

2801 S. University
Little Rock, AR 72204
October 9, 2012

Mr. Bill Smith
Executive Director
Keep Arkansas Beautiful Foundation
P.O. Box 7582
Little Rock, AR 72217-7582

Dear Mr. Smith:

As we discussed during our meeting, we will create a style manual for the Keep Arkansas Beautiful Foundation. We believe a style manual will reinforce the foundation's mission, as well as create a standard of consistency for written communication. In this letter, we will analyze the needs of the users of the manual, analyze the needs of the foundation's audience, state our editing goals for the style manual, create an organizational plan, delegate team roles in a management plan, and outline deadlines.

Analysis of Style Manual Users

The users for this style manual include foundation Executive Director Bill Smith, Associate Director of Public Relations Julie C. Robbins, Senior Copyeditor Robert Dunn, and Commission Executive Director Bob Phelps. The users' direct need includes an accessible, easy-to-use guide to inform and standardize formal and informal, internal and external methods of written discourse, which will, in turn, establish consistency in marketing and communication, as well as promote a reputation of professionalism and integrity. The style manual will be offered in bound hard-copy form, as well as on a travel drive and stored in an online backup to ensure extended usability for future users as the foundation grows.

Analysis of Foundation Audience

Though the Keep Arkansas Beautiful Commission benefits extend to all Arkansans, the target audience of the foundation includes the visible, educated, and highest net worth members of the community who are interested in supporting the improvement of their

communities by, “preventing litter, recycling and keeping Arkansas beautiful.” This audience realizes the need to, “accept responsibility for maintaining Arkansas’ scenic beauty, environmental health and quality of life,” and understands how, “these efforts positively impact civic pride, livability and economic growth – creating communities where people want to work, live and play.”

These high net worth members, for whom the foundation hopes to receive funding, expect a high level of professionalism, accuracy, and consistency. A style manual will enable the foundation to write uniformly and enable them to send out grant proposals, business letters, and other formal written communication. When these documents follow an established style manual, they will reflect organization and the good efforts put forth by the foundation. A well-written, well-edited, and well-designed document can make the difference of receiving or not receiving grant money from large corporations and individuals.

Despite the style manual’s perceived smallness in the larger sense of the foundation, we believe the manual will play a great role in securing the confidence and philanthropy of both high net worth community members and corporations.

As stated before, the target audience is high net worth people, but the foundation recognizes a secondary audience, the general population of Arkansas. Community members in Arkansas will access the foundation in two ways. First, they can visit the Keep Arkansas Beautiful Foundation website. The website’s content is designed to appeal to a general viewer seeking more information. The formality level is low and narrative-like in tone. The style manual will record the change in formality for website content as opposed to business letters or press releases. The general viewer needs comprehensive, concise information that will direct them to various ways for helping the foundation. The style manual will guide the writer of future revisions of the website so that the content will be consistent from revision to revision. Too, the foundation does not know who will view the website; therefore, it is imperative for the content to stay accurate and appear professional, in the instance that the site attracts an unsolicited donation.

The second way a general member of the population will access the foundation is through a personal business letter. The business letter, unlike the website content, must be

formal, polite, and invite its reader to become involved with the foundation, through either donations or volunteer work. The style manual will record the nuances of the foundation's business letter in order to ensure each letter is consistent.

Editing Goals

The primary editing goal for the style manual is to create a consistent voice and style across the four major categories of publication—including grant proposals, formal letters, press releases, and the website. This consistency of voice and style will be used to reinforce the professionalism and mission of the Keep Arkansas Beautiful Foundation. Additionally, we will strive to make the manual as accessible and user-friendly as possible in order to accommodate any untrained volunteers that may need to access the manual in the future.

Organizational Plan

As determined in our meeting, the style manual will be designed and organized—but is not limited to—the following five sections:

- Grant proposals
- Business letters
- Website content (KAB Foundation and Litter-Free Zone)
- Press releases
- Business plan

In each section, the style manual will dictate the proper formatting and document design for the document, the special rules for abbreviations, acronyms, punctuation, branding, and other special rules that need to be recorded for future documents.

Explanation of Deadlines

Project Description	Managed by	Deadline
Proposal Letter	Kelsie and Anna	October 9
In-class work: Multi-pass editing for business plan, business letters, grant proposals, press releases, and website content (KAB Foundation website and Litter-Free Zone website). Include accompanying style sheets	Kelsie and Anna	October 25
In-class work: Designing of hard-copy manual (tabs, layout, charts, table of contents, headings); writing draft for cover piece	Kelsie and Anna	October 30
Complete, typed draft of Style manual	Kelsie and Anna	November 1
In-class work: Peer editing	Kelsie and Anna	November 6
In-class work: Peer editing	Kelsie and Anna	November 8
In-class work: Peer editing	Kelsie and Anna	November 13
Edited manuals due back to writers (3 copies)	Kelsie and Anna	November 15
In-class work: Editing style manual (final pass)	Kelsie and Anna	November 20
Thanksgiving Holiday: UALR closed		November 22

In-class grad presentations	Kelsie and Anna	November 27
In-class work: Editing cover piece (final pass)	Kelsie and Anna	November 29
Final copy of style manual, style sheets, and cover piece due	Kelsie and Anna	December 6

We thank you for the opportunity to work with you on this style manual, and look forward to our next meeting when we will discuss the first, complete draft of the manual. We will contact you to set up an appointment. Please contact Anna Waller (amwaller@ualr.edu; 501-240-4653) or Kelsie Walker (khwalker@ualr.edu; 504-442-1648) if you have any questions, suggestions, or concerns. Thank you for your cooperation and support!

Sincerely,

Anna Waller and Kelsie Walker
 Graduate Students
 Department of Rhetoric and Writing
 University of Arkansas at Little Rock

cc: Dr. Cindy Nahrwold