



STYLE BOOK



Style Introduction

Good journalists use a consistent style in their writing. Much of it is just good English. Other parts of it help standardize the handling of reporting concerns. All of it helps our readers get the information they need or want as clearly and easily as possible.

Some of the style rules that deal only with areas in reporting vary depending on the publication. We know who GPA and WPS stand for but in the Wichita Eagle they would spell them because its readership might be confused by the use of GPA. Good publications have their own style books to cover situations like this.

You need to know our style book's contents and abide by its regulations. It will not answer all your questions. Dictionary use is mandatory.

Take style seriously. To paraphrase a comment in the New York Times Stylebook, if we capitalize a word on one page and lowercase it on another, our readers may believe that we are just as careless in more important matters.

STYLEBOOK

BASICS

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ABBREVIATIONS

(When in doubt, spell it out) Spell out anything that might be confusing.

Do abbreviate

1. Names of colleges in your area or that have been previously mentioned in a story. Abbreviate names in all caps with no periods (KU, WSU, KSU)
2. United States when it is an adjective. Spell it out when it is a noun.
3. Use DNMS without periods in all instances but try **not to use** name of school at all in copy
4. Abbreviate numbers only when it is followed by figures: No. 1 team but his number was 21.
5. Versus- use **vs.**

Other rules

1. Use all caps without periods of accepted and well known abbreviations: KAY, STUCO, NHS,
2. **Lower case** abbreviations: **a.m.** and **p.m.**, c.o.d., mph
3. When using acronyms, it is easier on the eye when you use small caps: FBI rather than FBI.

ACCEPT/EXCEPT

Accept means to receive.

Example: She accepts his invitation to the dance.

Except means to exclude.

Example: Except she doesn't want to go with his friends.

ADDRESSES

Abbreviate streets, avenue or boulevard when used with a specific address: **123 S. Second St.** but on Second Street.

Spell out and capitalize first through ninth when used as street names: 701 **Fifth** Ave., 100 21st St.

Abbreviate compass points in addresses: 222 E. 42nd St. Do not abbreviate if the number is omitted, East 42nd Street.

ADMINISTRATION - lowercase

ADMINISTER - never abbreviate

ADVISER - note the e

AFFECT

Affect with an a is usually a verb; effect with an e is usually a noun.

Two exceptions: *Effect* can be a verb that means “to bring about,” as in *to effect change*.

AGES

Always use numerals for people and animals but not for objects. See *Numerals*

A Lot - It's two words (This expression is vague and best avoided).

All Right - not alright. The form **alright** is a one-word spelling of the phrase **all right**. It is not **all right** to use **alright** in yearbook copy.

And/or - just use **or** whenever possible.

ASSISTANT PRINCIPAL

Not vice. Capitalize when used as a title before a name. Never abbreviate.

ANNUAL

An event cannot be described as annual until it has been performed for at least two successive years. Do not use the term first annual. Instead, note that sponsors plan to have an event annually.

ATTRIBUTION

Any specific information (facts, quotes, ideas, opinions, etc.) coming from a source must be credited to that source. Generally use “said” for interviewed sources even when paraphrasing and “according to” for printed sources.

Place the attribution at the end of short quotes or in the middle of two or more sentences. "Said" should follow a student's name and year classification. Use 6, 7 or 8 to classify students.

Place the attribution in subject verb order. He said, she said.

Use said, not says. Avoid attributive words such as commented, stated, exclaimed or noted.

Always place attribution immediately following the statement.

Use a comma before attribution.

"I carried on good conversations with students serving detention,"
Mr. Dan Smith, principal, said.

BABY-SIT, BABY-SITTING, BABY-SAT, BABY SITTER

BOYS AND GIRLS

Use boys and girls to designate teams. Do **not use an apostrophe**: *the team does not belong to the boys or to the girls*, but to the school.

In most cases, boys or girls is used as part of a noun phrase.

Example: The girls varsity soccer team beat South High School.

BOYFRIEND - one word

CALENDAR ITEMS

In announcing events, identify the event and then the details in this **order**: place, day, date, time and cost.

Example: Student Council members are sponsoring a dance in the gym on Friday, Oct. 13, 7 p.m., \$7 tickets.

In a list:

Friday, Oct. 13 - Student Council dance in the gym, 7 p.m., \$7 tickets

CAPITALIZATION

Do **NOT** capitalize

1. District or state when referring to sports unless referring to a specific meet in its complete official title.
The **32 5-A District Meet** but not the district track meet.
2. Club or organization offices. Do, however, capitalize the club's name. **French Club** vice president Becky Heble.

Do capitalize

1. The names of athletic teams: **Hawks, Cardinals**, but not football team, varsity soccer team
2. College degrees when abbreviated after a name but not when spelled out. Use bachelor's, master's, doctorate rather than saying "She has her B.A."
3. The word room when used with a number: **Room 302**.

CAPTAIN / COACH- lowercase and spell out *team captain Ginny Anderson*

CELLPHONE - one word

CLASSES

Capitalize the name of a specific class: **Class of 2019**. *Do not capitalize sixth grade, seventh grade, eighth grade: He is the president of the eighth grade class.*

COMPANY

Abbreviate company and corporation as part of names this way: Jones Motor Co. and Jefferson Motors Inc. Never abbreviate association.

COURSES, SCHEDULE

Capitalize classes *beginning a sentence* or when referring to a *specific class*: **Drawing I**, but art class.

Language classes, class abbreviations, or classes with a number after them are capitalized. *Example:* Spanish, FLEX, math, etc.

Use numerals when naming blocks of the day: He teaches during Block 2.

DATES

Abbreviate these months this way when used with dates: Jan., Feb., Aug., Sept., Oct., Nov. and Dec.

Always spell out the month when it is used without a specific date.

Example: STUCO constitution was revised **Sept. 15**, but the new bylaws were not enforced until **December**.

Never abbreviate March, April, May, June or July.

Do not give the year for any dates within the current year.

Be careful not to write in future tense when the readers will be seeing your story after the event.

DAYS OF THE WEEK

Never abbreviate. Only use days of the week in direct quotes or when referring to an event during the week of publication or the week after publication.

DERBY MIDDLE SCHOOL/DERBY NORTH MIDDLE SCHOOL

Use Derby for Derby Middle but use sparingly only to separate from other schools in same article. Refer to North for Derby North Middle School.

DIFFERENT

Is often redundant, as in *several different options* or *many different participants*. Several options and many participants

DIRECTIONS AND REGIONS

Lowercase when indicating compass direction (north, south, northwest). Capitalize when the word designates a region

Examples: She traveled north. The storm is moving northwest.

A storm is developing in the Midwest and will move in a northeasterly direction.

When combined with a common noun to form a name, capitalize.

Example: the West Coast

EMAIL

One word. There's a difference between email and an email address.

Sp when someone asks, "Can I have your email," tell them "no, but you can have my e-mail address."

GENERAL GUIDELINES

Be consistent and be reader-friendly.

Avoid using your school name, mascot or initials unless necessary for clarification. (e.g. sporting event results).

Avoid using the year (2016, 2017) or "**this year**" unless necessary for clarification.

When referring to a sponsor of a club or group, use the spelling **adviser**, not advisor.

GIRLFIREND - one word

HEADLINES - write in present tense

HIS/HER

Rewrite sentences into plural form:

Weak: A student can register for his or her classes online.

Better: Students can register for their classes online.

HOLIDAYS, SPECIAL DAYS OR EVENTS

Capitalize when referring to the official event: Homecoming, Spring Dance, (as a noun): He announced that Prom will be April 13, but Her prom dress was blue, Spirit Week, State Music Festival.

IDENTIFICATION

Always start with an appropriate identification the first time the names appears.

For **students**:

Seventh grader Joan Black won \$400 for her first-place sculpture in the Scholastic Art Awards competition. Black said she will ...

For **teachers**:

Math teacher Jim Grayson announced plans for a new weight room financed by a Wichita sporting goods store. Grayson said ...

First quote:

"The thing I like most about yearbook camp is the opportunity to wake up at six in the morning in the summer," said Mary Patrick, Photoshop instructor.

Second quote:

"I also love those wonderful shower facilities we have in the dorm rooms," said Patrick.

In **play/drama roles**:

Doug Lowe (eighth grader Tom Smith) invites everyone to dinner.

If someone has a lengthy title, put it after the name set off in commas:

John Smith, vice chairman of Chevron Corp., plans to lower gas prices.

In certain stories, one title may take precedence over another:

STUCO member Sarah Smith, senior, said.

INTERNET

Capitalize Internet and Web and World Wide Web.

Do not capitalize intranet, a private network within an organization.

1. dot-com, not dot.com
2. dpi does not take periods
3. online is NOT hyphenated
4. chat room is two words

5. home page is two words
6. login, logon, logoff are all one word
7. screen saver is two words
8. search engine is two words
9. server is not capitalized
10. shareware is one word

its/it's

Its is a possessive form of a neutral or collective noun. *Example:* The dog chased its tail. **It's** is a contraction for it is.

MASCOTS

Always capitalize. Falcons. Bulldogs, Panthers.

METRIC SYSTEM

Never use except when referring to the size of film. Convert all measurements to feet, inches, yards, miles, etc.

NAMES

Use first and last name in first reference for everyone. **(Remember that an identification must also appear with the first reference.)** Thereafter, use last name only. Some high school publications refer to the adults with an appropriate courtesy title (Mr., Mrs., Dr.). If your staff decides to use last names without courtesy titles, **be consistent.**

When a **nickname** is the only way an individual is known, it should be used without quotation marks in the place of the first name. If the individual is known by both names, the nickname may be inserted with quotation marks after the first name: James "Frosty" Wintersmith

Use periods (no space) with abbreviations in names: J.W. Jones.

Abbreviate junior when used with a name: George Smith Jr. (No comma is used.)

Short titles should precede the name and be capitalized. If long, place behind the name and do not capitalize: Principal Joe Jones and Mary Smith, director of student involvement.

When identification follows the name, it is set off by commas and is not capitalized: Sue Smith, seventh grade; Gil Tello, assistant principal.

NOUNS - COLLECTIVE

A group of people, takes on a singular usage (use “it” not “they”)

Example: The team won its game. Common collective nouns: team, staff, club, band, family, orchestra, squad, class. Do not capitalize clubs.

NUMBERS

Spell out numbers one through nine and use numerals for 10 and above. This applies to cardinal numbers (one, five, 12, 35) and ordinal numbers (first, fifth, 12th, 35th).

The boy had 13 dogs, two cats and four hamsters as pets
Students handed out 1,200 leaflets.

Exceptions:

Always spell out numbers at the beginning of a sentence.
Twelve students out of 27 passed the course.

If the number is three words or longer, try a different approach to avoid the problem.

Wrong: 842 students attended DNMS last year.
Right: Last year 842 students attended DNMS.

Spell out sixth, seventh, eighth, ninth, etc. when referring to grades.
Class period: I have that class seventh hour.

Always write numbers if they start a sentence.

Use figures when referring to ages, weights, sizes, dimensions, dates, scores, prices, degrees, percents, time ratings and hours of the day.

She is 52 years old. The dog is a 2-year-old.

Election Day is Nov. 3.

Use figures also for money. You don't need a decimal point and zeroes unless it isn't a whole dollar figure.

\$4, \$4.25, or 5 cents.

Use the numeral and the word cents for any amount less than a dollar. **The ticket cost 75 cents.**

For even amounts of money or times, eliminate the extra zeros. \$10, 7 p.m.

Spell out fractions.

Use noon and midnight rather than 12 a.m. and 12 p.m.

When writing out a date span, use a hyphen instead of the word to:

April 11-30.

Numerals are used in the following instances:

Addresses: 123 First Ave.

Ages: Jane Brown, 16, a-year-old girl, a woman in her 30s (no apostrophe). Use hyphens in nouns and adjectives: a 9-year-old girl, but The girl is 9 years old.

Dates: March 1, July 9, Dec. 25

Dimensions: She is 5 feet 6 inches tall. The 5-foot-3-inch woman... It rained 3 inches overnight. Do not use "and" for inch and foot.

Pages: Use figures and capitalize. Page 2

Money: Tickets are \$3 at the door and \$2.50 if purchased earlier. (Double zeroes are never used.) It was not worth 5 cents. Note that

the dollar sign is used but cents is spelled out. If amounts are given in millions, write \$4 million, \$12 million, \$2.5 million.

Play acts: Act 1, Scene 2

Percentages: Workers were given a 3 percent pay raise.

Ranking: He was the No. 3 choice.

Scores: The team lost the game 45-42.

Speeds: Top speed of the kiddie bike race was 9 mph.

Temperatures: It dipped to 9 degrees yesterday. But: It dipped to zero degrees yesterday.

Times: The meeting will begin at 7 p.m.

Weights: She bought 4 pounds of sugar for the tea.

Blocks, terms, sessions for block schedules: Block 3, Session 3, Term 4.

Following the abbreviated word “number”: No. 24, No. 8.

ORGANIZATIONS

Capitalize all official names of organizations. Abbreviate after first reference. Do not use periods when organizations are abbreviated after first references.

Some well-known organizations can be referred to with abbreviations even on first reference: NBC, FBI, CIA, ABC. School organizations that are abbreviated on all references include the following:

- Kansas Association of Youth: KAY (often used as KAYs)
- Student Council: STUCO
- Ark-Valley Chisholm Trail League: AVCTL

AVCTL league is redundant.

Others should be given in full on first reference and then abbreviated thereafter. The Fellowship of Christian Athletes gained 24 new members... The 24 were inducted into FCA at ...

Publication Club began in September. The 20 PUB Club members went to Wichita State University to learn yearbook production skills.

Avoid referring to an organization by abbreviations when it is not commonly known. Instead of Students Against School Rules (SARS),

refer to the group as the anti-rule group or something else that makes it easy for the reader to understand.

PROPER NOUNS

Capitalize all words in this category. This group includes people, cities, streets, days of the week, months, and buildings. Do not capitalize words that are not proper nouns.

Examples:

- First Street but First and Mulberry streets
- Wichita State University and Kansas State University but Wichita State and Kansas State universities
- Counselor's Office, the Commons, Cafetorium
- F21, but biology room, yearbook room
- Republican Party, Arkansas River, but the party, the river
- Chinese, Indian, but lowercase white or black
- It is the Midwest, but western Kansas.
If you say "the" before the direction and the statement makes sense, the direction generally needs to be capitalized.
Exception: Southern California.

QUOTES

Capitalize the first word of a complete sentence that is a direct quotation: "The job was filled Saturday," she said.

Avoid partial quotes, but **don't be afraid to paraphrase**. *If you can say something clearer and better, do it.* If you do use partial quotes, do not capitalize the first word of a quotation that is part of a sentence: She said it was impossible to answer a question that was **"just plain ridiculous."**

Use quotes for reactions rather than to state facts.

Use the word “said” instead of commented, related, stated, etc. The only exception to use of the word “said” is if it is truly descriptive. The coach screamed, the teen whispered, etc.

Attribution for a quote should be after the first complete sentence or in another logical break. This is especially important in an end quote.

“I hope we win the game,” he said.

“I hope we win the game,” he said. “We’ve really worked hard throughout the entire season. The team deserves this.”

Use smart quotes, not ditto marks.

Learn to punctuate parentheses: if the text inside the () is an aside within or at the end of a sentence, the punctuation goes after and outside the closing parenthesis. If the text inside the () is a complete sentence that starts with a capital letter and ends with a period or other ending mark, then the punctuation goes inside the (). There are no extra spaces surrounding parentheses or between the closing parenthesis and any punctuation that follows.

In headlines, single quote marks are used to save space.

SCORES

Put the winning score first, even if DMS is not the winning team:
Derby lost to Goddard 23-12.

The only exception is volleyball, in which Derby’s score is always first.

Use a hyphen in scores. The Cardinals edged the Hawks, 25-22.

STATES

Spell out all 50 states when used alone.

Kansas spends more to attracts tourists than Nebraska does.

Spell out when a state is used with a city, town, village or military base.

1. Omit the state completely when the cities are widely known.
Examples: New York, Boston, Dallas, Los Angeles. Use the state if you aren't sure how widely know the city is.
2. Omit the state after Kansas towns unless they are likely to be confused with well-known cities in another state: Minneapolis, Manhattan, Pittsburg (even though the other Pittsburgh is spelled differently), Kansas City.

Only use these abbreviations for states:

Ala.	Md.	N.D.
Ariz.	Mass.	Okla.
Ark.	Mich.	Ore.
Calif.	Minn.	Pa.
Colo.	Miss.	R.I.
Conn.	Mo.	S.C.
Del.	Mont.	S.D.
Fla.	Neb.	Tenn.
Ga.	Nev.	Vt.
Ill.	N.H.	Va.
Ind.	N.J.	Wash.
Kan.	N.M.	W. Va.

Ky. N.Y. Wis.
La. N.C. Wyo.

These states are never abbreviated: Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas and Utah. All of the states that are never abbreviated have five or fewer letters except for Alaska and Hawaii.

Correct: She transferred from Little Rock, Ark. He lived in Colorado. He plans to play football at a college in Tulsa, Okla., where his family is moving in June. (Note the comma after the state.) The next competition is at Waco, Texas.

TEACHERS/FACULTY/STAFF

Teachers are a part of the faculty, which includes administrators and counselors. Staff includes everyone who is paid to work at North.

THERE/THEIR/THEY'RE

There is an adverb indicating direction (They went there for dinner.)

There is a possessive pronoun (They went to their house.)

There is a contraction for they are (They're going to the park.)

TIME, DATE, PLACE

For any future event, use this order. The game is at 7:30 p.m. Oct. 10 at home.

TIME

Use a.m. and p.m. (not morning and afternoon) with time. Lowercase with periods: The call came in at 3 a.m. WRONG: 3 a.m. in the morning. Use only noon or midnight. WRONG: 12 p.m. or 12 a.m. and 12 noon or 12 midnight.

Do NOT capitalize a.m. and p.m. WRONG: A.M. and P.M.

Never use double zeros. WRONG: 7:00 p.m. Correct: 7 p.m.

TITLES - Names

When used before a full name, abbreviate the following titles: Dr., Gov., Lt., Gov., Rep., Sen. and the Rev.

On second reference, use the last name only.

Example: Dr. John Smith said he is not feeling well. Smith has the flu.

Capitalize formal titles placed immediately before proper names:
Pope Benedict, President Obama, Principal Mike Bonner, STUCO
President Amy Smith.

Do NOT capitalize titles in any of the following four instances:

- (1) When the title follows the name.
- (2) When the title is set off from the name by commas even when it comes before the name: The company president, Robert White, said...
- (3) When the title is primarily descriptive: rapper 50 Cent, professor John Jones, comic Eddie Murphy.
- (4) When the title is given alone without the proper name: The pope will be in ... The president attended ... The principal said ...

Never use Mr., Mrs., or Ms. in a title. If it is part of a direct quote where the first name is omitted, use parentheses: "I really like Mr. (John) Smith's class."

With principals and vice principals, capitalize if used as a proper noun: (Principal Mike Jones; Vice Principal Sally Adams); do not capitalize if used as a common noun: (the principal). Note: vice principal (n); vice-principal (adj)

TITLES - Composition titles -

Capitalize all keywords in titles of books, lectures, articles, movies, television shows, etc.

Titles are in quotation marks, names are not. Newspapers and magazines have names, while movies, books and TV shows have titles.

Capitalize the first word of any title. Capitalize all words that are **four** letters or longer. Do not capitalize the articles a, an and the. Do not capitalize conjunctions or prepositions, unless they are five letters or longer.

Read more at: <http://grammar.yourdictionary.com/capitalization/rules-for-capitalization-in-titles.html#g5LB5SuHbl6Q3Cfl.99>

Newspapers and magazines: Do not italicize or use quotation marks around the names of newspapers or magazines: *The New York Times*, *Newsweek*

Subtitles: Article headlines and song titles are in quotation marks.

PUNCTUATION

APOSTROPHE:

1. An apostrophe is used to form possessives, except for personal pronouns. Its is the possessive, it's is the contraction. To test, read into the sentence it is.
2. To form the possessive of a singular noun not ending in "s," add the apostrophe and "s."
Boy's coat, year's record, team's success. Ask whether it is the coat belonging to the boy, the record of the year, the success of the team. Also, ask how many boys, how many years, etc. If the answer is only one and the word ends in "s," you can be relatively sure it a possessive. Do **not** use an apostrophe for teams. The team doesn't belong to the boys or girls, but the school. Ex: The girls tennis team beat Derby Middle.
3. To form the possessive of a plural noun, add only the apostrophe. Boys' coats, years' records, teams' successes.
4. Use the apostrophe to form contractions, but generally avoid contractions in news writing.
5. Write the plurals of numbers and multiples of letters without the apostrophe, but do include the apostrophe in writing a single letter and when omitting the first two numbers in a year.
She knew her ABCs. Temperatures were in the high 80s. The party had a '70s theme. Mind your p's and q'.
20s, 5s, t's
6. Use an apostrophe to indicate omitted letters or numbers: '03-04 school year.
7. Do not use an apostrophe behind a year unless you are showing possession.
8. The possessive form of personal pronouns such as its and yours do not need an apostrophe.
9. Apostrophes belong where the letter is missing: i.e. rock 'n' roll (both the a and d are missing); or the '90s (there is no apostrophe before the s). Note: don't let the computer automatically type an opening quote before the n rock 'n' roll); this is incorrect. To type an apostrophe: Mac: option+shift+] PC: alt+[

10. Use single and double prime marks when referring to measurements. 5'8" is wrong; 5 ' 8" is correct. *single prime mark*: Mac: option + shift + e PC: ctrl+alt + ' *double prime mark*: Mac: option + shift + g PC: ctrl + alt + shift + '

BRACKETS:

Avoid bracket whenever possible. Use only in a quote if the statement is missing a word and doesn't make sense without that word. Try paraphrasing to avoid brackets.

Weak: "[The game] was fun," he said.

COLON:

1. Use the colon at the end of a sentence to introduce a list. A colon will never follow a verb.
WRONG: The team members are; George Crowen, Lynn Baker ...
Right: The team members are George Crowen, Lynn Baker ...
Right: Those who made the team are the following: George Crowen, Lynn Baker...
2. Capitalize the first word after a colon only if it is a proper noun or the start of a complete sentence.
WRONG: we tested three paint colors: Green, yellow and blue.
Right: We tested three paint colors: green, yellow and blue.
Right: He promised this: "The team will win the championship."
In headlines, the first word after a colon is *always* capitalized.
3. Use only one space after a colon.

COMMA:

1. Do not use before "and," "but" or "or" in a simple series except when it is necessary to clarify the meaning.
WRONG: We had eggs, bacon, and toast.
Right: We had eggs, bacon and toast.
2. Use to set off the attribution in a direct quotation.
"I refused to get involved," he said.
Do not use if the quoted statement ends with a question mark or exclamation point.

WRONG: “Why should I?,” he asked.

Right: “Why should I?” he asked.

Do not use with attribution in an indirect or partial quote.

WRONG: He said, it wasn’t his fault.

Right: He said it wasn’t his fault.

3. Use to point off figure of four digits or more. 2,000. 1,500.
4. Use before the conjunction in a compound sentence.
WRONG: He washed his car and then he asked her for a date.
Right: He washed his car, and then he asked her for a date.
5. Introductory subordinate phrases and clauses are usually set off by commas.
Trying to solve the problem, she used up one whole box of chalk.
6. Appositives should be set off by commas.
John Smith, past president, ...
7. Use to set off states when used with cities and to set off years when used with months and dates.
The accident happened in Logan, Okla., on July 4, 1993, in...
8. Use one in a sentence after a conjunction IF the part of the sentence following the comma would be a complete sentence (it must have its own subject).

DASH/HYPHEN:

Dash tend to be confused with hyphens, though a dash is longer.

Use a dash to show a sudden change in thought or a significant pause (emphasis). Put a space before and after the dash.

She will earn a good grade – if she studies.

We will take a bus to the game - if enough students sign up.

The secret plans - which everyone knew about already - were announced in a special ceremony.

Know the difference between an en dash (–), em dash (—) and hyphen (-). Use a hyphen in hyphenated words, compound

adjectives, etc.; en dash is used to show duration: October–December; 3:30–5 p.m. Mac: option +- (hyphen) PC: alt +- (hyphen); em dash is used to set apart a phrase: “Hold on — I have to get my purse.” Mac: option+shift+- (hyphen) PC: alt+shift+-(hyphen)

ELLIPSIS:

When ellipsis must be used to show that part of a direct quote was omitted, treat the ellipsis as a word, with one space on either side. *Do not use at the beginning or the end of a direct quote:* Just begin or end.

Use the keyboard commands to type ellipsis and bullets. For ellipsis ... Mac: option+; PC: alt+0133 For a bullet, • Mac or PC: option+8

EXCLAMATION POINT:

Avoid. Use a period instead. There are seldom any legitimate reasons to use an exclamation point. If you feel one is called for, ask the editor first. Only use one space after an exclamation mark.

HYPHEN:

1. Use in compound numbers, such as twenty-one when used at the beginning of a sentence.
2. Use in scores. The final run put Newton on top 5-2.
3. Use with compound adjectives that precede nouns.
All-star game, 10-year-old girl, seven-year itch, part-time job, first-quarter touchdown. Remember that a hyphen is a joiner, while a dash is a separator.
4. Never hyphenate vice president, but AP has recently change editor-in-chief to be hyphenated.

PARENTHESIS:

Avoid whenever possible. When it is used within a quotation for clarity use this punctuation: “I do not agree with it (the new law),” he said.

PERIOD:

Rather than building a complicated sentence, consider a period.

Only use one space after a period.

Use a period between initials.

C.J. Stevens, junior, finished first.

QUESTION MARK:

Use at the end of a direct question. It is not correct to use with indirect questions.

WRONG: He asked who would be willing to go?

Right: He asked who would be willing to go.

Right: "Who will go?" he asked.

Only use one space after question mark.

QUOTATION MARKS:

1. Use to show the exact words of a speaker.
2. Always place periods and commas inside quotation marks.
"The tension was high," Black said.
"The tension was high," Black said, "but it was fun."
3. Place a question mark or exclamation point outside the quotation marks if it punctuates the entire sentence.
Who said, "The whole idea is lousy"?
He said, "Whose idea was this anyway?"
4. Do not use with names of newspapers, magazines, the Bible, the names of play characters or reference books such as dictionaries.
5. **Use around titles of books, plays, poems, songs, movies, hymns, television programs, speeches and works of art.**
He read "Hamlet" three times.
6. Use carefully and rarely to set off a word or phrase of unusual meaning.
His "mansion" was a shack.
7. Use for nicknames. James "Frosty" Wintersmith

8. Use quotation marks around a speaker's words.
"During my last lap, I found out I had more energy than I did throughout the entire race," Joanna Schmitt, senior, said.
9. In a quotation that runs more than one paragraph, do not use quote marks at the end of the first paragraph. Start the second paragraph with quote marks. End the final sentence of the quote with quote marks.

SEMICOLON:

1. Use to separate clauses of a compound sentence when a conjunction is not used.
The assignments were due Wednesday; most of the students turned them in Thursday.
We were tired of the food; however, it was better than nothing.
2. Use them to avoid confusion in sentences with phrases or lists which contain commas - sort of a super comma.
The players came from Tulsa, Okla.; Fort Collins, Colo.; and Kansas City, Kan.
The following officers were elected: John Smith, president; Billy Brown, vice president; Jill Jones, secretary; and Bob Lane, treasurer.
3. Do not use a semicolon when a period would work just as well.

COPYEDITING SYMBOLS

Use these symbols to correct errors when editing copy.

Note that you DO NOT rewrite correct; you only use the symbols.

Begin new paragraph	... time to set the meeting. The officers, ...
No paragraph	... time to set the meeting. The officers, however, said they ...
Period	Circle to emphasize the period you insert
Comma	“Commas before quotation marks ” she said.
Apostrophe	“Its not usually a problem,” he said.
Quotation marks	I am going, he said.
Capitalize	Wichita is known as the Air capital.
Lower case	A trip to the City is always fun.
Insert space	The team woneasily, 76-32.
Close space and delete	Dieters are no thing but celery for snnacks.
Transpose	He won teh medal, but she didn't that know.
Delete OR	It wasn't the crowd which which upset him. The noise became not unbearable.
Delete and replace	He was very surprised to see hom.
Insert	Her eyes sparked. She was love.

Spell out

9 boys named to the team were going Tex.

Use numerals
or abbreviate

It took two hundred and thirty-three votes.
for a majority in the Macon, Georgia election.

Kill paragraph

... the team was eliminated in the first round of play.
Some students were spreading the rumor that
many of the players had broken curfew and were
drinking the night before the game, and that was
why they lost.
Next week, the team will play ...

Ignore editing
(Use when editing
has been made and
should be ignored.)

“It was clear we weren’t going to win,” he said.

WRITING BASICS

A good writer...

- ▶ Grabs the reader in the first six words.
- ▶ Puts people, not subjects, as the center of stories.
- ▶ Asks this: What bit of information, what emotion, what image do I want my reader to remember? Then leaves out everything else.
- ▶ Tells the truth. Is accurate. Is fair.
- ▶ Makes connections.
- ▶ Avoids these leads: Duh (“Summer means freedom from classes for students”) / Question (Have you ever climbed a mountain?) / Imagine / Direct quote / When / Where / Overdone or little known literary allusions (“It was the best of times, it was the worst of time.”)
- ▶ Avoids weak verbs: Is / Traveled to / Met / Competed / Performed / Played / Held)
- ▶ Generally writes in active voice (About 400 students stormed the field to celebrate the juniors’ tug-of-war win) instead of passive voice (The field was stormed by about 400 students...). Remember, active voice = subject does the acting; passive voice = subject is acted upon.
- ▶ Avoids adjectives, especially these: Many / Most / A lot / A / An / The / Beautiful / Awesome.
- ▶ Never wastes words with phrases such as “there is / are / were / will be...”
- ▶ Varies sentence structure and length, but generally keeps sentences short, short, short (And paragraphs, too.)
- ▶ Uses direct quotes liberally. They are the lifeblood of stories, but each one must be meaningful and revealing and must further the story.

- ▶ Use third person (he, she, they). Avoids first and second person except when used in quotes
- ▶ Avoids editorializing, which is inserting the writer's opinion into the story.
- ▶ Writes in past tense (always for yearbook) or future tense, never present tense
- ▶ Never forgets to include all information a reader needs: who, what, when, where, how and why.
- ▶ Doesn't end with a summary or a conclusion or an editorial statement.
- ▶ Spells out percent as one word.
- ▶ Avoids "to be" verbs.

Process: Listen (Interview) > Collect >
Free Write > Re-Write > Read aloud
w/partner > Re-write

Before you Write: Interviewing

1. UNDERSTAND your assignment: What is expected? What is the angle? What kind of story? What is the relative length?
2. RESEARCH. Learn everything you can about the subject prior to the interview. Choose from the list below when applicable.

Sources which may be helpful: - Jostens Story Starters

- Yearbook (Previous years)
- Most recent issue of publication
- Student handbook
- Master class schedule
- Dictionary
- Thesaurus
- Daily announcements
- School calendar

Library and Online:

- Atlas
- Websites (school, local media, etc.)
- Online subject searches

3. DECIDE ON SOURCES. Good guideline, depending on subject: three students, one teacher, one administrator, one community person. **Never write one-source stories!**
4. PREPARE QUESTIONS designed to get the information you need. Guideline:
 - Avoid yes/no questions; rather use open-ended questions.
 - Don't ask anything you could find the information for elsewhere; however, verify your information with the source.
 - Develop a logical order and organization of questions.
 - Begin with the easy questions; lead up to the difficult ones.
 - Have your questions written, but during the interview, don't be so tied to them that you overlook an important new lead opened up by the subject.
 - Avoid two-part questions: What do you plan to do about the canceled dance, and do you think it will ever be re-scheduled? Ask one at a time.
 - Avoid leading questions: Don't you think it is a little far-fetched for a coach to expect players to work in the off-season as much as they work during the regular season? (Reporter's bias is obvious.)

Commented [1]: One of the most skipped steps but makes a big difference.

- Avoid general questions such as: How do you like being a teacher? Rather be specific: What was it like when you faced your very first class of students?

Some possible questions to ask:

- Comparison: How does (?) compare w/last year, other schools, etc.?"? Low, high/WHY? How does (?) compare w/rival schools? w/nation? w/world? etc. How do boys'/girls' results compare? If one is better, why?
 - Could you give me an example of that?
 - Could you tell me the story of how that happened? What happened next? Then what did you do? Etc.
 - Stereotypes: What do most people think when they think of...? How does that compare to you? (or reality)?
 - Suggestions or advice: What advice do you have...?
5. **MAKE YOUR APPOINTMENT** with the interviewee. Don't just stop them in the hallway and ask for a quote, which will yield flat, undeveloped, boring stories.
- Make sure you introduce yourself, your publication and your purpose.
 - Set for a calm time and natural setting for interviewee, which will allow you to observe as well as ask questions.
 - Avoid the word "interview." Rather say "I'd like to visit with you about..."
6. **CONDUCTING THE INTERVIEW**
- Be prompt. Have pen, paper, questions.
 - Your interview should not last more than five minutes or so because you cannot keep your interviewee out of class very long.
 - Begin with ice-breaker, maybe an informal question. Easy questions to use are verifying name spelling, grade, age or title, etc.
 - **Recorder rules:** Must ask permission FIRST, and ALWAYS take notes anyway. Why? If there are tech problems, you would need to re-interview, and your sources won't be too happy about that. Even if it goes well, with no notes, you must listen to the entire interview as you write. Use the recording to verify facts and direct quotes that you use.

- You cannot print off-the-record information. Set the standard before getting into the actual interview, specifying that the source tell you beforehand if something will be off the record so you can decide if you want to hear it. You will discuss the reasons for this procedure with your adviser.
- Note-taking: Use your own shorthand for common words. Make eye contact. Watch how something is being said as well as what is said to make sure you get the context.
- Don't be afraid to verify. "Let me be sure I understand. You are saying that..." OR "Would you mind going over that again? I want to make sure I get it right." OR ask the question in another way to check the answer.
- Use your written questions, but follow leads presented by the interviewee.

Use silence. The "pregnant pause." Don't always rush on to your next question when the interviewee stops talking. Most will want to fill in any silence. Also, sources may need to collect their thoughts.

FINAL INTERVIEW QUESTION: Is there anything I haven't asked that you would like to add? An AP reporter asks: Is there anything you would like to add that I haven't been smart enough to ask?

- To close the interview, ask if there are any other leads or photo ops they would suggest and ALWAYS ask for permission for further contact ("If I have questions as I write the story may I contact you? What is the best way and time?")
- Thank your source!

7. AFTER THE INTERVIEW. As soon as you can, review your notes while the interview is fresh in your mind. Type up your interview from recording. Some reporters use notations or highlighters to begin organizing information into similar threads.

Don't forget to turn in your interview sheets for a grade.

Here are a few interview techniques from *Taylor Talk Magazine*

(Issue 1, 90-91)

Sports

Tell me a story about ...

- being on the bottom of the football pileup.
- the closest score your team overcame.
- losing an important game.

- riding on the bus to an away game.
- running in bad weather.
- crossing the finish line second.
- overcoming a physical challenge.
- the worst competition you have in the county.
- your best friend on the team.
- how the coach motivates you on the field.

Student Life

Tell me a story about ...

- a recent shopping trip.
- learning to drive.
- riding in a car pool.
- choosing/buying your formal dress.
- cooking dinner for your family.
- something fun you and your sibling did together after school.
- the worst movie you saw this year.
- being seen with your parents at the mall.

Academics

Tell me a story about ...

- acting out a play in class.
- getting a test back with a less-than-great grade.
- studying with a group.
- preparing a group presentation.
- giving a speech in class.
- reading literature and understanding it.
- going on a field trip.
- finishing a project the night before it was due.
- renting the movie instead of reading the book.
- a baffling chemistry experiment.
- sitting in assigned seats.

Organizations

Tell me a story about ...

- going on a field trip related to your organization.
- any special guest speakers that inspired you.
- getting organized for the group picture.
- why you're in the organization.
- the neatest thing you've learned in the organization.
- any funny thing that has happened with the group.
- electing officers.
- decorating for a banquet/social event.
- an especially frantic fundraiser.
- going to competition.

Top 7 Excuses Students Give for Bad Interviews

7. "He wouldn't say anything."
6. "I couldn't find my questions."
5. "I asked her to give me a quote, but she wouldn't."
4. "She talked too fast."
3. "It was a stupid topic."
2. "I couldn't think of any questions."
1. "They didn't tell me."

Article by Idea File Staff

walsworthyyearbooks.com/idea-file/26230/top-70excuses-students-give-for-bad-interviews/

Care about the people involved. When you are engaged and genuinely interested in them you'll get better answers.

Quick Read Tips

Polls are reported in %. People need to represent 10% of total group

Survey size of ____ out of 10 Do the math.

Example" *6 out of 10 people drink milk.*

Caption/Cutline Basics

Ideally, the photographer should get all the important information about the picture **as the picture is being taken**. It is virtually impossible to write good captions from memory or from guessing just before deadline in the journalism room. It is the photographer's responsibility to submit the information even if he or she is not doing the actual writing. An inaccurate or poorly written caption will ruin the effect of the best picture.

Guidelines for writing captions:

1. Explain who, what, when, where and sometimes the why and how of the picture contents.
2. In the first sentence, use present tense to describe the action going on in the picture. Use past tense for the following sentences.
3. Don't just repeat what is obvious in the picture. Avoid such phrases as "smiles for the camera," "looks on," "holds up the award." Answering "why" will help avoid stating the obvious.
4. Identify all the people who are clearly visible in pictures. If there are too many faces which are clearly identifiable, then write a blanket caption discussing the group involved rather than the individual people. Six is a fairly accurate cutoff point to use.
5. Never make up details, but seek out actual facts and specifics about the picture. Quotes can be part of captions.
6. Avoid meaningless phrases such as, "Congratulations, John!" "Go to it, Robert!" or "Whew! That was close. Way to go, Jay."
7. Avoid editorial comment and "gimmicky" quotes.
8. In identifying people, follow guidelines listed in the stylebook.
9. If a story accompanies the picture, hold the caption to a minimum. Do not repeat details in the story unless absolutely necessary.
10. If the picture stands alone, make sure the caption gives all pertinent information the reader needs for understanding.

Headline Rules

1. Write the headline from the nut graf (the essence) of the story, which may or may not be the lead. However, do not just repeat same words and phrases.
2. Use action verbs in present tense and active voice.
3. Use the correct tense: present tense for past events and future tense (infinitive) for future events.
4. Use a subject and verb in each headline. Label headlines should only be used in partnership with a subject/verb headline, Graphic headlines may use a label headlines, but the subject/verb headline will be included.
5. Capitalize the first word and any proper nouns as you do in sentences. This is called down style in headline writing. Up style, which is not often used today, capitalizes each word except for minor adjectives and prepositions.
6. Use active voice, not passive voice
Active voice: Smith sets school high jump record
Passive voice: School high jump record set by Smith
7. Avoid using the articles “a,” “an” or “the” unless they are part of a title or quotation.
8. Avoid the weak verb “to do” in a headline. If used by necessity, it is understood, not spelled out.
Correct: 150 units goal of Bloodmobile.
Not: 150 units is goal of Bloodmobile.
9. Do not use periods. Ever.
10. Use singles quotation marks, not double.
‘No way’ says club president about proposed fees
11. Use numerals for all numbers in the headline.
12. Use a comma as a substitute for “and.”
23 boys, 7 girls compete in first-ever coed golf
Coach hails new training method,
adopts it despite strong opposition
13. When sentences have separate subjects and verbs, use a semicolon.
Ballford takes championship; chess club retains top ranking

14. Avoid colons, dashes, question marks and exclamation points.
Exceptions occur only rarely in feature headlines.
15. For multiple-line headlines:
Avoid splitting a group of related words from one line to another. This had become more common, but avoid bad breaks, such as prepositions from their objects, compound verbs and adjectives from the nouns they modify.
Preposition from its object:
Boiled eggs, waffles have been breakfast of
champions for undefeated basketball team.
Parts of the same name:
Board hires Barbara
Billings for English
16. Do not break up a word from one line to another even when the computer program does it automatically. You will never have a hyphen breaking up a word at the end of a line. Fix it so you won't embarrass yourself in print.
NO, NO, NO: Volleyball wins league championship after 3 overtimes
17. A headline should extend to be within about three units of the maximum space across the story. Each line of a multiple-line headline should follow that rule as well. Consider a unit to be the width of a lowercase "a" in each particular point size. Exceptions are for graphic headlines, which use different guidelines altogether.
18. Do not repeat words from the main heading to the secondary one.
19. Titles are italicized, not underlined.
20. Eliminate unnecessary words
21. Avoid crossing the gutter
22. Remember this: Headline writing takes practice. Finding just the right words to fit in the right spaces is a challenge. Don't give up. It gets easier the more you do.
See the Manual for more information on Headlines.

PORTFOLIO 2018

Theme: _____

Color Strategy/Choices: _____

Font Selection: Headlines: _____
Body copy: _____
Caption lead-ins: _____
Captions: _____
Other: _____

Opening Copy: _____

Cover Design: _____

Endsheets: Plain white

Per Page Coverage: 19 per spread

Organizational Plan: Chronological: Seasonal / 2 Weeks /:
 Blended Portfolio and Index

Page Ladder: On Paper
 On YBA

Deadline Planning: On Paper
 On YBA

Folio Design: _____

Opening/Closing Design: _____

Division Page Design: _____

Interior Page Designs: _____

Book Sales Goal: _____

Marketing Plan: Back to School: _____
Fall: _____
Winter: _____
Spring: _____

Staff Morale Plan: _____

Distribution Event: Distribution Dance. All staff work and new 2019 staffers.

Jostens Summer Workshop : Wichita. KS : July 2018