

Worksheet 2: Audience and Situation

Corresponding Readings: Chapter 1 (pages 15-28) in *The Copyeditor's Handbook*

Important Terms: The Editorial Process; Editorial Triage; Light Copyediting; Medium Copyediting; Heavy Copyediting

1. Please edit the document “North American utilities give SEL high marks in industry survey” using Associated Press Style (AP Style). You can find an introductory AP reference guide at the Owl Purdue Writing Lab online. Read the scenario below for further details:

Scenario: You have recently been hired by Schweitzer Engineering Laboratories (SEL) as an entry-level copyeditor. Your job is to review the first draft of each press release before passing it on to more experienced editors who will make final edits and prepare the document for proofing. Your supervisor requests that you do light editing. You are welcome to correct egregious spelling or grammatical errors, but as an entry-level employee who does not know much about SEL products, your main goal is to fact-check and edit for style and consistency. Please use whatever skills you have to complete this task, but keep in mind the priorities of the supervisor.

North American utilities give SEL high marks in industry survey

Eighty-four percent of electric utilities chose SEL as their favorite protective relay manufacturer.

PULLMAN, Wash. — SEL is North America’s preferred relay supplier according to the recently released Newton-Evans study “Worldwide Study of the Protective Relay Marketplace in Electric Utilities: 2016–2018.” In the survey, 84 percent of electric utilities chose Schweitzer Engineering Laboratories as their favorite protective relay provider.

These results continue the trend of industry leadership by SEL. In 2012, SEL was the preferred relay provider for 82 percent of the survey’s participants. The 5 protective relay surveys Newton/Evans conducted between 2002 and 2012 also evaluated manufacturers on up to 15 specific criteria (e.g., technology, technical support, price, and ease of use). Every year, for every category, SEL was the preferred manufacturer.

“No customer is ever compelled to purchase SEL products or services,” said SEL’s President of Quality Tony Lee. “These survey results reinforce the need for us to continue working hard to deserve our customers’ respect and loyalty.

Newton-Evans is a recognized leader in market research for the electric power industry. Their protective relay study is published every two to four years to provide up-to-date information on protective relay market trends. The 2016 North American results were based on survey responses from utility officials and relay engineers at 79 different electric power utilities representing 31 million electricity users. These utilities account for about 20 percent of the north American market and over fifteen percent of utility-operated transmission and distribution substations. Newton-Evans is a recognized leader in market research for the electric power industry.

For more information on the study, visit <http://www.newton-evans.com>.

SEL serves the power industry world-wide through the design, manufacture, supply and support of products and services for power system protection, monitoring, control, automation, communications and metering. For more than 30 years, Schweitzer Engineering Laboratories has provided industry-leading performance in products and services, local technical support, a 10-year worldwide warranty and a commitment to making electric power safer, more reliable and more economical.

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