

Office of Marketing & Strategic Communications Editorial Checklist

Cover / back cover

- Is the college logo included and used correctly?
- Is the tagline included?
- Is the website (www.becker.edu) included?
- Is College address included?
- Is College phone number included?
- Are social media accounts/hashtags correct, if applicable?

Body copy

- Does the copy address the audience?
- Are the benefits and values included?
- Is there a call to action?
- Is the college logo included and used correctly?
- Are the phone numbers correct? (Always use area codes)
- Is the website (www.becker.edu) included?
- Are social media accounts/hashtags correct, if applicable?
- Is the email address and format correct?
- Are the dates accurate? (Double check the calendar!)
- Are times indicated and accurate? (Use a.m. and p.m. format, i.e.: 10-10:30 a.m.)
- Is the location (and room number) indicated?
- Is a map and/or directions to the College needed and included?
- Did you provide a contact name, phone number, and email address?
- Is copyright information included, if applicable?
- If your project involves an external collaboration or partnership, and/or has external funding disclosure requirements, is a partnership and/or funding statement included?

Photos

- If you are using photos where (non-Becker) people are recognizable, did you obtain an image release consent form? This requirement may not apply if you are using photos from the office of marketing & strategic communications or photos taken at public gatherings.

Correct names of people, places and things

(The College's editorial style guide provides assistance.)

- Are program names correct?
- Are people's names and titles correct?
- Are the building and room names/numbers correct?
- Are partnership/company/organization names correct and spelled correctly?

Wrap-up process

- Has spell check been done?
- Has your piece been proofread carefully? A two-person proof is best – one reads, one listens.
- Have the necessary parties signed off?
- Has the Office of Marketing & Strategic Communications reviewed and approved?
- Have you given the final sign-off?

Budget

_____ Do you have budget dollars available to print and/or mail?

Printing

_____ Did you make arrangements for printing and/or mailing?

Mailing panel

_____ Is the return address included?

_____ Does it comply with postal requirements?

_____ Is the college logo included and used correctly?

_____ Is the postal indicia correct?

Mailing list

_____ Have you had your mailing list NCOA cleaned? This is a USPS requirement for discounted mail. It does not apply to first class mail. It can be done through a mail house.

Business reply card

(If a business reply card is required, please contact the Office of Marketing & Strategic Communications.)

_____ Did you compare the reply card to the standard form?

_____ Are all the bar codes included?

Reviewer: _____ Date: _____ Contact Info: _____
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