

## Worksheet 7: Capitalization

**Corresponding Readings:** Chapter 6 in *The Copyeditor's Handbook*

**Key Concepts:** Up Style and Down Style; Personal Names and Titles; Geographical Names; Racial and Ethnic Groups; Company Names, Trademarks, and Brand Names; Cyberjargon; Titles of Works; Names of Plants and Animals

### Assignment:

1. This exercise is the text of a short handout addressed to people seeking entry-level editorial jobs. You are being asked to do a light copyedit and to complete a style sheet (use a blank piece of paper). If you have queries, tag them in the margin (Q1, Q2, Q3, etc.) and expand on them at the end of the handout (Q1 It might be more graceful to write the sentence this way: “. . .”).

If you want to break into publishing, you probably know that the center of book publishing in the United States is New York City. But you don't have to move to New York to work in book publishing. Go to the Public Library and look at the most recent edition of *Literary Market Place* (*LMP*, published annually by R.R. Bowker, New York). Use the geographical index to locate book publishers in your town. Then turn to the full entries for each publisher and take note of how many titles the company publishes. A company that produces fewer than eight or ten titles a year is most likely a two-or-three-person operation, staffed by its owners. But the names of any larger publishers should go on your job hunting list.

While you have *LMP* in hand, turn to the subject index and notice how many different kinds of book publishers there are, not just fiction and nonfiction but el-hi (elementary and high school) and college textbook publishers, legal and medical publishers, science and math publishers, foreign language publishers, and publishers of children's books, art books, scholarly books, wilderness books, computer books, gardening books, cook-books, and every stripe of how-to-books.

While you're at the library, you might also look at the current edition of Magazine Industry Market Place (R. R. Bowker) or Writer's Market (Writer's Digest Books). You'll be surprised to see how large the universe of magazine publishers is. There are hundreds of small trade magazines, and hundreds of local and regional magazines. Check the directories to see which magazines have editorial offices in your town.

As you're compiling your list, don't forget the corporate sector. The obvious employers in the corporate sector are direct-mail and catalogue companies, but many firms whose primary business lies elsewhere do an enormous amount of publishing: banks, law firms, phone companies, hospitals, universities, museums, manufacturers of high-tech equipment, and consulting firms in all fields. Any business that provides client manuals, documents, or reports, or that produces a newsletter for employees or for clients needs editors. Some companies do not advertise, but post their openings at the company's Personnel Office. Call the office and ask how openings are publicized.

Finally, there's the government sector. Hordes of editors are employed in almost every department of municipal, county, state, and federal governments. Some of these positions require subject-matter expertise, but others do not. Check with nearby government offices to find out whether you need to take a Civil Service Exam and how openings are posted.

In all four sectors, there is stiff competition for entry-level jobs. To improve your chances of landing a job:

1. Make sure your résumé and cover letter are easy to read, error free, and have a consistent editorial style (punctuation, treatment of dates, use of abbreviations, etc). Don't just list your previous job titles-- take a sentence or two to describe what you did in those positions.

Be sure to include any relevant subject-matter expertise and auxiliary skills (pasteup, graphic design, type-setting).

2. Don't dwell on your writing skills (unless the job calls for writing)--most managing editors believe there is little or no correlation between writing skills and editing skills. And don't dwell on your academic credentials unless you're applying to a scholarly press or journal.

3 If you have work samples, bring them to an interview. Attach a Post-It to each sample describing the work you did on the project.

4. Be prepared to take proofreading and copyediting tests. Some employers will also test your word-processing skills.