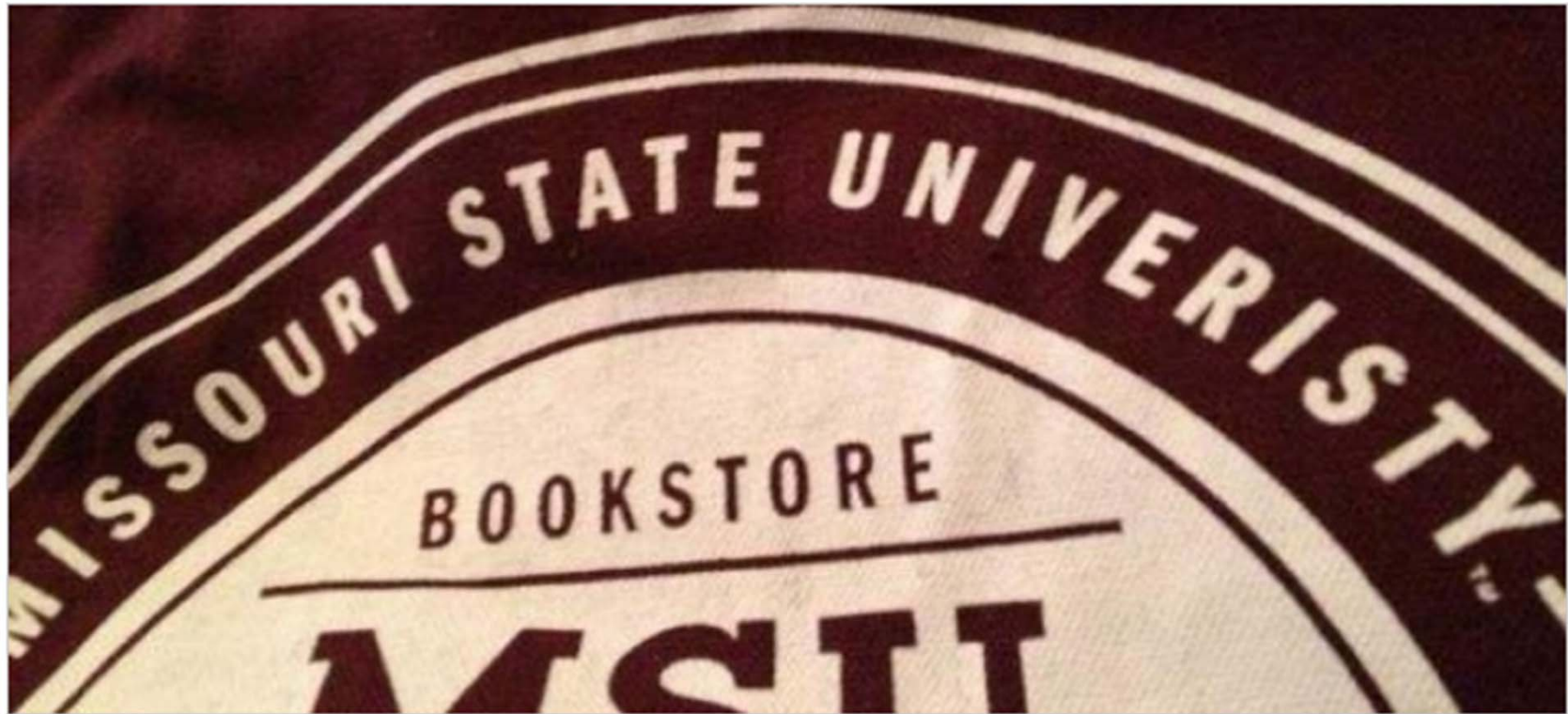


Image via. Springfield News-Leader.



**“Yesterday I couldn’t spell ‘engineer’; today I am one.”**

top 25-reasearch productivity,  
of the nation's largest and  
USF's accomplishments in



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- Therefore, negative information can damage a reputation far more easily than positive information can boost a reputation.

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- **Correct awkward or unclear writing, to help you get your message across clearly and cleanly**

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- Due to the fact that our donors have donated so generously, we have more money we can use to defray the costs of scholarships.
- **Better:** The generous support of our donors has enabled us to increase funding for scholarships.



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- As cognitive load increases, **persistence** — a reader's tendency to read a piece of writing all the way to the end — **decreases**.

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- **Better:** When the executive committee began reviewing the strategic plan, it soon became apparent that the plan needed a drastic overhaul.
- **Better but different — which is right?** When the executive committee began reviewing the strategic plan, it soon became apparent that the committee needed a drastic overhaul.

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- The harder it is to decode a text, **comprehension** — the reader's understanding of the text's meaning — **decreases**.



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- **Enforce editorial style to ensure that your communications are consistent**

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- Organizations often use a known style guide as the foundation for their own style, with additions and modifications as needed.



# Editorial Style Guidelines

Following a well-defined editorial style gives your writing a professional sheen and brings it in line with the university's brand platform.

[Introduction](#) [A-B](#) [C](#) [D-I](#) [J-N](#) [P-S](#) [T-Z](#)

[Jane S. McKimmon Center for Extension and Continuing Education](#)

[Jr., Sr., III](#)

[land-grant](#)

[majors, degree fields](#)

[Memorial Tower](#)

[National Collegiate Athletic Association](#)

[NC State Athletic Hall of Fame](#)

[NCSU](#)

[NCSU Libraries](#)

[North Carolina Agricultural Research Service](#)

[North Carolina College of Agriculture and Mechanic Arts](#)

## Jane S. McKimmon Center for Extension and Continuing Education

Informally known as the McKimmon Center, this structure was completed in 1976. It is named for a home demonstration leader who was among the first women to receive degrees from NC State.

### Jr., Sr., III

The terms Jr., Sr., III and the like used after a person's name are part of the name and thus generally do not take a comma:

Lonnie Poole Jr. gave a generous gift to the university.

If a person requests that we use the comma with his or her name, we should grant the request out of respect for the individual. We should also remember that when a building, fund or other entity is named after a person, the entity and the person are distinct from one another, and so are their names. Hence, at the request of Gov. Jim Hunt, we use the comma in his name.

Gov. James B. Hunt, Jr. spoke to an appreciative audience.

But there is no comma used in the full name of the Hunt Library:

The James B. Hunt Jr. Library is one of the most technologically advanced learning and collaboration spaces in the world.

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- **Adhere to brand guidelines for voice and tone, so all your communications reinforce key messages and work to achieve strategic goals**

## The two meanings of “brand”:

- The set of guidelines an entity uses to shape the way it communicates

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- The set of guidelines an entity uses to shape the way it communicates
- The way an entity is perceived by others

# Voice and Tone

- **Voice:** The characteristic qualities of your writing that arise from who you are and generally do not change

# Voice and Tone

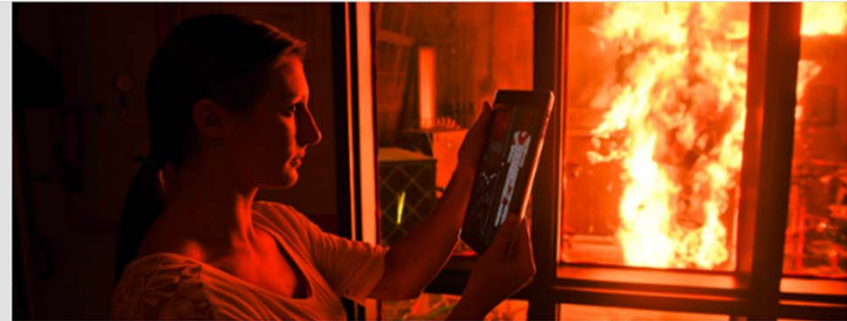
- **Voice:** The characteristic qualities of your writing that arise from who you are and generally do not change
- **Tone:** The way you shape your writing to fit a specific occasion or purpose

# NC State's Brand Personality

- **Courageous**
- **Innovative**
- **Intellectual**
- **Purposeful**

## Courageous

Write with conviction. Never shy from challenging or complex subjects. Describe the problems facing our world, and propose solutions. Choose bold, unambiguous language. Show our eagerness to put ideas to the test in the real world, where they count.



At NC State, we back up bold research with bold language.



### More Like:

NC State graduates go straight to work — fighting fires in the forests of western North Carolina, kickstarting finance throughout the Queen City or revitalizing textiles along I-85. From the moment they arrive here, our students learn the tools of their trade, applying big data insights to get big things done.



### Less Like:

As befits a place responsible for practical learning, NC State offers students a thorough grounding in the equipment and skills of their respective fields. Students also undertake internships and other beneficial learning experiences that may help to better prepare them for life after graduation, whether that means a potential career in forestry, the financial services sector or even North Carolina's recovering textile economy.



### Here's Why:

The first example lays out real challenges and depicts NC State graduates meeting them. It hooks the reader with active, evocative verbs ("fighting," "kickstarting"). It is confident in its claims, presenting experiential education as invigorating for students and vital to their prospects. By contrast, the second example is timid, vague and forgettable.



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- 3. Copy editing**

The screenshot shows a Microsoft Word document titled "DS-Research Revolution\_BW Edits.docx". The document text includes several paragraphs with redaction marks (red lines) and a list of deleted text on the right side. The deleted text list contains the following items:

- Brent Winter 1/12/2017 4:52 PM Deleted: the
- Brent Winter 1/12/2017 4:09 PM Deleted: Backing up
- Brent Winter 1/12/2017 4:09 PM Deleted: position
- Brent Winter 1/12/2017 4:55 PM Deleted: world agricultural
- Brent Winter 1/12/2017 4:10 PM Deleted: They
- Brent Winter 1/12/2017 4:10 PM Deleted: .
- Brent Winter 1/12/2017 4:10 PM Deleted: I
- Brent Winter 1/12/2017 4:56 PM Deleted: leverage
- Click to reject change Deleted: The initiative is spurring such
- Brent Winter 1/12/2017 4:13 PM Deleted: work
- Brent Winter 1/12/2017 4:13 PM Deleted: Pointing out that the
- Brent Winter 1/12/2017 4:14 PM Deleted: he sees
- Brent Winter 1/12/2017 4:14 PM Deleted: ing
- Brent Winter 1/12/2017 4:55 PM Deleted: where the
- Brent Winter 1/12/2017 4:55 PM Deleted: is
- Brent Winter 1/12/2017 4:15 PM Deleted: is

The document text includes the following paragraphs:

Agricultural and Consumer Services, operate a network of 18 research stations where field trials are conducted in a range of soil types and climates.

And through the university's Cooperative Extension centers in all of the state's 100 counties, farmers have direct access to information and counsel about the latest developments in agricultural science and technology.

Another advantage Linton cites is NC State's location in the Research Triangle, home to three of the world's top five agricultural biosciences industry leaders as well as more than 50 life sciences companies.

Supporting Linton's claims is an economic feasibility study conducted by the Battelle Memorial Institute. Nowhere else, Battelle reported, has its Technology Partnership Practice seen such a "promising convergence of assets poised to take advantage of large-scale expanding markets."

**Realizing the Promise**

To turn that promise into reality in time to avert global food shortages, scientists need to start thinking and working in new ways, says Becky Boston, an NC State plant scientist. Researchers can't afford to work in disciplinary silos; instead, they need to augment the expertise of their disciplines with the problem-solving creativity that can arise from close communication and collaboration with others, she observes.

That collaboration is already in motion. Right now, four task forces with representatives from academia, government and industry are working together to develop a road map to guide the initiative's next steps, including a \$160 million Plant Sciences Research Complex to be built on Centennial Campus.

Among those participating in the task forces is Charles Hall, chief executive officer of the North Carolina Soybean Producers Association. The state's farmers have lagged behind the rest of the nation when it comes to soybean yield gains, so the initiative should tackle both short- and long-term agricultural problems, he says.

# The Four Levels of Editing

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- 2. Substantive editing**
- 3. Copy editing**
- 4. Proofreading**



**Graduates more undergraduates than any other college**

**40 percent** of undergrads earn Dean's List honors



**NC State's leader in graduating class size and in students who**

**15** master's degrees

**5** Ph.D. programs

**3** dual-degree programs

**4** graduate certificate programs

**11** distinguished professors

**6**

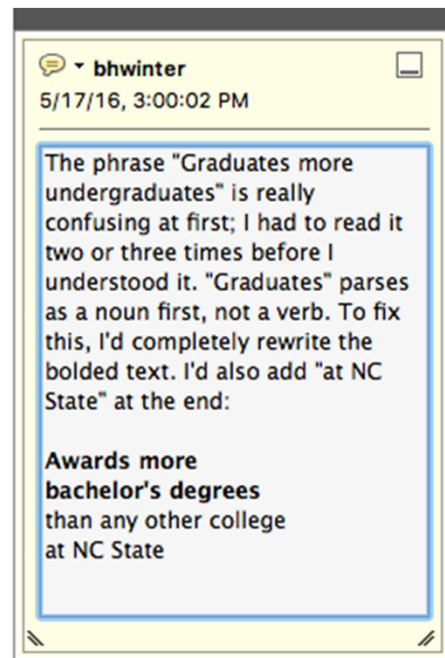
**\$9.4 million** Private fundraising in FY15



**\$8.1 million** gift in FY14 established the university's first endowed center



**Five community-oriented institutes and centers** that further NC State's



# The College at a Glance



**539**  
undergraduate

**529**  
master's

**432**  
doctoral

bhwinter  
2/21/17, 1:53:26 PM

The figures at right add up to 1,500. This total enrollment figure should equal the sum of the three figures at right, shouldn't it? If so, we need to resolve the discrepancy.



**Brent Winter**  
**bhwinter@ncsu.edu**