

**To:** Dr. Nahrwold  
**From:** Tenzing Briggs *TB*  
**Subject:** In-House Style Guide for *Katog Choling*  
**Date:** 4 October 2022

As per we've discussed in class, this memo will describe the nonprofit client Katog Choling and the planned process for creating a style manual for the organization, with work taking place throughout October and culminating with a draft by November 3rd.

## **Client Analysis**

Katog Choling is a nonprofit organization which serves as the foundation for Khentrul Lodrö T'haye Rinpoche's dharma activities. Katog Choling primarily helps fund activities at and publish materials on his two primary retreat centers, his family monastery Mardo Tashi Choling in Tibet and the US retreat center Katog Rit'hrod in rural US Arkansas. The organization regularly publishes website materials, such as informational pages on Buddhism and the Katog lineage or schedules of teachings and lectures taking place around the US and online. Recently, Khentrul Rinpoche has authored *The Power of Mind, A Tibetan Monk's Guide to Finding Freedom in Every Challenge*, which was managed by Katog Choling staff during publication and published by Shambhala Publications. Katog Choling also manages donations made to Khentrul Rinpoche and his monasteries and retreat centers, and the sangha (Buddhist term for the dharma community) living at the US center primarily makes up the staff that run the US center. Additionally, Katog Choling regularly coordinates scheduled teachings and lectures by Khentrul Rinpoche with Buddhist sanghas around the US and in Canada. Their site also hosts recordings and prayer booklets on both general and specific Buddhist practices, and the organization is in the process of creating novel for sale online courses on Buddhist practice.

## **Analysis of Future Manual Users**

Currently, Katog Choling has been undergoing major changes to its website as well as gaining new staff on website upkeep and general publication. This means there are now a large number of new staff learning how to run the site. With the recent publication of Khentrul Rinpoche's book, this also means that this would be an excellent time to create a style manual for the organization, as there currently is not a guide unifying their print, web, and interorganizational publications. In other words, this style manual would be used by members of the organization both to unify the style used across their publications and to teach new members the layout, style, and coding of the website.

## **Analysis of Client's Audience**

There are two main audiences of Katog Choling's publications. The first, primary audience are prospective and new members of Khentrul Rinpoche's various sangha communities around the

US, those who want to learn more about Buddhism or attend specific practices within Khentrul Rinpoche's Buddhist lineages of the Katog and Nyingma schools. The secondary audience would be members who already exist within Khentrul Rinpoche's various sanghas across the states, in Canada, or in Tibet, who can use Katog Choling's digital publications to coordinate and schedule teachings or practices between different sanghas and with teachers associated with Khentrul Rinpoche. A third possible tertiary audience would be various people whom might want to find out more about Khentrul Rinpoche's Tibet monastery and US retreat center before choosing to donate funds supporting the two centers.

## **Analysis of Editing Goals**

The primary goal in editing will be to locate stylistic choices in past website and print publications as well as the recently published book, to choose unified methods in the organization's various kinds of styles and put them into a style guide. A secondary goal will be to do the same with the layout and coding of the organization's new website, so that any new member who will be assisting in website management will be able to quickly and thoroughly learn the specific coding and design specifications for the new, and possibly old, versions of the website. A final goal will be to consult with the staff who are in charge of creating the new online courses and to help them create a unified style for them.

## **Organizational Plan for Style Manual**

The rough organization of the sections of style manual will be as follows:

- A. Table of Contents
- B. Introduction and Organization Mission Statement
- C. Print Style
  - a. Prayer Book Layout
    - i. Visual layout
      - 1. For front and back covers
      - 2. For images
    - ii. Textual layout
      - 1. For titles and headers
      - 2. For internal text
        - a. For Tibetan text
        - b. For English text
  - b. Print Text Layout
    - i. Visual layout
    - ii. Grammar
    - iii. Specific terminology
    - iv. Style sheets
    - v. Examples
  - c. Promotional Material Layout

- i. Visual Layout
    - ii. Grammar
    - iii. Examples
    - iv. Staff/Member contact info
  - d. Exceptional or Unique Print Publication Layouts
    - i. For limited-time or unique lecture pamphlets
    - ii. Examples of past unique publications
- D. Digital Style
  - a. Website General Layout
    - i. Visual layout
    - ii. HTML coding specifications
    - iii. Examples
  - b. Recordings Layout
    - i. Textual introductions
    - ii. HTML coding specifications
    - iii. Examples
  - c. Videos Layout
    - i. Textual descriptions
    - ii. HTML coding specifications
    - iii. Examples
  - d. Online Internal Communication
    - i. Informal emails
    - ii. Formal (inter-sangha) emails
    - iii. Examples
    - iv. Contact information for specific staff roles
    - v. Contact information for nonstaff associated sangha leaders
  - e. Online Course Layout
    - i. Visual layout
    - ii. Course organization
    - iii. HTML coding specifications
    - iv. Examples
- E. Specific style sheets
  - a. For *The Power of Mind, A Tibetan Monk's Guide to Finding Freedom in Every Challenge*
  - b. For future print publications
- F. Glossary (of specific terms repeating in Buddhist literature e.g. things like “emptiness” “dzogchen meditation” “shamatha meditation”)

## G. Appendix

### **Management Plan for Project**

Management of the project will involve several Katog Choling staff members, especially those directly involved with the US Katog Ri'throd sangha who run important aspects of the organization. The project has already been approved by Khentrul Rinpoche's primary translator and editor, Paloma Lopez Landry, who will also assist in accessing print materials published, and Dan Grussing, who's in charge of hirings of the center, will be contacted with a formal contract specifying whether I may use this style guide as part of my portfolio. Work within the website will be managed with Wyk Ananda, the current head administrator for the website and teacher of the new staff in updating and upkeep of it. Finally, Ibbby Caputo (one of the head editors for the recently published book) will be consulted, as well as any coordinators for the site and print publications that Palmoa Landry provides me with.

### **Work Schedule/Deadlines**

A rough outline of deadlines and weekly work on the project will be as follows:

- A. October 4th through 10th:
  - a. All coordinators and relevant staff members outlined in the management plan will be contacted and met with Zoom or by phone.
- B. October 11th through 17th:
  - a. Work on Introduction, all in Print Style will be completed.
- C. October 18th through 24th:
  - a. Work on Digital Style (General Layout, Recordings, and Videos) will be started.
- D. October 25th through 31st:
  - a. Continued work on Digital Style (Internal Communication and Online Courses) and work on style sheets, glossary, and appendix will be completed.
- E. November 1st through 3rd:
  - a. Finalized edits on all sections will be done and then submitted for the draft.

This concludes all current plans for the project; please let me know if you think this current plan makes sense given the client's materials, especially in terms of the different sections I've outlined in the organizational plan. I look forward to your help and comments.