Objectives and outcomes: Tech and marketing writers will examine the kinds of editing tasks they do for the variety of documents they produce for the company. They will: (1) identify general and document-specific editing criteria, (2) draft editing checklists for typical company documents, (3) practice editing skills, and (4) design a protocol for a general Editing Handbook that all company tech and marketing writers can use.

8:00 - 8:30: Rationale—Why Have this Workshop? a preview of the day’s activities and goals.

8:30 – 9:30: Look at before/after versions of an outside company memo—what are the reasons for the editing decisions? Participants will identify some common editing criteria.

9:30 – 10:00: Examine the editing checklist for manuals—which criteria carry over to other documents and which don’t? Participants will design an editing checklist for outside memos.

10:00 – 11:00: Design editing checklists for other short documents—which criteria are applicable to specific writing tasks? Participants will form mixed teams (tech and marketing) to look over documents from four general categories: (1) ordering documents, (2) product change or product improvement documents, (3) dealer communications, (4) product brochures and bulletins. Teams will draft criteria for editing checklists in each category and report back to the rest of the workshop participants.

11:00 – 11:30: Identify other short documents that need editing checklists—how do documents’ different functions set them apart? Participants will add to a list of short documents the facilitators have compiled from sample Woods literature.

11:30 – 1:00: Lunch Break

1:00 – 2:00: Proof a letter to a dealer—what editing concerns are most common for all writers? Participants will use a 20-item checklist to edit a typical short document.

2:00 – 3:00: Edit 2-3 pages of a current project—what “editing patterns” do different writers have, and what can an editing partner identify? Participants will each bring 2-3 pages of an “in-progress” project they are currently working on and edit it. They will then exchange documents with a partner (mixed teams) who studies and summarizes the original writer’s “error patterns,” adding any editing concerns the original writer may have missed.

3:00 – 4:00: Design an Editing Handbook—what kinds of editing checklists will prove most useful to company writers? Unmixed teams of tech and marketing writers will draft a “table of contents,” identifying short and long documents that commonly need editing. They will report back to all workshop participants. Participants will discuss follow-up on designing an Editing Handbook for the company.
TO DO: Look over the following draft and revision of the same memo. Identify at least three changes. Why do you think these changes were made? As a group, we will make a list of changes that seem especially common for such documents.

**ORIGINAL DRAFT**

To: Woods Dealers  
Attention: Service Manager  
From: Woods Technical Service  
Subject: Woods Brush Bull 72 Cutters only Serial # 812006 thru 817938

Due to a manufacturing error of the Brush Bull 72 blade carrier assembly part # 57192, we have found in some cases the blades will hang below the side skid of the cutter. This condition will allow the blades to contact the ground during operation resulting in bent blades and/or possible damage to the cutter. Our records indicate you have received one or more of the affected units. We strongly recommend you inspect all Brush Bull 72’s you have retailed or still have in your dealer inventory that fall within the serial # range listed above.

Printed on the backside of this Bulletin you will find the instructions for a simple visual inspection for determining the correct blade location. Once you have identified those units with improper blade location please contact Woods Technical Service to place your replacement blade carrier orders. When performing the repair, please refer to the Woods Brush Bull Operators Manual carrier assembly. Once the work has been completed please file a warranty claim for reimbursement for parts, labor and freight. There will be a 1-hour labor allowance for each unit.

We apologize for any inconvenience this may have caused and ask for prompt assistance in correcting this matter. If you have any questions please call Woods Technical Service @ 1-800-319-6637

Regards,

XXX X. XXXXXX  
Product Service & Training Manager
REVISION

To: Woods Dealers
Attention: Service Manager
From: Woods Technical Service
Subject: Woods Brush Bull 72 Cutters, Serial # 812006 through 817938 only

A manufacturing error has been discovered in Brush Bull 72 blade carrier assemblies (PN57192) that fall within the serial number range listed above. These blades may hang below the side skid of the cutter, causing them to contact the ground during operation. The blades may then become bent and possibly damage the cutter.

Our records indicate that you have received one or more of the affected units. We strongly recommend that you inspect all Brush Bull 72 cutters you have retailed or still have in your dealer inventory that fall within this serial number range.

To correct the problem, follow these five steps:
   1. Perform a simple visual blade inspection, using the instructions on the back of this letter.
   2. Identify the units with improper blade position.
   3. Contact Woods Technical Service @ 1-800-319-6637 to order your replacement blade carrier assemblies.
   4. Remove and replace the blade carrier assembly on each affected unit, following procedures in the Woods Brush Bull Operator’s manual (MAN0050), pages 30-31.
   5. File a warranty claim for parts, labor, and freight reimbursement, which includes a 1-hour labor allowance for each unit.

We apologize for any inconvenience this may have caused and ask you to respond promptly so that we can correct this matter. If you have any questions, please call Woods Technical Service @ 1-800-319-6637.

Regards,
XXX X. XXXXXX
Product Service & Training Manager

Three changes you notice:

1.

2.

3.
**Other short documents Woods Equipment Company produces:**

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<thead>
<tr>
<th>Type</th>
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<tr>
<td>Websites</td>
<td>Advertise &amp; make contact with public</td>
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<tr>
<td>Operation checklists</td>
<td>Assure safe operation of equipment</td>
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<tr>
<td>Regional marketing reports</td>
<td>Provide data on where products sell best</td>
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<td>Attaching instructions</td>
<td>Mount products to tractors</td>
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<tr>
<td>Dealer questionnaires</td>
<td>Encourage dealers to stock Woods products</td>
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<tr>
<td>Warning instructions</td>
<td>Prevent accidents &amp; protect against liability</td>
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<tr>
<td>Follow-up letters</td>
<td>Document changes in status as Woods product dealers</td>
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Dear Valued Woods Dealer;

Enclosed is your copy of the 2002 Early Order Program for the Woods’ Alloway brand of Sugarbeet Equipment, the basic program discount structure remains as it was the 2002 program.

Order before November 16, 2002 and your volume will count toward the wholegoods Early Order 2003 Program and help one qualify for the travel incentive award. Recently we announce, that due to international conflict, we are changing the travel award destination from Monte Carlo and the French Riviera to Santa Barbara, California—the American Riviera. Sixty-two dealers and there guests will be joining us to enjoy sun-drenched days filled with golf, water sports, watching whales with binoculars, museums, take historic walks and shopping excursions. Plus, energetic evenings overflowing with world-class dining, lively clubs, and exclusive events its your opportunity to boost your chances of winning!

Also, if you act before January 11, 2002, you will receive a 12% discount with the Quick Start program and, again this year, with any beet harvesting machine order, you will receive two free Woods Alloway jackets.

We hope you have successful selling during the Early October period, and thank you for choosing Woods’ as you’re supplier for Sugarbeet Equipment. If you’ll have any questions about this program or the 2002 travel award to Santa Barbara, please contact your District Manager.

Sincerely,

XXXX X. XXXXX
Vice President and General Manager
Ag/Turf/Parts Division
20 Common Errors that Anyone Can Edit

Most writers repeat 3 or 4 common types of errors. This list can help them edit their own work:

1. **Missing comma after introductory element**: Frankly I don’t know. (Frankly, I don’t know.)
2. **Vague pronoun reference**: If they took both of them, they will be stranded. (If Jerry and Ann took both of the cars, their parents will be stranded.)
3. **Missing comma in a compound sentence**: She walked but I rode. (She walked, but I rode.)
4. **Wrong words**: There costing us a nominal leg. (They’re costing us an arm and a leg.)
5. **Missing commas with a restrictive element**: Jo who’s the boss quit. (Jo, who’s the boss, quit.)
6. **Wrong/missing verb ending**: Yesterday, he walk the dog. (Yesterday, he walked the dog.)
7. **Wrong/missing preposition**: Lloyds of London is in Union Street. (Lloyds of London is on Union Street.)
8. **Comma splice**: I came to the bank, the robber had just left. (When I came to the bank, the robber had just left.)
9. **Missing/misplaced possessive apostrophe**: The boys mom took their cousins’ game away. (The boys’ mom took their cousin’s game away.)
10. **Unnecessary tense shift**: Cary was laughing so hard she slips and falls. (Cary was laughing so hard, she slipped and fell.)
11. **Unnecessary pronoun shift**: If one tries, you’ll win. (If one tries, one will win.)
12. **Sentence fragment**: All gone. (The cake is all gone.)
13. **Wrong tense/verb form**: If I saw the police, I would of drove slower. (If I’d seen the police, I would have driven slower.)
14. **Lack of subject-verb agreement**: The biggest part of her chores are done. (The biggest part of her chores is done.)
15. **Faulty parallelism**: Will the market be bullish, bearish or get volatile? (Will the market be bullish, bearish, or volatile?)
16. **Non-agreement between pronoun/antecedent**: To each their own. (To each her own.)
17. **Unnecessary comma(s) with a restrictive element**: The play, Othello, moved him. (The play Othello moved him.)
18. **Fused sentence**: I liked the book I cried at the end. (I liked the book. I cried at the end.)
19. **Misplaced/dangling modifier**: We saw whales with binoculars. (We used binoculars to see whales.)
20. **Its/it’s confusion**: Its a red car on it’s side. (It’s a red car on its side). Lunsford & Connors, *Everyday Writer*
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<th>Pass</th>
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