

General Style Guidelines for PEA Print and Online Communications

The following are editing guidelines for PEA publications, including *The Exeter Bulletin*, press releases and www.exeter.edu.

The Communications Office encourages the use of these guidelines in all publications developed by Phillips Exeter Academy. In some cases, exceptions or interpretations may be needed. *Please contact the Communications Office ext. 3450 or communications@exeter.edu with any questions or suggestions for future additions to the style guidelines.*

REFERENCES

For any style issue not addressed below, please see the following resources:

1. *The Associated Press Stylebook*, copyright 2009
2. *Webster's New World College Dictionary*
3. www.apstylebook.com
4. www.yourdictionary.com (Features *Webster's New World College Dictionary* definitions)

ABBREVIATIONS

States and Countries

Write out cities, states and countries when they stand alone.

We went to New Jersey for the party located in the United States.

Exception to countries: either U.S. or United States is acceptable.

Use caps and periods for these three cities:

N.Y.C., L.A. and D.C.

Use postal abbreviations for states when used to show location of city, town, etc.

Jim Parker's new address is 230 Maple Grove, Dobbs Ferry, NY 10740.

The wedding took place in Montgomery, AL.

Months

Write out months when used alone and in specific dates:

We were married in September.

We were married on September 30, 1946.

We were married in September 1946. (no comma)

Days with Dates

Separate the day of the week and its associated date with a comma:

The Trustees met on Wednesday, January 20 and discussed several issues.

Insert a comma after the date only if the year follows:

The Trustees met on Wednesday, January 20, 2010 and discussed several issues.

Degrees, Universities and Colleges

Names of degrees can be abbreviated or spelled out.

Use periods when abbreviating.

B.A., M.A., Ph.D., M.D., LL.D.

John Jones has a doctorate in psychology.

He has a Bachelor of Arts and a Master of Science.

He does not have an associate degree.

Use the word “degree” after “bachelor’s” or “master’s.”

John Jones also has a bachelor’s degree and a master’s degree.

Names of schools should be spelled out upon first reference and then abbreviated afterward, according to the institution’s practice. Abbreviate on first reference only if this conforms to how the institution references itself.

NOTE: Do not abbreviate the word university (as in U. of California).

UCLA, UVM, BU, UNH, MIT.

Business Names

When used at the end of the business’s name, use correct title and abbreviate such words as

Company (Co.), Corporation (Corp.), and Incorporated (Inc.)

Spell out and lowercase whenever it stands alone: **the corporation.**

Use the ampersand (&) when it is part of a company’s formal name or composition title:

Johnson & Johnson. The ampersand should not otherwise be used in place of *and*.

CAP OR LOWERCASE

Headlines and Subheads (Print Publications)

Use “headline style” in all publication headlines: Capitalize all words in a title, except for articles, coordinating conjunctions, and prepositions that are four letters or fewer.

The Art of Building a Canoe from Concrete

Use “sentence style” with all subheads: Capitalize only the first word of the subhead and any words that would normally be capitalized in regular text, like proper nouns.

An insider’s look at the physics behind boat building

Formal Titles

Lowercase and spell out formal titles when they stand alone.

The senator from New Hampshire argues persuasively.

The principal submitted his report.

Capitalize and spell out titles preceding names:

President of the Trustees G. Thompson Hutton ’73

Trustee Flobelle Burden Davis ’87

Senator Judd Gregg

Principal Hassan will meet with the Trustees in October.

Use the title “principal emeritus” or “principal emerita” upon first reference of a retired principal. Follow capitalization guidelines here.

Principal Emerita Kendra Stearns O’Donnell attended the lecture.

Ty Tingley, principal emeritus, was at the reunion luncheon.

Lowercase titles following a name:

Judd Gregg, U.S. senator from New Hampshire

Thomas E. Hassan, principal of Phillips Exeter Academy

Note: At PEA, instructor, chair and dean are all used as formal job titles. Adjunct faculty members are referred to as adjunct instructors.

Academy Trustees, Offices and Departments

Capitalize Trustees when referring to the entire body of PEA's Trustees, whether using the full *Trustees of Phillips Exeter Academy* or the word alone.

The Trustees arrived on Friday for their quarterly meeting.

Lowercase the words trustees and trustee when used generically.

Three trustees met with Academy faculty to discuss sustainability.

Marc C. de La Bruyère '77; P'09 is a new trustee.

Capitalize department names and office names: **History Department, Admissions Office, Dean of Students Office.**

Names of organizations appear in caps on first and all succeeding references, when fully spelled out. Shortened names do not have caps.

"The Harris Family Children's Center is wonderful," said the mother of a 3-year-old.

"The center provides my child with the kind of learning environment I want."

Military

Capitalize a military rank when used as a formal title before an individual's name.

Lowercase and spell out a title when it is substituted for a name:

Col. Beverly Snow Jr. sent in a reply to the Exoniana question.

The **colonel** is a member of the class of 1940.

Places

Capitalize these words:

Academy (when referring to PEA)

Exeter

PEA (no periods)

Assembly Hall

Academy Library, Class of 1945 Library (lowercase library when used alone)

Academy Building

Cage and Thompson Cage

East Coast, West Coast, Northeast, Southwest

North, South, East, West (proper names or region)

Jeremiah Smith Hall
World Trade Center

Political Parties and Philosophies

Capitalize both the name of the party and the word *party* when referring to a specific party or its members: **Democrat, Democratic Party**.

Lowercase the names of political philosophies:

communism, communist

(unless used as a derivative of a proper name, like **Marxism, Marxist**).

Specific Words

Lowercase the following

adviser (not advisor)

aka

a.m., p.m. (but radio station, **AM**)

assembly, but **Assembly Hall**

board of directors, board of trustees (*for non-PEA references. PEA Trustees are not referred to as a board.*)

class of '10 (not Class of '10)

class correspondent

class agent, class of 1920

equator

faculty meeting

fall, winter, spring, summer (unless part of formal name)

north, south, east, west (compass direction)

reunion

senior, upper middler, lower middler, prep

table (especially when used with Harkness: **Harkness table**)

teams (girls hockey team, baseball team)

Capitalize the following:

Admissions Office, AA&D

AM/FM (radio station, no periods)

Annual Giving Fund

Alumni/ae Council Weekend, but **alumni/ae council**

Commencement

Economics Club, Indoor Soccer Club, Lionettes, DIY Club

Homecoming

Inauguration Day (specific day), but **inauguration day** (general)

JV Soccer Captain Jane Doe (capitalize sports title denoting authority), but **center**

John Smith (lowercase title indicating general position on sports team)

junior varsity soccer

OK, TV

Opening Assembly

The Gilbert Concert Series

INTERNET TERMS (for easier reading, exceptions to what AP has listed)

website

email

homepage

webpage

webcam

webcast

NUMBERS

In printed materials, spell out whole numbers *below 10*, and ordinals *first* through *ninth*.

One, two, three, four, five, six, seven, eight and nine.

Use figures for *10* and above, ordinals for *10th* and above.

10, 11, 12, 13, 14, 15, and above...

Spell out numbers used at the beginning of sentences. Individual years are the only exception to this rule.

Seven years ago the school seemed smaller to me.

2009 was a turbulent year for the economy.

For online materials, always use figures for easy scanning.

Print: **He wrote five books in 11 years.**

Online: **He wrote 5 books in 11 years.**

Print: **One hundred and sixty-seven preps counted frogs.**

Online: **167 preps counted frogs.**

Print: **She is in the third grade.**

Online: **She is in the 3rd grade.**

Ages

Always use figures, unless it refers to an inanimate object.

Sally Smith is 36 years old.

Sally Smith has a 3-year-old girl.

The building is five years old.

Measurements

(Weights, proportions and dimensions)

Spell out term of measurement; always use figures.

Smith's new baby weighed 11 pounds, 2 ounces.

The recipe calls for 2 parts water and 1 part flour.

My brother is 6 feet 1 inch tall.

It rained 2 inches last night.

The 5-foot-3-inch woman crossed the street.

Number vs. No.

Use as the abbreviation for *Number* or #, in conjunction with a figure to indicate position or rank:

No. 1 man, No. 3 choice.

Money

Print: Use the dollar sign (\$) and place-value words (when over a million) to describe amounts.

Mr. Obelisk donated \$2 million to Exeter for math education, far exceeding last year's record-setting anonymous donation of \$750,000.

Online: Use shortened place-value identifiers (when over a million) for easy scanning.

Mr. Obelisk donated \$2M to Exeter for math education, far exceeding last year's record-setting anonymous donation of \$750,000.

Use figures with **million** or **billion**:

I'd like to make a billion dollars (casual use).

The nation has 1 million citizens. I need \$7 billion (specific amounts).

No hyphen: The president submitted a \$300 billion budget.

Dates

Do not use: **st, nd, rd, or th**

The position is available as of June 1.

Decades

Use an *apostrophe* (') to indicate numerals that are left out: the **'80s**.

Show plural by adding the letter **s**: the **1920s**, the **mid-1930s**. (Note that no apostrophe is needed before the "s.")

Symbols

Spell out *percent*.

Recycling increased 60 percent over the previous year.

Spell out *degree* when speaking of temperature.

It was a broiling 100 degrees on graduation day.

Telephone Numbers

Use hyphen after area code: **603-772-4311**

NAMES AND CLASS/HONORARY YEARS

Name of spouse precedes the name of alumnus/a.

Betsy and Stan Phelps '52. (Stan is alumnus.)

Correct form for PEA Trustees and alumni/ae:

Sally Jutabha Michaels '82

John A. Downer '75

Leroy Sims '97

Separate class and/or honorary years from parent years with a semicolon:

Thomas E. Hassan '56, '66, '06 (Hon.); P'11

Sally Jutabha Michaels '82; P'12

In full text, list all of a faculty member's class/honorary years, parent years and endowed

teaching titles. If following this rule results in an awkward or distracting sentence, list this information on second reference.

Do not list a person's honorary and parent years within a quote referencing that person unless that is the only opportunity within the text to do so.

Do not insert honorary and parent years in letters from alumni/ae that will be printed in the *Bulletin*.

In photo captions, where space is at a premium, list only the year of graduation for alumni/ae and faculty members. Do not list honorary class years, parent years, and/or endowed teaching titles. If the faculty member's honorary/parent years and teaching titles are pertinent to the pictured event (i.e., suggest his/her professional stature, length of tenure, etc.), list them.

Math instructor Joe Exeter '74, Jane Smith '93 and Jim Smith '03 relived old times at the New York reception.

Joe Exeter '74; P'02, the Smith Family Instructor in Mathematics, was the featured speaker at the annual New York reception.

An exception to this rule is the FEQ section in the *Bulletin*. In that section, list honorary and parent years in photo captions but not endowed teaching titles.

Online, use class, honorary and parent years to enrich the meaning and context. If years are not relevant, use the first and last name (in first instance) without years.

Online: **"The trick to math is learning to become confident," says Joe Exeter, math instructor.**

Online: **"I still remember how useful problem sets were in mastering quadratic equations," says Joe Exeter '74, math instructor.**

Abbreviate *Junior* and *Senior* with full names.

No comma before **Jr., Sr., Roman numerals (I, II, III, IV, etc.)**.

Leroy Sims Jr. '97 (no comma)

Nicknames follow this form:

Eugene "Ace" Baker '47 (nickname in quotes)

Ace Baker '47 (as first name, no quotes)

Second References

The Exeter Bulletin and www.exeter.edu use last names on second reference.

Yi Han, president of the class of '08, welcomed family and friends from the podium. Han started his brief speech with these words: "We did it!"

PUNCTUATION AND GRAMMAR

Commas

In a series: Do not use a comma before the conjunction in a simple series. Do use a comma if the series is complex and a comma will help to further delineate the separate phrases.

I had soup, salad and bread for lunch. (no comma needed)

In evaluating the movie, the reviewer considered whether the cinematography evoked the time period, whether the script conveyed the right message, and whether the actors had performed well.

Introductory clauses and phrases: Use a comma to separate the introductory element from the main clause:

After a short spell in the city, she continued her travels in the country.

The comma is not necessary after simple introductory phrases:

In June I went to Paris.

With conjunctions: Use before a conjunction if it links two clauses that could stand alone as separate sentences. Do not use if the subject is the same in both clauses and not repeated in the second clause.

I am going for a run, and the dog is coming with me.

I am going for a run and plan to be back at 5:30 p.m.

The *AP Stylebook* presents standard rules for essential and nonessential phrases and many other comma usages. Follow these guidelines. If there is ambiguity, use your own judgment to decide if commas clarify or clutter, or if they hamper or aid the easy reading of a sentence.

Periods

In Print, use a period at the end of a photo caption and use complete sentences whenever possible.

Online, do not place a period at the end of a photo caption unless the caption consists of more than one sentence.

Twister was popular Saturday night in the toasty Phelps Academy Center

But

Twister was popular Saturday night in the toasty Phelps Academy Center. Jenga was also a big hit.

Semicolons

Semicolons are used within a sentence to create a pause in reading that has more weight than a comma but less than a period. They are also used to provide clarity in complex series that contains commas.

To clarify a series:

Joe comes from a large family, which includes a brother, John; two sisters, Mary and Jane; and his parents, Ruth and Bob.

(Note: The semicolon is used before the final and in the series.)

To link independent clauses:

Use a semicolon when a coordinating conjunction such as *and*, *but* or *for* is not present or not needed:

The room was decorated for the wedding; it glittered under the twinkle lights.

Use a semicolon before a coordinating conjunction if the individual clauses require other punctuation.

The couple put a tarp over the tent, set up a rain fly, and put on their rain jackets; but despite these measures, they still got wet.

(Note: It is often easier and improves clarity to break such a sentence into two separate sentences.)

Quotation Marks

Always place a comma (,) and period (.) *inside* quotation marks.

Place a semicolon (;) and colon (:) *outside* quotation marks. Exception: Colons go on the *inside* if they are part of the quotation itself.

Place titles of the following in quotation marks:

Songs

TV shows

Unpublished manuscripts

Poems

Chapters of books

Articles

Short stories

Italics

Italicize the following:

Titles of books, anthologies, newspapers, magazines, plays, pamphlets

Titles of movies, CDs

Titles of orchestral, chamber and operatic works unless otherwise specified

Names of ships

The word *Bulletin*, and *The Exeter Bulletin*

Titles of paintings, sculptures and other works of art

Course titles

Literature and the Land

In print, italicize foreign language terms such as *non sibi*.

Online, avoid italics for foreign language terms where possible to increase easy scanning.

Website Names

- Do not italicize website names that do not have a print counterpart and exist solely on the web.

The Huffington Post, not *The Huffington Post*

- Do not use “.com” in the name of the website you are citing, unless it is part of the legal name.

The Huffington Post, not The Huffington Post.com eBay Inc., not eBay.com Amazon.com Inc., not Amazon Inc.

- If the website being cited is an online version of a printed newspaper or magazine, and the content largely mirrors that of the printed piece, then the print publication’s name should be used and put in italics, rather than listing the website address.

***The New York Times*, not the nytimes.com *The Wall Street Journal*, not the wsj.com *The Boston Globe*, not boston.com**

When appropriate, reference can be made to the online edition:

***The Wall Street Journal* reported in its online edition that...**

- For newspapers or magazines that are part of a larger conglomerate website, with a different online publishing name than the print edition, use the online publishing name if the content you are referencing was found on that website. An exception can be made if the content clearly originated with a particular newspaper.

Seacoastonline reported that flooding had caused major damage to the local dam.

According to *The Exeter News-Letter*, more than 100 Exeter residents supported the new measure.

Apostrophe

Use the possessive apostrophe when possession is indicated:

The students' energy won the day.

They're = they are. **Their** = possessive pronoun. **There** = direction (adverb).

It's is a contraction for *is* or *has*: **It's been a long time.**

Its is the possessive form of the neuter pronoun: **The company lost its assets.**

Do not use the apostrophe when the word is primarily adjectival:

girls hockey team (not girls' hockey team)

Refer to the *Associated Press Stylebook* for a detailed overview of apostrophe usage.

Hyphens

Hyphens are joiners. Use to avoid ambiguity or to form a single idea from two or more words. Do not use hyphens with *very* and words ending in *-ly*.

Compound modifiers

Hyphenated words are usually adjective modifiers. The same two (or three) words following a verb, usually a linking verb, do not take a hyphen.

We visited my 90-year-old mother.

My mother is 90 years old.

Her 10-year-old grandson was full of opinions.

Teaching is a full-time job.

I work full time at my job.

(Note: AP rules relative to **fundraiser** and **fundraising** have changed. These are now written without hyphens.)

Suspensive hyphenation

The Harris Family Children's Center has the capacity to offer full- and part-time care for children of Phillips Exeter Academy families and the surrounding community.

Some common words that require a hyphen:

daughter-in-law, daughters-in-law (but **stepbrother, stepsister, etc.**)

editor-in-chief, Editor-in-Chief Horace Greeley

first-grader, fourth-grade student

get-together (n)

great-grandfather, but **great grandfather** if grandfather was a great man

grown-up (n, adj) meaning adult, but **grownup (n)** is acceptable

know-how

long-standing (adj)

sing-along (n)

thank-you note, but **thank you** for the note

Prefixes

Generally, do not hyphenate when using a prefix with a word starting with a consonant. Prefixes following this rule include: **ex** (meaning *out of*), **inter**, **intra**, **mid**, **multi**, **non**, **out**, **over**, **pre**, **re**, **semi**, **sub**, **super**, **trans**, **ultra**, **un** and **under**.

(Note: Some prefixes have exceptions, check the *AP Stylebook*.)

excommunicate (but meaning *former*, **ex-president**)

interstate

intranet

midterm (but before *figure*, **mid-30s**)

multimillion

nonconformist

outdated

overrate

predate

recover (regain, but **re-cover** = cover again)

semifinal

subcommittee

superhighway

transsexual

ultramodern

unnecessary

underground

co-, co

Retain the hyphen when forming nouns, adjectives and verbs that indicate occupation or status

co-author

co-chairman

No hyphen for:

coed, coeducation,

coequal, coexist, coexistence,

cooperate, cooperative,

coordinate or coordination

Use a hyphen if the prefix ends in a vowel and the word that follows begins with the same vowel, or if the word that follows is capitalized.

re-elect

trans-Atlantic

Always hyphenate words beginning with *self* as in:

self-assured and **self-defense** and

with *well*, if a compound modifier, as in: **well-dressed** woman.

No hyphen for words beginning with *in* when it means *not*, as in: **inaccurate**.

Check the *AP Stylebook* and *Webster's New World Dictionary* when in doubt.

One word or two words

Generally, the verb form of a word with a suffix is two words; nouns and adjectives are one word or hyphenated.

book signing

back up (v) backup (n, adj)

clean up (v) cleanup (n, adj)

drop out (v) dropout (n)

flare up (v) flare-up (n)

follow up (v) follow-up (n, adj)

hands-on (adj)

firsthand (adv, adj)

kick off (v) kickoff (n)

laid back (v) laid-back (adj)

line up (v) lineup (n)

lifelong (adj), monthlong, weeklong (adj), yearlong

shake up (v) shake-up (n, adj)

AFFECT, EFFECT

affect - To influence (v): **The game will *affect* the standings.**

Can be used to describe an emotion (n), but is best avoided and is not needed, per AP.

effect - To cause (v): **He will *effect* many changes in the company.**

A result (n): **The *effect* was overwhelming. He miscalculated the *effect* of his actions.**

STYLE

Fonts

The preferred fonts for PEA publications:

Print: Serif font - **Times New Roman**

Online: Sans serif fonts - **Arial**.

Spacing:

There should only be ONE space between sentences, not two, per AP.

Colors for Print

These colors are a suggested set of graphics standards to be used in the design and development of PEA collateral materials and other graphics uses. They are intended as a guide to aid in the development of consistent materials.

Main Color Palette

These base colors are to be used in all documents. Additional colors may be used where warranted.

Red PMS201

Gray PMS Warm gray7

Exeter red for use in video and audio (title frames, etc.) is: **R-153, G-0, B-0.**

Alternate Color Palette (different options for the PEA red as well as other options for the PEA gray)

Red PMS 200, Red PMS1807, Red PMS492

In lieu of gray: **Taupe PMS451, Tan PMS4515, Yellow PMS459**

Smart Quotes and Apostrophes

Use “smart” (curved) quotes and apostrophes (') in print. Online, use consistently straight quotes (") and apostrophes (example: **he's**) within a single page.

Creating smart quotes on the Macintosh:

1. Opening double quotation marks: **Option + left bracket key: “**
2. Closing double quotation marks: **Option/shift + left bracket key: ”**

“I have big news,” said Susan.

1. Opening single quotation mark: **Option + right bracket key: ‘**
2. Closing single quotation mark AND class year apostrophe: **Option/Shift + right bracket key: ’**

“Susan just told me she has ‘big news,’ ” said Ace Baker ’47.

Creating smart quotes and apostrophes on the PC:

Microsoft Word can be set up to automatically change 'straight' "quotation" marks to curved “smart” quotes and apostrophes as you type.

Example #1: **“This sentence is inside double smart quotes.”**

*Example #2: Correct use for class year: **John Smith ’83**

*Note: Hit the “ key twice and then delete the apostrophe (‘) or press the spacebar after the class year and you will see the apostrophe automatically change from ‘ to ’.

To turn this feature on:

- On the top-left corner of the Microsoft Word document, click on the multicolored **Office Button** icon
- On the bottom of the **Office Button** menu, click on **Word Options**,
- Click on **Proofing**
- Click on **AutoCorrect Options...**
- Click the **AutoFormat As You Type** tab
- Under **Replace as you type**, click the check box that says **"Straight quotes"**
- **with “smart quotes.”**
- Click **OK** to save changes.

USEFUL LINKS

State Postal Abbreviations

http://zip4.usps.com/zip4/zcl_0_landing_state.htm

Proofreader’s Marks

<http://www.merriam-webster.com/mw/table/proofrea.htm>

Commonly Misspelled Words

<http://www.yourdictionary.com/library/misspelled.html>

Style and Spelling

<http://www.apstylebook.com/>

<http://www.bartleby.com/61/>

Revised April 2010 by the PEA Communications Office.