



Community Relations Editorial Checklist

Budget / Timelines

- Get bids
- Are there budget dollars available? \$ _____
- What index will be used? # _____
- Establish timelines, including printer delivery date

Body Copy

- Is MSUGF logo included and used correctly?
- Is 'MSU – Great Falls' spelled out with proper hyphenation?
- Is there a call to action?
- Are all phone, fax numbers and email addresses included and correct?
- Have you checked all dates for accuracy?
- Check all times – am and pm
- Have you checked all percentages and calculations?
- Is the College's address included?
- Is the website included and accurate?
- Have you checked each article, every column and title for truncation and widows/orphans?
- Have you checked all information against original?
- Have you run spell check?
- In addition, has all spelling, including proper names been verified?
- Is auto-hyphenation set as you wish to see it?
- Have you intentionally set the auto-hyphenation and justification of type?
- Has it been proofed by 2 or more other readers for readability, spelling, grammar, and punctuation?
 1. _____
 2. _____
- Have you checked page numbers in the Table of Contents?

Photos

- Are photo releases on file?
- Are captions included on photos?
- Are photographer credits included?
- Is each photo in focus?
- Prepare for print or web: resolution / size
- Is each photo in the correct color mode?
(RGB for web / CMYK for print)

Disclaimers & Details

- Affirmative Action and Equal Opportunity AA/EO statements
- Gainful Employment Program Statement
- Statement on ADA Accessibility
- Disability accommodation information
- Accreditation statement
- Publication date
- College Vision / Mission statements
- Trademark / copyright information
- Directions and/or map / floorplan

Design

- Check copy for fit – did anything disappear?
- Check trim size, margins, panel sizes, alignment
- Do bleeds extend past trim line?
- Make dummy to show folds and perforations
- Color: If job is process color, change spot colors to process or make sure spot colors are set up as spot colors
- Check Graphics: Relinking and preparation to printer

Wrap-up Process

- Print at least 2 copies and have 'new' people proof
 1. _____
 2. _____
- Reconfirm delivery date with printer