

# THE GUSTAVIAN WEEKLY Style Guide

**Two words:** Clear and Concise. Say what needs to be said in as few words as possible. Brevity is best!

**Quotations, quotations, quotations...** from at least three sources for EVERY article.

**First-person:** Never use first-person, unless instructed to do so by your editor.

**Avoid editorializing:** Do not use loaded words in your writing. Phrases like "This lecture is an amazing opportunity!" should be omitted or attributed to a source. Be as objective as possible. Commentary columns and Variety reviews are exceptions to this rule.

**Organization:** Try to follow the inverted pyramid style for organization: the most important information should come early in the article.

**Spaces:** ONE space after periods, NO tabs before paragraphs.

**Double check:** Always spell check your article and check your facts before turning it in.

**Publications:** Magazines, newspapers, book titles and plays are in *italic*; song titles and short stories are in "quotations." THE GUSTAVIAN WEEKLY should be in SMALL CAPS.

**Correct spellings of common words:** online, e-mail, Market Place, Book Mark, adviser, sophomore, Spring Break, Student Senate, Norelius Hall.

**Student titles:** Always include student's year and major. Capitalize titles such as Senator, President, Senior, Junior, Sophomore and First-year only before a name. (Example: Senator Jon Kidd or Senior Andrew Offerman; Laura Luce, junior or Kim Braun, co-president.)

**Administration titles:** Much the same goes for administration/faculty and their departments. (Example: Assistant Professor of Political Science Katherine Stenger or Dean of Students and Vice President for Student Affairs Hank Toutain.) Only capitalize departments after a name when the word is always capitalized. (Example: Greg Mason, professor of English.) Check the Gribly for proper titles of faculty and staff.

**Last name:** After the first mention, individuals should be referred to by their last name only.

**Seasons:** spring, summer, fall and winter are NOT capitalized. Spring Break, Fall Break, January Interim Experience and Touring Week ARE capitalized.

**Giving credit:** Try to attribute your sources at the end of the sentence. (Example: The Student Senate is currently working on three major projects, according to Senate Co-President Lucas Neher.)

**Saying said:** 'Said' always comes after the quote and after the person's name. (Example: "Your safety is our number one priority," Director of Campus Safety Ray Thrower said.)

**Leading to a quote:** When presenting a quote, never write: 'When asked about... she said,' 'Commenting on...' or 'When interviewed, he commented...'

**Pronouns:** Make sure pronouns agree with their subjects (example: "The team won the [or its] first game," not "The team won their first game.")

**Numbers:** Spell out the numbers ten and under, and always spell out numbers at the beginning of the sentence. Even "tens" (ten, twenty, thirty, etc.) should be spelled out. Always use figures with ages. (Example: A 5-year-old boy; the girl was 6 years old.) Always use numerals with percents and money, and use the "\$" sign instead of writing out "dollars" (Also, always spell out "%" as "percent.")

**Dates:** When citing a date, never use the th, st, nd, or rd. (Example: Sept. 10, 2008.) Abbreviate the months as follows: Jan., Feb., Aug., Sept., Oct., Nov., Dec. Spell out March, April, May, June and July.

**Event date:** When citing an event that occurs within the next week (before the next Friday), include the day and a comma after the date. Only exclude the year if the date cited is during the current month. (Example: Thursday, Sept. 14; Sept. 16; Oct. 1, 2007). If the dates are part of a series of events or straddle two months, include the day even if it is after the next Friday and exclude the year.

**Dates and time:** Always this order: time, date, place. (Example: 10:30 a.m. on Sept 23 at the Courtyard Café)

For further style questions, please ask your editor or consult the Associated Press Stylebook.