

PEA General Editorial Style Guidelines for Print and Online

This document presents 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 with any questions.

REFERENCES

For any style issue not addressed below, please see *The Associated Press Stylebook*, copyright 2007, and *The American Heritage Dictionary of the English Language*. For more information on these resources, see <http://www.apstylebook.com/> and <http://www.bartleby.com/61/>.

ABBREVIATIONS

States and Cities

Write out states and countries when they stand alone.

We went to New Jersey for the party.

Use caps and periods for cities N.Y.C., L.A. and D.C.

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

Jim Parker and his wife moved to 230 Maple Grove, Dobbs Ferry, NY.

The wedding took place in Montgomery, AL.

Months and Days

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)

Degrees, Universities and Colleges

Names of degrees can be abbreviated or spelled out (use apostrophe in spelled-out version). Use periods when abbreviating.

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

bachelor's, master's

Names of schools can be abbreviated or spelled out, depending on practice. Do not abbreviate the word university.

UCLA, UVM, BU, UNH, MIT

Business Names

Use correct title and abbreviate such words as **Company (Co.)**, **Corporation (Corp.)**, and **Incorporated (Inc.)**.

Measures

Spell out pounds and ounces; use figures.

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

CAP OR LOWERCASE

Titles

Lowercase and spell out titles when they stand alone.

The senator from New Hampshire argues persuasively.

The principal submitted his report.

Capitalize and spell out titles preceding names.

Senator Judd Gregg

Principal Tingley

President of the Trustees Charles T. Harris III '69

Trustee Flobelle Burden Davis '87

Lowercase and spell out titles following names.

Judd Gregg, U.S. senator from New Hampshire

Tyler C. Tingley, principal of the Academy

Charles T. Harris III '69, president of the Trustees

Flobelle Burden Davis '87, trustee

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

Phillips Exeter Academy will host a reading and book-signing of *Evidence of the Journey*, the first book of poetry by English Instructor Ralph Sneed.

Susan Consoli Turner, adjunct music instructor, is scheduled to perform at the September 23 concert.

Places

Capitalize these words:

Academy (when referring to PEA)

Exeter

PEA (no periods)

Assembly Hall

Academy Library

Academy Building

Cage and Thompson Cage

East Coast, West Coast, Northeast, Southwest

North, South, East, West (location or region)

Jeremiah Smith Hall

States or United States

World Trade Center

Offices and Departments

Capitalize department names and office names:

**History Department, Classical Languages Department
Admissions Office, Communications Office, Principal's Office, Dean of
Students Office**

PEA academic department names follow this standard:

Mathematics Department (not the Department of Mathematics)

Use *in* when referring to a department's formal name.

**Elizabeth Stevens, instructor in the Science Department, happily
accepted the award.**

Specific Words

Lowercase the following:

adviser (not advisor)

class of '07 (not Class of '07)

senior, upper middler, lower middler

commencement exercises

class correspondent, class agent

assembly, class of 1920

reunion

a.m., p.m.

fall, winter, spring, summer

north, south, east, west (direction)

table when used with Harkness: **Harkness table**

trustees, trustee (when used generically; if used as a job title, see "Titles")

equator

aka

teams (girls hockey team, baseball team)

Capitalize the following:

Annual Giving Fund, but **annual giving**

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

OK, TV, JV (no periods)

Trustees (when referring to PEA's Trustees, whether using the full *Trustees of Phillips Exeter Academy* or the word alone)

History Department, Admissions Office

Economics Club, Indoor Soccer Club, Lionettes

Names of organizations and programs 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 challenging
learning environment I want."**

The Annual Giving Fund once again surpassed 50-percent participation last year. Gifts to the annual fund constitute over 10 percent of the Academy’s operating budget.

NUMBERS

In printed materials, spell out numbers *one* through *nine* and ordinals *first* through *ninth*.

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

Spell out numbers used at the beginning of sentences.

In 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.**

Money

In print, use the dollar sign (\$) and place-value words (when over a million) to describe amounts. Online, use shortened place-value identifiers (when over a million) for easy scanning

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

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

Dates

Use figures without **st**, **nd**, **rd**, or **th**.

The position is available as of June 1.

Ages

Always use figures.

Sally Smith is 36 years old.

I have a 5-year-old nephew.

Symbols

Spell out *percent*. Use the dollar sign (\$). Spell out *degree* when speaking of temperature.

Recycling increased 60 percent over the previous year.

The donor contributed \$750,000.

It was a broiling 100 degrees on graduation day.

Telephone Numbers

Use hyphen after area code: 603-772-4311

PUNCTUATION

Commas

The *AP Stylebook* presents standard rules for essential and non-essential phrases. Use your own judgment to decide if commas clarify or clutter, if they hamper or aid the easy reading of a sentence.

Quotation Marks

Place titles of the following in quotation marks:

Songs

TV shows

Unpublished manuscripts

Poems

Chapters of books

Articles

Short stories

Descriptive titles given to musical works, if the work is short:

Bach's Prelude and Fugue in E-Flat ("St. Anne")

"Ode to Billy Joe"

Italics

Italicize the following:

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

Titles of movies, CDs

Names of ships

The word *Bulletin*

Titles of paintings, sculptures and other artworks

Titles of operas, oratorios, motets and other long musical compositions

Descriptive titles given to musical works if the work is long

Course titles

Don Giovanni

String Quartet in D Minor (*Death and the Maiden*)

In print, italicize foreign language terms such as *non sibi*. Online, avoid italics for foreign language terms where possible to increase easy scanning.

Apostrophe

Use the possessive apostrophe when possession is indicated:

The students' energy won the day. (more than one student)

The student's academic achievements were printed in her local newspaper.

Do not use the apostrophe when the word is primarily adjectival:
girls hockey team (not girls' hockey team)

Hyphens

Hyphens are joiners. Use to avoid ambiguity or to form a single idea from two or more words.

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 was full of opinions.

Teaching is a full-time job.

He works full time at his hobbies.

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

Some common words that require a hyphen.

daughter-in-law

editor-in-chief

first-grader

get-together

great-grandfather, great-uncle, but stepson

grown-up (n, adj)

know-how

prefixes

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

expropriate

interracial

intrastate

midterm

multilateral

nonconformist

output

overrate

predate

subculture

superagency

transcontinental

underground

ultramodern

unarmed

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

semi-invalid

pre-eminent

Always hyphenate words beginning with *self* as in **self-assured** and **self-government** and with *well*, as in **well-known** and **well-read**.

Check the dictionary for words beginning with *in*. (No hyphen when it means *not*).

one word or two

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

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)

kick off (v) kickoff (n)

shake up (v) shake-up (n)

NAMES

Name of spouse precedes the name of alumnus/a.

Anne and Bill Simmons. (Bill is alumnus.)

Harry and Hilary Sweet McIntosh. (Hilary is alumna; no parentheses around her maiden name.)

Correct form for PEA alumni/ae.

Mike Sims '45, not **Mike Sims PEA '45**

Separate class, honorary and parent years with a semicolon:

Tyler C. Tingley '48, '64, '68, '01 (Hon.); P'99

Samantha Joffe Wisdom '72; '85, '06 (Hon.)

In full printed text, list all of a faculty member's 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.

In photo captions, where space is at a premium, list only the year of graduation for alumni/ae 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 Gwyn Coogan '83, Jane Exeter '93 and Joe Exeter '03 relived old times at the New York reception.

Gwyn Coogan '83; P'11, the Smith Family Instructor in Mathematics, was the featured speaker at the annual New York reception.

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 Gwyn Coogan, math instructor.**

Online: **“I still remember how useful problem sets were in mastering quadratic equations,” says Gwyn Coogan '83, math instructor.**

Abbreviate *Junior* and *Senior* with full names. No comma before *Jr.*, *II*, *IV*.
Michael Fitzpatrick Sims Jr. (no comma)

Nicknames follow this form:

Charles “Chick” MacFarlane (nickname in quotes)

Chick MacFarlane (as first name, no quotes)

Second References

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

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

PROGRAM NAMES

Gilbert Concert Series (supported by the Jane and Clint Gilbert '47 Music Fund)

The Exeter Initiatives

PEA EDITORIAL TITLES

The Exeter Bulletin or, less formally, **the *Bulletin***

Lion's Eye (not italicized)

INTERNET TERMS

website

email

homepage

webpage

webcam

webcast

FONTS

In general, a serif font is preferred for print. MS Word defaults to Times New Roman and is the preferred font for PEA print publications. Online, sans serif fonts support easy readability. Arial is the predominant font for online communications.

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, not as steadfast rules.

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

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

Red PMS200, Red PMS1807, Red PMS492

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

THE LION

The lion always faces to the left.

SMART QUOTES AND APOSTROPHES

Use “smart” (aka curly) quotes and apostrophes in print. Online, use consistently straight or smart quotes within a single page.

Creating smart symbols on the Macintosh:

Opening double quotation marks: Option + left bracket key: “

Closing double quotation marks: Option/shift + left bracket key: ”

“Toodles,” said Susan.

Opening single quotation mark: Option + right bracket key: ‘

Closing single quotation mark AND class year apostrophe: Option/Shift + right bracket key: ’

“Did you just say ‘Toodles’?” asked Ace Baker ’47.

Creating smart quotes and apostrophes on the PC:

Microsoft Word can be set up to automatically change 'straight' "quotation" marks to curly "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 first one.

To turn this feature on:

On menu bar, click on: **Tools**,
click **AutoCorrect Options** and
click the tab **AutoFormat As You Type**.

Under **Replace as you type**, click the check box to replace "**Straight quotes**" with "smart quotes."

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/>

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