

From: Joseph Hardy
To: Tom's Christian Tours
Re: Copyedit of Alaskan 2013 Adventure
Date: November 11, 2013

Introduction

In this memo I will analyze and give explanations for the edits I made to your Alaskan 2013 Adventure itinerary. By using examples from the revised text I hope to give logical reasoning behind the changes made.

Structural Revisions

There were certain revisions I made to the structuring of sentences and information to make the document more cohesive. For example, some Alaskan cities were listed by themselves ("Night in Healy") and some were listed with the Alaskan abbreviation ("Night in Anchorage, AK"). Just for coordination purposes, I deleted the AK abbreviation for each city that had it attached. My reasoning for this is that listing the state for each city in the "Alaskan Adventure" may be excessive. This is just a personal preference out of two options, as changing the city entries so that *every* entry had the AK abbreviation would work in this instance, too. The main goal is here is to make each place name synchronizes with the next.

Another change to structure I made was in the instances where the document listed plans for the morning, afternoon, or evening. A majority of the time, it was written as "This morning, we will travel..." or "This evening, we will lodge..." so I took this and applied it to other instances of this use. On the first page I changed the wording of "In the afternoon..." to this new sentence format, and made similar changes on the second page.

Formatting Revisions

The itinerary used bold throughout to emphasize place names. I bolded some place names that were not bolded to continue the trend of added emphasis, such as the Denali-Ruth Glacier and Kluane Lake. I also debolded some phrases that didn't follow the pattern.

Near the end of the document where the cancellations are listed, they were all in one continuous paragraph. This makes the information harder to distinguish, so I added a line break between each deadline to make the deadline schedule easier to read. I also bolded the dates to better emphasize it. I increased the overall font size from 11 point to 12 point to make for easier reading as well.

Suggestions

I found no major grammatical errors or continuous problems that require explanation beyond what I flagged in the document. One suggestion I do have is to better single out

the day which requires passports for the trip to Canada, possibly by bolding. I think the document could benefit from making this requirement stand out more.

Another suggestion I would make is to move the price of the trip from the header on the front page, to the last section on the document below the dividing line. The price is not vital to titling this itinerary, and may draw attention from other things you want to showcase.

Conclusion

This itinerary has a strong grammatical base which makes proofreading this very simple. The formatting contained a lot of subjective bolding choices that created a pattern that I tried to continue. The clean form of this revised document without track changes will be the easiest to read and comprehend, but feel free to consult the edited piece to see the specific changes made.