**HGW Guidebook Style Sheet – updated 6/15/22**

**DUE October 17, 2022, to Karen Ellsworth,** **Karen@VAGardenWeek.org**

**Tour and Property Descriptions = 1,000 words total**

Follows the templates used in the 2021 and 2022 HGW Guidebooks with tours organized by Region. Karen Ellsworth, with lots of input from the Tour Chair and the HGW Region Representatives, is the Editor of the Guidebook, and as such, as will make final decisions regarding word choice, tone, and style.

You have three options for submission, which should fit on two pages in the Guidebook including your tour’s Places of Interest.

1. The first, or the “less to unravel if things change a lot” option is to expand your tour summary submitted (the 100-word overview) to include more information about your tour in general – the neighborhood, the history of the area, why it’s so beautiful, etc. Instead of lots of details, include tour highlights. If you choose this format, no addresses or homeowner names will be included in print. This type of tour specific information can be accessed online (on your tour’s section of the VAGardenWeek.org site), where last minute changes will be easy to make. If your tour is still coming together and it’s December, or if you are nervous about last minute changes, this is the option for you!
2. The second option is a version of the first option but includes a list the homeowners and their addresses, if you have homeowners that really want this type of visibility. Just make sure everything comes in at 1,000 words total.
3. If you would prefer a format that more closely resembles previous HGW Guidebooks and if your homeowners feel strongly about the inclusion of their names and addresses in the Guidebook, divide the total word count (1,000) by the number of properties that will be featured and submit a tour description for each property that is the same length.
	1. In other words, if you are featuring three properties, each description can be 333. If you are featuring five properties, they should be 200 words each.

**Helpful guidelines when writing about your tour:**

* Please acknowledge the contributions of enslaved persons, if applicable, in your tour description.
* “Name dropping" is not considered appropriate unless the reference is extremely famous or historically important, such as Charles Gillette. Contractors, architects, decorators and other people who worked on a home and want to be included in the Guidebook should consider placing an ad. As a general rule, names of artists are included only if they are extremely well-known.
* The way the homeowner is acknowledged can vary but is typically by first and last name and should be consistent. Women listed first if the couple is a female and a male.
* Please do not CAPITALIZE ALL YOUR TEXT. If you do, Karen will end up having to re-type everything. Submit your copy single-spaced, in its entirety and not piecemeal. Cutting and pasting together a tour section is extremely time-consuming and leads to errors.
* Please share your write up with the homeowner before submitting to Karen but be aware that heavy editing may be necessary to ensure that the *Guidebook* has one “voice,” not 30. However, every attempt will be made to ensure the integrity of the copy. Please include only important or significant details, avoid adjectives that offer opinions (“fabulous” for example) versus information.
* Note when the house or garden is being opened for the first time for Historic Garden Week and when it is a Virginia or National Historic Landmark.
* Editing guidelines follow those of the *Associated Press Stylebook*, but certain standards have evolved over 80 years and do not. Some useful examples include:
	+ 18th century house instead of eighteenth-century
	+ a 1970s renovation instead of 1970’s
	+ constructed in the mid-1700s (no apostrophe)
	+ book, magazine, and newspaper titles in *italics*
	+ tour ends at 4:30 p.m. (lowercase for a.m. and p.m.)
* Place periods and commas within quotation marks. For example, the residence, known as the “Barton House,” was built in 1790. The present owners named the property “Fairview.”
* Use numerals for figures greater than 10, for example, the first floor contains 11 mantels and nine doors. Write out a number when beginning a sentence with a number, or if the number is less than 10. For example, “Twelve rows of tulips were planted.”

**Place(s) of interest - are provided as a courtesy only, are used as “fillers” and might be edited out during layout if it becomes necessary to do so for page count or to accommodate paid advertisers. Therefore, please submit in the order of priority.**

* Sites are listed by name and address, with a short description (less than a sentence) and with the location’s website address.
* All GCV restoration sites will be included and designated as such, even if they are not open on your tour day.

**Horticulture Notes:**

For consistency across all tour sections and with the GCV’s Horticulture Committee standards, please follow these guidelines regarding plant names:

* English names, though sometimes identical with scientific names, are lowercase and treated as English words. Ex. astilbe, crepe myrtles not crape, boxwood not box
* Lists of plant types are not capitalized but specific types are capitalized.
* Many horticultural cultivars have fanciful names that should be enclosed in single quotation marks. ‘Knockout’ roses are everywhere and are listed this way.
* Magnolias are magnificent but every reference to them in the *Guidebook* cannot include this opinion adjective. As with the property descriptions, strive to be informative.