

The Editorial Eye: Focusing on Publications Standards, Practices, and Trends.

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If you're the kind of editor who's in editing mode 24 hours a day, finding typos in restaurant menus, comma errors in books, and misplaced modifiers in PTA bulletins, then this is the newsletter for you. Writers, graphic designers, communications project managers, Webmasters—indeed, most of your colleagues—will find articles of interest and useful information, but you will eagerly await each issue knowing that kindred spirits have produced it with you in mind. And if you work alone, worrying about orphans and widows without anyone to share your concern, reading each issue will connect you to a community where caring about apostrophes still counts.

The newsletter addresses topics of concern in longer articles, including such recent subjects as translating bureaucratese into plain English, copyright issues, how creative teams really work, and double-checking copy for slippery spots where errors can creep in. Each issue also contains various columns, such as Production Techniques and Technology, (Web) Sites Worth Seeing, The Watchful Eye, and Test Yourself. The tests are fun and challenging, and the Readers Speak column often features lively discourse about the answers. Actively engaged readers also submit Black Eyes,

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