

DAM Style

FIFTH EDITION

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STYLE GUIDE

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APOLOGIES, EXCUSES AND BLAME

It is impossible to govern every syntactical situation with a stern thou-shall-not. Yet from time to time we all get lost in a dark thicket and cry out for rescue. Such voices in the wilderness can turn to this stylebook. For the determined explorer, rewards lie within. And it should guide without intimidating.

Recognize, however, that this stylebook, like any, has its shortcomings. It is not perfect. But however crude and inadequate it may be, *DAM Style* should be a good first reference. Please consider it a work in progress, one that can only improve if it evolves with the magazine, the language, the times and the resolution of all those dire grammatical uncertainties we're bound to face in the future.

Thanks and kudos to alumni news editor Theresa D'Orsi for putting together the manuscript and for enduring numerous tedious sessions about commas, umlauts and parentheticals. Special thanks also to *DAM* contributing editor Bob Nutt '49 for his contributions.

Sean Plottner
Editor, *DAM*
March 2011

PRELIMINARIES

Dartmouth Alumni Magazine treasures clarity. We want the reader to understand. “When you say something, make sure you have said it,” wrote Mr. Stylebook himself, E.B. White. “The chances of your having said it are only fair.”

We improve our chances if we abide by a few stylebook rules. These encourage consistency in usage, abbreviations, capitalization, punctuation, spelling, etc. The rules do more than help the reader understand what we hope we have said. They suggest something about the magazine’s character, its identity, its way of looking at the world. In a word, its style.

We can’t cover it all here, but here are a few important starters: DAM’s editors and writers resolve all debates in favor of clarity and simplicity. Use the one-syllable word, not the three. Be peppery, not pedantic. Omit commas, don’t add them. Look for ways inside a sentence to replace a capitalized word with lowercase. Avoid clichés. Write it the way you’d say it; use short sentences rather than long ones. Use active verbs. Avoid passive verbs. And don’t use adverbs in dialogue attribution—forms of “to say” suffice.

Finally, read magazines. Look at magazines. Study magazines. Love magazines, if you can.

Three dictionaries are used by the *Dartmouth Alumni Magazine*’s editors and writers. They are:

- *The American Heritage Dictionary*, Third Edition
- *The Oxford Dictionary of Current English*
- *YourDictionary.com*, an online resource

In addition, *DAM* editors and writers use three stylebooks in addition to this one. They are (in order):

- *The Associated Press Stylebook*
- *The New York Times Manual of Style and Usage*, by Allan Siegal and Bill Connolly
- *The Elements of Style*, by Will Strunk and E.B. White, Fourth Edition

For the pleasure and education afforded by brilliant shop talk, also read *Simple and Direct* by Jacques Barzun, *On Writing* by Stephen King, *On Writing Well* by William Zinsser, and *Warriner’s English Grammar and Composition*.

“Omit needless words.”
—Will Strunk

“There is no such thing as writing. Only rewriting.”

STYLE GUIDE

—A—

abbreviations In most cases spell out the word(s) on first reference, followed by the abbreviation in parentheses. The test for whether to spell out on first reference is: Will a national audience instantly recognize the abbreviation? Spell it out if there's a chance that readers will be puzzled by the alphabet soup:

Members of the College's Coed, Fraternity and Sorority Council (CFSC) passed a resolution. These abbreviations and acronyms are so familiar they may be used on first reference without elaboration: ABC, AIDS, CIA, DDT, FBI, U.S., U.S.S.R. Another couple dozen may qualify.

Do not abbreviate words such as United States as a noun, only as an adjective: *The U.S. military promptly responded.*

There are also three cities that may be referred to in shorthand on first reference: N.Y.C., L.A. and D.C. (note periods). See the entry on "states" for state abbreviations and uses.

Abbreviations other than Mr., Mrs., Ms. and Dr. are not used in quotations of spoken matters.

academic degrees Use periods in abbreviations of degrees: B.A., M.B.A., M.D., B.F.A., J.D., Ph.D., LL.B., LL.D. Note Dartmouth grants an A.B. (not a B.A.). When

used after a name, an academic abbreviation is set off by commas. When spelled out, degrees are not capitalized and the word "degree" is dropped: *bachelor's in English, master's in chemistry, doctorate in English.* Note *bachelor's* and *master's* take an apostrophe. When including degrees from Dartmouth—Th'00 (Thayer), Tu'00 (Tuck), DMS'00 (Dartmouth Medical School) and MALS'02 (master of liberal studies program)—do not include any space between the granting college and the year, and set them off with commas between the undergraduate and graduate years: *Jen Whitcomb '00, Tu'02, took a year off.*

Academic departments/subjects

Use lowercase except for words that are proper nouns or adjectives: *the department of history; the English department.*

accommodate

addresses Spell out states when referring to locations, except specific mailing addresses, which call for postal abbreviations. Spell out all road designations except in specific addresses when using Ave., Blvd. and St. When a complete address accompanies the state, use the postal code abbreviation (see states): *The DAM address is 80 S. Main St., Hanover, NH 03755.*

E-mail addresses are lowercase, without spaces or brackets: *Our email address is alumni.magazine@dartmouth.edu.*

adopted classmates *John Rassias '49A.*

Put in boldface if mentioning classmate in a Class Notes column.

advisor

affect, effect *Affect*, as a verb, means to influence: *The game will affect the standings.* *Affect*, as a noun, is best avoided. *Effect*, as a verb, means to cause: *He will effect many changes in the company.* *Effect*, as a noun, means result: *The effect was overwhelming.*

ages Use figures, except when beginning a sentence. Set off with commas except in Class Notes, where can use parentheses. *He is 21.* *Twenty-one-year-old Glenzer developed Amazon's website.* *His daughter Jill, 4, has a new puppy.*

AIDS Acceptable in all references for *acquired immune deficiency syndrome*. When it is a cause of death, as in an obituary, include only if mentioned in the College's official Death Notice—as this reflects the family's preference in including the information.

a.k.a.

alma mater Lowercase generic term; put the song in quotes: *"Alma Mater."*

Al Qaeda

alumna/alumnus/alumni/alumnae Everyone who matriculates at the College,

regardless of whether he or she graduates, becomes an alumnus or alumna. The generic plural is alumni; alumnae when all females. Use "alum" sparingly.

Alzheimer's disease

a.m., p.m. Lowercase with periods.

ampersand Use it only for corporations and organizations that use it as part of their formal names: *AT&T, Procter & Gamble, Casque & Gauntlet and Bait & Bullet.*

and/or Avoid it; usually *or* is sufficient.

apostrophe Use the apostrophe and "s" in singular possessives—unless the word ends in "s"—and the apostrophe alone in plurals:

John's car; Charles' wife; officers' whites.

To show joint ownership, use a single apostrophe: *Strunk and White's little book.* To show separate ownership, use separate apostrophes: *Strunk's, White's and the Alumni Magazine's computers.*

Figures and abbreviations that are all caps take an "s" alone (no apostrophe): *High 70s; 1990s; YMCAs; MVPs; DHs.*

Avoid using apostrophe and "s" as a conjunction for "is" or "has" with proper nouns.

Avoid the apostrophe and "s" after a class numeral: Rewrite *the class of '68's president* to *the '68 class president.*

armed services Capitalize Air Force, Army, Coast Guard, Marines, Navy, etc. when referring to U.S. forces. Capitalize and

abbreviate the rank when used as a formal title before an individual's name, otherwise lowercase and spell out the rank. Some common abbreviations: Capt., Cmdr., 1st Lt., Gen., Lt. j.g., Maj., Pfc., Pvt., Sgt.

attribution Attribution of sources is essential in all quotations; ideally they are placed after the quotes. *DAM* prefers "said" or "says" when attributing quotes; avoid implying emotion or opinion with words such as "muttered," "exclaimed" or "cried."

—B—

back yard (noun), **backyard** (adjective)

Baker-Berry Library

Bible Capitalize, without italics, when referring to the Scriptures in the Old Testament or the New Testament.

Lowercase *biblical* in all uses. Lowercase *bible* as a non-religious term: *My dictionary is my bible.*

BADA Black Alumni of Dartmouth Association on first reference.

black Rather than African-American. See also "races."

BlitzMail The College's electronic mail system. The shorthand *blitz* can be used as both a verb and a noun.

blog italicize proper names of blogs: "...as reported in the *At War* blog in *The New York*

Times...." Individual postings run it quotes (no italics): *The At War blog focused on soldier pensions with the posting, "John H. Adler Fund to Finance Research on Veterans' Affairs."* The website address would be the full address, lowercase, no italics:

atwar.blogs.nytimes.com. For publications with related websites as well as those sites that are strictly online publications, uppercase the proper name of the publication, no spaces, italics, followed by the appropriate appendage ("com," "org"):

Newsweek.com, Time.com, HuffPost.com,

TheDailyBeast.com. Stuff.co.nz reported on the fall-out last month in *"Japan Faces*

Unprecedented Cleanup."

boldfaced text Put names of classmates into boldface on first reference in Class Notes columns, with any maiden name in parentheses (if the alum is no longer using it as part of her formal name). Do not put spouses' names in boldface. When mentioning a couple, structure so that on the first reference the classmate's full and last names appear together (allows us to boldface the entire name): *Mary and*

John Smith organized the reunion barbecue at the home of **Louise (Jones)**

Webster. If mentioning an alumnus of the College who is not a classmate, include the class numeral on first reference.

Secretaries: If you do not know the class year of an alum who is not a classmate,

bring it to our attention; we'll look it up.
See also the entry on "spouses."

book titles Italicize.

brackets Brackets [] indicate material inserted from another writer or source as well as the writer's interpolation in a quote. Bracketed material is helpful, but is distracting and should be used sparingly because it interrupts the flow of the material. Brackets are used in pairs:

- For corrections, explanations, amplifications or comments within a quoted passage: *As Cosell said, "Dorian [sic] Gifford is disintegrating before America's eyes."* Recast the sentence to avoid "sic" if possible.

- To indicate parentheses within parentheses.

See also the entry on "parentheses."

Bronze Star

business schools Dartmouth's is the Amos Tuck School of Business; Tuck is sufficient. When referring to business schools in general, you may use the shorthand *b-school*, but capitalize when it's specific: *She attended Harvard B-School.*

—C—

capital, capitol *Capital* is the city where a seat of government is located; do not capitalize: *Albany is the capital of New York.* *Capitol* is the building; capitalize: *The*

meeting was held on Capitol Hill in the west wing of the Capitol. The Virginia Capitol is in Richmond.

capitals Use them sparingly. Look for ways inside a sentence to replace a capitalized word with lowercase. Instead of using titles before a name, use them in apposition after: Instead of *Giants General Manager George Young*, make it *George Young, general manager of the Giants.* *College* is one of the few words *DAM* capitalizes when referring to Dartmouth: *The College awarded him an honorary degree.* See also the entry on "titles."

captions In departments, lead in w/2-4 words in color, capitalized. Follow with complete sentences, in black, to describe the photograph, with any locators indicated parenthetically.

Carnival Capitalize when referring to a specific Winter Carnival.

class Do not capitalize in *the wonderful class of '53* or *we elected a class president.* Exception: Class Notes, the department, is always capitalized. When referring to an alumnus of the past 90 years, include a closed apostrophe [keystroke: option-shift-close bracket] and the last two digits of the class year: *Chip Debelius '79 returned to Hanover for Homecoming.* Note that the class numerals are not set off by commas. When referring to an alumnus of a class more than 90 years out, include "class of" and the full year,

within commas after the name: *Robert Frost, class of 1896, returned to teach a freshman seminar.*

Additional famous alumni: *John Sloan Dickey '29; Ernest Martin Hopkins, class of 1901; Daniel Webster, class of 1801.*

College Capitalize when it stands for Dartmouth.

College Grant Capitalize when it stands for Dartmouth's holdings in northern New Hampshire.

Colombia, Columbia *Colombia* the country; *Columbia* the university.

colon Use a colon:

- To introduce a formal statement or a long quotation: *Cosell on ABC: "Until the network demonstrates the courage of my convictions..."*

- To introduce lists, tabulations, texts: *Wooden's pyramid had 10 levels:...*

- To introduce an illustrating or amplifying item or series of items: *Bo Jackson at work is unconventional: He sees big league sports as hobbies.* (The first word after a colon is capitalized if it begins a complete sentence: *Jackson's life: It was a quest for taters. Jackson's life: a quest for taters.* In headlines, the word after a colon is always capitalized.)

- In script-type dialogue or a speech in a play: *Meredith: The party's over, Howie.*

- To separate hours, minutes and seconds and to separate chapter and verse in biblical citations: *At 12:01 p.m.; He did it in 3:59.6; John 3:16.*

comma Use a comma:

- To separate elements in a series, but do not put a comma before the conjunction in a simple series. Put a comma before the concluding conjunction in a series, however, if an integral element of the series requires a conjunction: *I had orange juice, toast, and ham and eggs for breakfast.* Use a comma also before the concluding conjunction in a complex series of phrases: *The main points to consider are whether the athletes are skillful enough to compete, whether they have the stamina to endure the training, and whether they have the proper mental attitude.*

- To separate a longer introductory clause or phrase from the main clause: *When he tired of the mad pace of New York, Bob moved to Vermont.*

- To introduce or close a short quote (when it would be placed within quotations: *"Jimmy is our invisible nickelback," said Parcells.* (When introducing a long quote, use a colon.)

- To set off figures in apposition: *The ringside judge voted for Cooney, 118-110.* (But, *The ringside judge voted 118-110 for Cooney.*)

The comma may be omitted after short introductory phrases if no ambiguity would result: *During the night he heard many noises.*

Commencement Uppercase when referring to the annual graduation ceremony at Dartmouth. Lowercase in all other references.

company Abbreviate to *Co.* or *Cos.* when a business uses either word at the end of its proper name: *Ford Motor Co.* Same rule

applies for *Inc.* Spell out *company* in names of theatrical organizations: *the Martha Graham Dance Company.*

compass points In general, lowercase *north, south, northeast, northern,* etc., when they indicate compass direction; capitalize these words when they designate regions: *He lives on the West Coast but comes east regularly.*

complement, compliment *Complement* is a noun or a verb denoting completeness: *The ship has a complement of 200 soldiers. The tie complements his suit. Compliment* is a noun or a verb that denotes praise or the expression of courtesy: *The captain complimented the sailors.* The adjective refers to items given free: *The complimentary tickets to the show.*

compose, comprise, constitute *Compose* means to create or put together. It is commonly used in both the active and passive voices: *She composed a song. The zoo is composed of many animals.*

Comprise means to contain, to include all or to embrace. It is best used only in the active voice, followed by a direct object: *The zoo comprises many animals.*

Constitute, in the sense of form or make up, may be the best word if neither *compose* nor *comprise* seems to fit: *A collection of animals can constitute a zoo.*

Use *include* when what follows is only part of the total: *The zoo includes lions and tigers.*

composition titles Use italics for “greater works”—such as movies and TV shows, books and magazines and newspapers, ships (including spacecraft), CDs and long music, plays/performances, works of art. Use quotes on all other, more “minor works”—such as lectures, poems and songs. Capitalize articles (the, an, a) or words of fewer than four letters if they are the first or last word in a title.

Congress Capitalize when referring to the U.S. Senate and House of Representatives. Lowercase *congressional* unless part of a proper name: *congressional salaries, Congressional Quarterly.* For congressional districts, use figures and capitalize district when joined with a figure: *the 1st Congressional District, the 1st District.* When including a party affiliation and state, use party and standard state abbreviations (see “state” entry) and place both in parentheses after the name: *Rep. Charles Bass '74 (R-N.H.)*

Convocation Uppercase when referring to the ceremony opening the academic year at Dartmouth. Lowercase in other references.

corporation Abbreviate as *Corp.* when a company or agency uses it at the end of its name: *Gulf Oil Corp.* Spell out corporation when it occurs elsewhere in a name: *The Corporation for Public Broadcasting.* Spell out and lowercase whenever it stands alone.

court names Capitalize the full proper names of courts at all levels: *the Supreme Court, the state Superior Court, the 2nd District Court*. See also the entry for “judge.”

C.O.W. Class Officers Weekend. The abbreviation, to be used on second reference only, takes periods; when spelled out it does not take an apostrophe.

credits

credits Do not put a period at the end of any credit line. Follow these rules for photo and illustration credits:

For a string of art credits in a spread, run them as a single string in the righthand gutter. Begin text with “Left to right:” (if linear) or “Clockwise from left:” (if circular); then run the credits with semicolons between each:

Clockwise from left: Dartmouth College Library; Getty Images; John Cuneo. If multiple images are from the same source and are running together (linearly or circularly), include the number of images from the single source in parentheses:

Left to right: Dartmouth College Sports Publicity (4); John Cuneo. If these single-source images are scattered among other images, credit each source in each instance: *Left to right: Dartmouth College Sports Publicity; Getty Images; Dartmouth College Sports Publicity*.

For larger photo credits, such as those running under a Big Picture or Artifact caption, use *Photograph by XXX* or *Photograph courtesy of XXX*. Note this is the only instance in which

“courtesy of” should run; in all other instances delete “courtesy of” as unnecessary.

cyberterrorism, cybercrime, cybersecurity

cum laude

—D—

DAM Our in-house abbreviation for *Dartmouth Alumni Magazine* goes without periods. Make sure your reader knows what you are referring to!

dash Keystroke: shift-option-hyphen; also known as the long dash or M-dash (as opposed to the hyphen). Do not include spaces between the dash and the surrounding words. Use a dash:

- To indicate an abrupt change in thought or break in the sentence flow: *Rose is—how to say this?—a vulgarian.*
- To set off an appositive or parenthetical expression, especially when commas are needed for minor divisions within the expression or when a complete sentence is interpolated within another: *Someday—Red Smith said the time will come—there will be another DiMaggio.*
- To introduce a phrase or clause that summarizes what has gone before: *Fielding, throwing, hitting and hitting with power—these are the categories in which ballplayers are judged.*
- To set off a complete sentence within another sentence in a direct quote: *Leonard said,*

“And then Duran—he didn’t want to fight—turned his back on me.” (Do not use parentheses, as they could be misinterpreted as the writer’s interpolation.)

dates Spell out on all references. It’s December 8, not Dec. 8, December 8th or December eighth. To specify a period of time: *October 15-17; 1945-56*. If “from” is used, a “to” is appropriate: *He was a class agent from 1978 to 1986*.

decades Use figures, without an apostrophe: *The V-12 program was a part of campus life in the 1940s. The ’90s were marked by a number of construction projects. Capitalize *Gay Nineties* and *Roaring Twenties*.*

dimensions Use figures. See also the entry for “numerals.”

Write out units of measurement in standard text: *He’s a 6-foot, 8-inch wide receiver.*

diseases Do not capitalize arthritis, leukemia, emphysema, etc. When a disease is known by the name of a person identified with it, capitalize only the individual’s name and add an apostrophe: *Alzheimer’s disease, Parkinson’s disease, Lou Gehrig’s disease* (also known as amyotrophic lateral sclerosis).

disk

DMS Acceptable abbreviation on first reference for the Dartmouth Medical School. The abbreviation for a degree from this school is “DMS” plus the year, offset by commas:

Mark Johnson ’36, DMS’37, practices in Philadelphia.

DOC Acceptable abbreviation on first reference for the Dartmouth Outing Club. No periods. Members are often referred to as Chubbers, though this term is unknown to anyone under 45. The College prefers “DOC Trips” to “Freshman Trips.”

dot-com

D-Plan

—E—

Elderhostel

Eleazar

ellipsis Keystroke: option-colon. An ellipsis indicates omissions. If the sentence concludes before resumption of text, add another period. Do not put any spaces between ellipsis (or ellipsis and period) and text. Do not use an ellipsis to indicate pauses in speech or words in apposition. The reader may think it indicates omitted material. Use dashes.

e-mail Our e-mail address is *alumni.magazine@dartmouth.edu*. Note the periods and the absence of spaces, capitalization and greater than/less than symbols (<>). See also the entry for “Internet terms.”

entitled Use it to mean a right to do or have something. Do not use it to mean titled. Right: *She was entitled to the promotion.*

*Evan Connell’s latest book is titled *Deus Lo Volt!**

etcetera Spell out in quotes, otherwise abbreviate.

euro zone

—F—

façade

farther, further *Farther* refers to physical distance: *He walked farther up Moosilauke.* *Further* refers to an extension of time or degree: *She will look further into the biology program.*

“fifth-down” game

figures See the entry for “numerals.”

forego, forgo *Forego* means to precede; *forgo* means to relinquish.

Foreign Service

foreign words Some foreign words and abbreviations have been accepted universally into the English language: *bon voyage*; *versus*, *vs*; *et cetera*, *etc.* Many foreign words and their abbreviations are not understood universally. If such a phrase or word is used, place it in quotation marks and provide an explanation: *“ad astra per aperse,” a Latin phrase meaning “to the stars through difficulty.”*

fractions Most fractions take figures: *17 percent*, *3 1/4 percent*, *1 1/4 miles*, but it’s *one-half*, *three-fourths*. When whole numbers and fractions are combined, use numerals: *He played 7 1/2 seasons.* Spell out simple fractions. Use a

hyphen when the fraction is a modifier: *Only one quarter of the body was burned; the other three quarters was covered by Nomex. We’re two-thirds finished.* See the entry for “numerals.”

fraternity Drop the word *fraternity* after one is specified: *Chauncey was a member of Psi Upsilon.*

freelance (verb and adjective) Always one word. The noun: *freelancer.*

freshman The College prefers “first-year student,” but “freshman” is acceptable.

Fulbright Scholar Use “former” once the scholar has finished the term of study.

full time, full-time Hyphenate when used as a compound modifier: *He works full time. She has a full-time job.*

fundraiser, fundraising

—G—

gay An acceptable as synonym for “homosexual” (noun and adjective). Sexual preference is mentioned only when relevant to the story. Use the phrase “gays and lesbians” when referring to both sexes. Use “gay-rights activist,” not “gay activist”; some gay-rights activists are not homosexual. Be sensitive to invasion of privacy; a person may not want his or her sexual preference known. Do not use terms such as “avowed” or “admitted.”

gender Mentioned only when relevant to the story. Rewrite to avoid calling attention to questions of gender, such as “his/her.”

Try to avoid gender-based qualifiers with occupations unless relevant. When necessary, it is “female professor” rather than “woman professor.”

“Chair,” the shorthand noun, is better than “chairperson.” “Chair” is also a verb in contemporary usage.

Avoid descriptions that concentrate on physical features, clothes and habits unless they are relevant.

googling, google Lowercase as a noun and verb unless referring to the company.

grad schools Avoid as unnecessary in most features, use whenever possible in Class Notes. Dartmouth has four: Thayer School of Engineering, also known as Thayer, with the degree abbreviation *Th*; Amos Tuck School of Business, also known as Tuck, *TU*; the Medical School, *DMS*; and the graduate arts and sciences program. When including degrees from Dartmouth—Th’00 (Thayer), Tu’00 (Tuck) and DMS’00 (Dartmouth Medical School)—do not include any space between the school and the year and set them off with commas between the undergrad and grad years: *Jen Whitcomb ’00, Tu’02, took a year off to hike the Appalachian Trail.*

Grant Capitalize when referring to the College Grant.

great-granddaughter

Green Uppercase whenever referring to the patch of grass between Baker and the Hanover

Inn.

Green Card

—H—

Hanover Plain

Hanukkah

healthcare

homepage

hopefully Usually used incorrectly. It means “in a hopeful manner.” Do not use it to mean “it is hoped” or “I hope.”

Wrong: *Hopefully, I will attend my 50th reunion in June.*

Right: *I hope I will attend my 50th reunion in June.*

hyphen The general rule is to hyphenate compounds, prefixes and suffixes when they are hyphenated in *The American Heritage Dictionary* and when necessary for clarity.

- Most adjective-noun modifiers should be hyphenated: *high-risk venture, anti-busing march, mini-reunion chair*. The test: Would deletion of the hyphens cause ambiguity?

- Many adjective-noun combinations are so common they are recognized as a unit and do not need hyphens: *major league pop-up, high school prom*

- Hyphenate between sets of figures and between figures and nouns in modifiers: *the 6-4 guard, a 2-by-4*.

- Hyphenate an adjectival phrase that is used as a noun or to which a noun ending has been

added: *a room of 2-year-olds, an eighth-grader.*

- Adverbs ending in “-ly” do not take a hyphen.

—I—

incorporated Abbreviate and capitalize as *Inc.* when used as part of a corporate name.

initials No spaces between them, to prevent them from being placed on two lines in typesetting: *T.S. Eliot.* Abbreviations of a name using only initials do not take periods: *JFK*

Internet terms

- no great than/less than symbols (<>) around e-mail addresses
- disk
- dot-com
- blogs, italicize proper names, put in quotes individual postings (see “blog”)
- e-mail
- homepage
- Internet
- listserv
- Net (not ‘Net) acceptable on second reference; “Internet” is preferred.
- online, offline
- web, webmaster, webpage, website, World Wide Web

italics, quotes Use italics for “greater works”—such as movies and TV shows, books and magazines and newspapers (including those online) and blogs, ships (including spacecraft), CDs and long music, plays and other performances, works of art. Use quotes

on all other, more “minor works”—such as lectures, poems, songs, individual articles or blog postings. Capitalize articles (the, an, a) or words of fewer than four letters if it is the first or last word in a title.

—J, K, L—

Jack-O-Lantern The student newspaper. *Jacko* for short.

Jr., Sr. Capitalize; do not precede by a comma. The notation “II” may be used if it is the individual’s preference, but note that it is not necessarily the equivalent of “junior” (it may be used by a grandson or nephew).

judge Capitalize before a name when it is the formal title of an individual who presides in a court of law. Do not use “court” as part of the title unless confusion would result without it: *U.S. District Judge James Coleman, federal Judge James Coleman, appellate Judge James Coleman, state Supreme Court Judge James Coleman.*

judgment

listserv

—M—

Macintosh

magazine names Italicize.

maiden names Set off in parentheses when necessary to identify a classmate who has taken her spouse’s name: *Kara (Skruck) Williams ’91 recently moved to Colorado.*

Medical School When it stands alone uppercased, it is used to mean the Dartmouth Medical School. The abbreviation “DMS” is acceptable on first reference. The abbreviation for a degree from this school is “DMS” plus the year, offset by commas: *Mark Johnson ’36, DMS’37, went on to practice in Philadelphia.* Lowercase “medical school” when referring to any other medical school without its proper name: *Janet graduated from medical school in 1999.*

military titles Capitalize a military rank when used as a formal title before an individual’s name. In subsequent references, do not continue to use the title before a name.

mini-reunion

money Use either “\$1 million” or “a million dollars.” Drop the decimal in whole-dollar amounts: *\$20*, not *\$20.00*. Hyphenate when used as an adjective: *a \$4-million grant.*

Moosilauke

more than instead of “over” when using with numerals. Use “over” only in spatial relationships.

movie titles Italicize.

music Italicize names of CDs and records and long pieces of music. Use quotes around song titles.

—N, O—

names On second reference, women and men are referred to by last name only.

nicknames Use quotes on first reference only: *John “Big Jack” Jones.*

New Economy

newspaper names Italicize.

Net Acceptable on second reference (not ‘Net); “Internet” is preferred.

9/11 or September 11

nonprofit

North Country

numerals

- In general, use figures for whole numbers above nine.
- For ordinals, spell out “first” through “ninth” when they indicate sequence in time or location: “first base.” Use figures when the sequence has been assigned in forming names:

The 7th Fleet

- When necessary to spell out larger numbers—such as when starting a sentence—use a hyphen to connect a word ending in “y” to another word; do not use commas between separate words that are part of one number:

one hundred forty-three.

- Always use figures for ages, percentages, dimensions, times, street addresses, temperatures, TV channels, money and highway designations.
- Use figures for No.: *He was the No. 2 player.*
- Spell out in casual uses: *Thanks a million.*
- The decades are the *1920s, 1940s*; for people, *a man in his 20s*. But it’s the *Roaring Twenties, Gay Nineties.*

- Percentages and most fractions take figures: *17 percent, 3 1/4 percent, 1 1/4 miles*. But spell out those less than 1: *one-half, three-fourths*. When whole numbers and fractions are combined, use numerals: *He played 7 1/2 seasons*. Spell out simple fractions. Use a hyphen when the fraction is a modifier.
- Use figures for game statistics that can be expressed as a percentage: *Jordan made 9 of 12 shots in the quarter*.
- In a series of at least three numbers, follow the style of the highest number: *There were 28 NFL teams, 27 white head coaches, 8 black quarterbacks and 1 black head coach*.

Occom As in Pond or Samson.

obscenities Avoid them.

okay

online, offline

ophthalmology

Osama bin Laden

—P—

Pacific theater

Palaeopitus

parentheses, brackets Parentheses () ordinarily may be used to indicate a writer's interpolation in his own copy. Brackets [] indicate material inserted from another writer, the writer's interpolation in a quote, or parentheses within parentheses. When possible, recast sentence—especially to avoid

[sic]. Both brackets and parentheses should be used sparingly because they interrupt the flow of the material. Parentheses enclose:

- Incidental comment: *Valvano has so many irons in the fire (he's a TV host, a lecturer, a businessman) that coaching seems incidental to him*.
- Figures or letters in a series: *Rose denied betting on (1) the Reds, (2) any baseball game and (3) dawn's arrival*.

part time, part-time Hyphenate when used as a compound modifier: *He works part time. She has a part-time job*.

party affiliation When including a political figure's party affiliation and state, use party and standard state abbreviations (see "state" entry) and place both in parentheses after the name: *Rep. Charles Bass '74 (R-N.H.)*

percent Spell it out; most percentages take figures.

period As in the case of degrees, use periods in abbreviations except in such common uses as *DAM, DOC, UNH, MIT, NYU, JFK, GE, IBM, CBS, TV, YMCA, CIA, the UN*, etc. We do, however, use periods in *N.Y.C., D.C. and L.A.*

Phi Beta Kappa

Philippines

phone numbers Set off the area code with parentheses: *The DAM number is (603) 646-2256*.

plays, performances Italicize titles.

plurals With rare exceptions, do not form plurals with apostrophes. Use “s” or “es”:

M.B.A.s, a bunch of '62s, the 1980s. Use an apostrophe and “s” for single letters: *Mind your p's and q's; the Oakland A's.* Add “s” for multiple letters: *She knows her ABCs.*

-plus Avoid the plus mark (+) and write out: *30-plus.*

poem titles Place them in quotes.

policymaker

pong

possessives Use the apostrophe and “s” in singular possessives—unless the word ends in “s”—and the apostrophe alone in plurals:

John's car; Charles' wife; officers' whites.

Avoid using apostrophe and “s” as a conjunction for “is” or “has” with proper nouns.

Avoid the apostrophe and “s” after a class numeral: Rewrite *the class of '68's president* to *the '68 class president.*

professor Lowercase unless part of a formal title: *anthropology professor Kirk Endicott; Ted and Helen Geisel Third Century Professor in Humanities Lawrence Kritzman.*

punctuation marks Leave them all within quotes.

—Q—

quotations Quotations should be exact.

Use ellipses to note omissions, brackets for insertions. However, better to recast the sentence, using part of the quotation, than load it down with brackets of explanation. If the quote is worthless, remove it.

- Keep punctuation marks within quotations.
- Use quotes around the titles of more “minor works”—such as lectures, poems and songs. Capitalize articles (the, an, a) or words of fewer than four letters if it is the first or last word in a title. Use italics for “greater works”—such as movies and TV shows, books and magazines and newspapers, ships (including spacecraft), CDs and long music, plays and other performances.

- In direct quotations of spoken material, don't use abbreviations other than Mr., Mrs., Ms. and Dr.
- Quotations of people whose speech is marked by dialect, incorrect grammar or profanity often represent difficult choices. The best rule: avoid condescension. Unless the language itself is important to the story (a profile of Yogi Berra), correct minor errors of grammar and usage. Delete the extraneous “you knows.” Don't use locutions such as *hafta*, *gonna* and *woulda*. Spell them out.
- In quotations of written material, the original should be followed in spelling, punctuation and capitalization.
- Attribution of sources is essential in all quotations; ideally they are placed after the quotes. *DAM* prefers “says” or “said” when attributing quotes; avoid implying emotion or opinion with words such as “muttered” or “cried”—the quoted material should speak for

itself.

Qaddafi

—R—

races Lowercase *black* and *white* but capitalize identifications with geographic words: *Asians*, *Native Americans*, *Indians*, *African Americans*. Always add a hyphen when the usage indicates a modifier: *Native-American art*, *an African-American student*. In general, race and ethnic background should not be mentioned unless they are relevant.

reunion, reune, reuning Lowercase in all uses.

Rhodes Scholar Use “former” once the scholar has finished the term of study.

roommate

—S—

says Preferred to *said* when attributing quotes. Ideally attribution is placed after the quote. Avoid implying emotion or opinion with words such as “muttered” or “cried”—the quoted material should speak for itself.

seasons Lowercase them except in connection with Winter Carnival or Sophomore Summer.

Second College Grant

September 11 or 9/11

ship names (including spacecraft)

Italicize.

Skiway

sophomore summer

sorority Drop the word *sorority* after one is specified: *Tri-Delt announced it was withdrawing from the council.*

spartan Lowercase as adjective.

spelling Double check all names, nicknames and class numerals. On other words, use *The American Heritage Dictionary*, Third Edition, as your guide. When there are two spellings allowed, such as “traveled/travelled,” use the first one given.

spouses When mentioned in Class Notes columns, do not put in boldfaced text. When not mentioning the classmate, include name in parentheses after spouse’s first name (we can then boldface the classmate’s full name):

Doris (Gordon) Thomas was active in the Hopkins Center. When mentioning a couple,

structure so that on the first reference the classmate’s full and last names appear together (allows us to boldface the entire name): *John*

and **Mary Smith** organized the reunion

barbecue. In the phrase “Charlie and his wife, Elizabeth, live in Florida...” the wife’s name is set off with commas, since we are describing his only wife. But it’s different with children—

Jack’s son Billy is applying to (ugh!) Harvard—no commas are used since Jack may have other sons. An exception: It’s okay to write “Charlie and wife Elizabeth are abroad” without

commas, since “wife” is used as a modifier.

start-up Noun and adjective.

states Spell them out in ALL instances except in complete postal addresses and for these select cities: Atlanta, Baltimore, Boston, Chicago, Dallas, Denver, Detroit, Houston, Las Vegas, Los Angeles (which can also run as L.A.), Miami, Minneapolis, New Orleans, New York City (or N.Y.C.), Philadelphia, San Diego, San Francisco.

- Use standard abbreviations when showing political affiliation in a short form: *Rep. Charlie Bass '74 (R-N.H.)*.

- Use the postal code abbreviation when a complete address accompanies the state: *The DAM address is 7 Allen St., Suite 2, Hanover, NH 03755.*

The following are the state names and standard and postal abbreviations we follow (note seven states do not take a standard abbreviation):

Alabama/Ala./AL
Alaska/Alaska/AK
Arizona/Ariz./AZ
Arkansas/Ark./AR
California/Calif./CA
Colorado/Colo./CO
Connecticut/Conn./CT
Delaware/Del./DE
D.C./DC
Florida/Fla./FL
Georgia/Ga./GA
Hawaii/Hawaii/HI
Idaho/Idaho/ID
Illinois/Ill./IL
Indiana/Ind./IN

Iowa/Iowa/IA
Kansas/Kans./KS
Kentucky/Ky./KY
Louisiana/La./LA
Maine/Maine/ME
Maryland/Md./MD
Massachusetts/Mass./MA
Michigan/Mich./MI
Minnesota/Minn./MN
Mississippi/Miss./MS
Missouri/Mo./MO
Montana/Mont./MT
Nebraska/Neb./NE
Nevada/Nev./NV
New Hampshire/N.H./NH
New Jersey/N.J./NJ
New Mexico/N.M./NM
New York/N.Y./NY
North Carolina/N.C./NC
North Dakota/N.D./ND
Ohio/Ohio/OH
Oklahoma/Okla./OK
Oregon/Ore./OR
Pennsylvania/Pa./PA
Rhode Island/R.I./RI
South Carolina/S.C./SC
South Dakota/S.D./SD
Tennessee/Tenn./TN
Texas/Tex./TX
Utah/Utah/UT
Vermont/Vt./VT
Virginia/Va./VA
Washington/Wash./WA
West Virginia/W.Va./WV
Wisconsin/Wis./WI
Wyoming/Wyo./WY

statistics Use figures. See also the entry for “numerals.”

Storrs Pond

—T—

that, which, who, whom Use *who* and *whom* in referring to people and to animals with a name: *John Jones is the man who helped me.*

Use *that* and *which* in referring to inanimate objects and to animals without a name. Omit *that* after a verb when possible—He said the sky was blue—unless use is needed for clarity.

Which should be used in nonrestrictive clauses, set off by a comma: *The dog, which was barking, bared his teeth.*

Thayer School of Engineering The abbreviation for a degree from this school is “Th”: *Allison Japikse, Th’98, is heading the research and development department of the Ford Motor Co.*

theater

titles In general, uppercase only formal titles used directly before individual’s name:

President Wright spoke with Trustee King before the meeting of the board of trustees. Lowercase when they are job descriptions. Uppercase names of organizations and groups only when the full proper name is used: *When anthropology professor Kirk Endicott addressed the Dartmouth Board of Trustees...; The Committee on the Student Life Initiative* or *the student life initiative committee.* See also “composition titles.”

time Use figures except for noon and midnight. Use a colon to separate hours from minutes: *11 a.m., 1 p.m., 3:30 p.m.* Avoid redundancies such as “10 a.m. this morning.” The construction “five o’clock” is acceptable, but time listings with “a.m.” or “p.m.” are preferred.

toward Never “towards.”

T-shirt

Tuck School Also known as the Amos Tuck School of Business. The abbreviation for a degree from this school is “Tu”: *Jay Urstadt ’49, Tu’51, won the U.S. Masters Swimming Championships in March.*

TV shows Italicize.

—U, V, W—

V-5, V-12

VP Uppercase when abbreviated

Vietnam War

“war on terrorism”

web, website Italicize publications with related websites as well as those sites that are strictly online publications (uppercase the proper name of the publication, no spaces, followed by the appropriate appendage (“com,” “org”): *Stuff.co.nz reported on the fall-out last month in “Japan Faces Unprecedented Cleanup.”* Italicize proper names of blogs: “...as reported in the *At War* blog in *The New York Times*....”

Individual postings run in quotes (no italics): *The At War blog* focused on soldier pensions with the posting, "John H. Adler Fund to Finance Research on Veterans' Affairs." The website address would be the full address, lowercase, no italics: atwar.blogs.nytimes.com. See also entry for "Internet terms."

widow/widower Avoid in obituaries. A man is *survived by his wife*, or *leaves his wife*. A woman is *survived by her husband*, or *leaves her*

husband. When mentioned in Class Notes columns, do not put in boldfaced text unless a classmate.

Winnepesaukee

Winter Carnival

World Wars World War I and World War II, WW I and WW II or the first World War and the second World War.

Women In Science Project (WISP)

FACT-CHECKING

1. Know What You Don't Know. If it's a topic you are not familiar with—mutual funds, the propagation of lilies—do not just jot down what the source says to you. Research the topic (NOT through Wikipedia, but that's for No. 4...) with a reputable resource (we like Encyclopedia Britannica and Webster's Dictionary) and then go back to the initial source to confirm the facts as you have written them are correct.

2. Follow Your Gut. You've probably been doing this long enough to get that twinge when something's not quite right—stop right there and double-check.

3. Double-check Everything. Names, titles, company names and spellings, class years, locations—use this fact-checking as the reason to call the source a second time: “We're just closing this story and I wanted to check....”

4. Wikipedia Is Not a Source. For that matter, neither is Google. While primary sources are best for fact-checking, we also like: World Almanac for facts & figures and Encyclopedia Britannica and Webster's for any and all historical facts.

5. Smart People Disagree. When there are two or more sides/opinions on a “fact,” attribute the more commonly held belief rather than trying to generalize or sidestep the discrepancy/disagreement. Consider reframing the article—“Some people say...”—so it is correct. Also, consider including both or more points of view—such controversy about the topic, plus more details, is good.

6. Know Why You Made Your Decision. In your head, picture responding/defending an article to a cranky letter writer: Formulate two reasons to justify why you ran a certain piece.

7. Lawyers, CEOs and Publicists Know What They're Doing. Always call back sources to check facts and general outlines of story—NEVER read back exact quotes—but give the source an opportunity to let them know what's coming and to defuse whatever is out there. If, during the call-back, the source begins backing away from what he/she said, explain you can't change or take back what he/she said, but give them the opportunity to expand, if they want. Remind them that you cannot make any promises about the additions, but consider writing those additions in. While paper notes are preferred, make sure you tape those interviews with sources that are liable to argue about what they initially said.

8. People On the Street Deserve Your Compassion. Give the naïve source a chance to redact at the time of the initial interview—tell them the rules of the game (you’re on the record; this is for publication) and let them decide.

9. Fight Before You Publish. That source call-back lets sources flip out before the article is on the street.

Other Notes:

- Repair inadvertent errors in quotes: don’t make someone seem stupid—fix the grammar, poem text, etc.
- Quantify numbers—and don’t trust Internet surveys or any others funded by private sources/interests.
- Pick up the phone: E-mail correspondence is just not as good for quotes. E-mail tends to “flatten” quotes and you lose the idiosyncratic language that can come from phone or face-to-face interviews.
- Advocacy groups are a great source of ideas—our job is to find the other side.

PUNCTUATION GUIDE

ampersand Use it only for corporations and organizations that use it as part of their formal names: *AT&T, Procter & Gamble, Casque & Gauntlet and Bait & Bullet*.

apostrophe Use the apostrophe and “s” in all singular possessives, and the apostrophe alone in plurals: *John’s car, Charles’ wife, officers’ whites*.

To show joint ownership, use a single apostrophe: *Bob and Margo’s car*. To show separate ownership, use separate apostrophes: *Lee’s, Karen’s and Deanna’s computers*.

Figures and abbreviations that are all caps take an “s” alone: *High 70s; 1990s; YMCAs; MVPs; DHs*.

Avoid using apostrophe and “s” as a conjunction for “is” or “has” with proper nouns.

Avoid the apostrophe and “s” after a class numeral: Rewrite *the class of ’68’s president* to *the ’68 class president*.

brackets Brackets [] indicate material inserted from another writer or source as well as the writer’s interpolation in a quote. Bracketed material is helpful, but is distracting and should be used sparingly because it interrupts the flow of the material. Use in pairs:

- For corrections, explanations, amplifications or comments within a quoted passage: *As*

Cosell said, “Dorian [sic] Gifford is disintegrating before America’s eyes.” Recast the sentence to avoid “sic” if possible.

- To indicate parentheses within parentheses. See also the entry on “parentheses.”

colon Use a colon:

- To introduce a formal statement or a long quotation: *Cosell on ABC: “Until the network demonstrates the courage of my convictions...”*

- To introduce lists, tabulations, texts:

Wooden’s pyramid had 10 levels:...

- To introduce an illustrating or amplifying item or series of items: *Bo Jackson at work is unconventional: He sees big league sports as hobbies.* (The first word after a colon is capitalized if it begins a complete sentence: *Jackson’s life: It was a quest for taters. Jackson’s life: a quest for taters.* In headlines, the word after a colon is always capitalized.)

- In script-type dialogue or a speech in a play: *Meredith: The party’s over; Howie.*

- To separate hours, minutes and seconds and to separate chapter and verse in biblical citations: *At 12:01 p.m.; Bannister did it in 3:59.6; John 3:16.*

comma Use a comma:

- To separate elements in a series, but do not put a comma before the conjunction in a simple series. Put a comma before the concluding conjunction in a series, however, if

an integral element of the series requires a conjunction: *I had orange juice, toast, and ham and eggs for breakfast.* Use a comma also before the concluding conjunction in a complex series of phrases: *The main points to consider are whether the athletes are skillful enough to compete, whether they have the stamina to endure the training, and whether they have the proper mental attitude.*

- After introductory phrases and clauses. The comma may be omitted after short introductory phrases if no ambiguity results: *During the night he heard many noises.*
- To separate a longer introductory clause or phrase from the main clause: *When he tired of the mad pace of New York, Bob moved to Vermont.*
- To close or introduce a short quote (when it would be placed within quotations): *"Jimmy is our invisible nickelback," said Parcells.* (When introducing a long quote, use a colon.)
- To set off figures in apposition: *The ringside judge voted for Cooney, 118-110.* (But, *The ringside judge voted 118-110 for Cooney.*)

dash Keystroke: shift-option-hyphen; also known as the long dash or M-dash (as opposed to the hyphen). Do not include spaces between the dash and the surrounding words. Use a dash:

- To indicate an abrupt change in thought or break in the sentence flow: *Rose is—how to say this?—a vulgarian.*
- To set off an appositive or parenthetical expression, especially when commas are

needed for minor divisions within the expression or when a complete sentence is interpolated within another: *Someday—Red Smith said the time will come—there will be another DiMaggio.*

- To introduce a phrase or clause that summarizes what has gone before: *Fielding, throwing, hitting and hitting with power—these are the categories in which ballplayers are judged.* To set off a complete sentence within another sentence in a direct quote: *Leonard said, "And then Duran—he didn't want to fight—turned his back on me."* (Do not use parentheses, as they could be misinterpreted as the writer's interpolation.)

ellipsis Keystroke: option-colon. An ellipsis indicates omissions. If the sentence concludes before resumption of text, add another period. Do not put any spaces between ellipsis (or ellipsis and period) and text. Do not use an ellipsis to indicate pauses in speech or words in apposition. The reader may think it indicates omitted material. Use dashes.

hyphen The general rule is to hyphenate compounds, prefixes and suffixes when they are hyphenated in *The American Heritage Dictionary* and when necessary for clarity.

- Most adjective-noun modifiers should be hyphenated: *high-risk venture, anti-busing march, mini-reunion chair.* The test: Would deletion of the hyphens cause ambiguity?

- Many adjective-noun combinations are so common they are recognized as a unit and do not need hyphens: *major league pop-up, high school prom*
- Hyphenate between sets of figures and between figures and nouns in modifiers: *the 6-4 guard, a 2-by-4*.
- Hyphenate an adjectival phrase that is used as a noun or to which a noun ending has been added: *a room of 2-year-olds, an eighth-grader*.
- Adverbs ending in “-ly” do not take a hyphen.

italics, quotes Use italics for “greater works”—such as movies and TV shows, books and magazines and newspapers, ships (including spacecraft), CDs and long music, plays and other performances. Use quotes on all other, more “minor works”—such as lectures, poems and songs. Capitalize articles (the, an, a) or words of fewer than four letters if it is the first or last word in a title.

parentheses Parentheses () ordinarily may be used to indicate a writer’s interpolation in his own copy. They should be used sparingly because they interrupt the flow of the material. Parentheses are used to enclose:

- Incidental comment: *Valvano has so many irons in the fire (he’s a TV host, a lecturer, a businessman) that coaching seems incidental to him.*
- Figures or letters in a series: *Rose denied betting on (1) the Reds, (2) any baseball game and (3) dawn’s arrival.*
- Pronunciations: *Dorsett (pronounced dor-SET)*

period As in the case of degrees, use periods in abbreviations except in such common uses as *DAM, DOC, UNH, UVM, MIT, NYU, JFK, GE, IBM, CBS, TV, YMCA, CIA, the UN, etc.* We do, however, use periods in *N.Y.C., D.C. and L.A.;* and *U.S.* (when used as an adjective).

punctuation marks Always within quotes.

quotations Use ellipses to note omissions, brackets for insertions. However, better to recast the sentence, using part of the quotation, than load it down with brackets of explanation. If the quote is worthless, remove!

- Use quotes around the titles of more “minor works”—such as lectures, poems and songs. Capitalize articles (the, an, a) or words of fewer than four letters if it is the first or last word in a title. Use italics for “greater works”—such as movies and TV shows, books and magazines and newspapers, ships (including spacecraft), CDs and long music, plays and other performances.
- In direct quotations of spoken material, don’t use abbreviations other than Mr., Mrs., Ms. and Dr.
- Quotations of people whose speech is marked by dialect, incorrect grammar or profanity often represent difficult choices. The best rule: avoid condescension. Unless the language itself is important to the story (a profile of Yogi Berra), correct minor errors of grammar and usage. Delete the extraneous “you know’s.” Don’t use locutions such as *hafta, gonna, whaddaya* and *woulda*. Spell

them out.

- In quotations of written material, the original should be followed exactly in spelling, punctuation and capitalization.
- Attribution of sources is essential in all quotations; ideally they are placed after the

quotes. *DAM* prefers “said” or “says” when attributing quotes; avoid implying emotion or opinion with words such as “muttered,” “exclaimed” or “cried”—the quoted material should speak for itself.

LAYOUT PROOFING GUIDE

Always check the following whenever you are proofing or editing layouts:

1. Folios: Check folios against the map and for proper sequence within a layout. Make sure rights have issue date, lefts have *DAM*.

2. Bylines and Credits: Make sure there is a byline or cutline, as well as art/illustration/photo credits. Please use this style for all images (directionals as needed):

From left: Name, Name, Name

From top: Name, Name, Name

Clockwise from left: Name, Name, Name

also, when we need to include “courtesy” in the credit, it should read like this (without “of”):

Courtesy Name

3. Copy flow: Always make sure copy reads properly over every jump, from column to column, and even over/under photos, art, quoteouts, etc. Also check that it flows from page to page.

4. Style: If in doubt, check it.

5. Endits: Make sure there’s one at end of every feature and department (except Campus).

6. Alums: Doublecheck names and graduation dates; make sure grad date is present on first reference of every alum (except in direct quotations).

7. Refers: Make sure all in-copy refers are accurate (Example: “See sidebar, next page” requires a visual check that the sidebar is, indeed, on the next page).

8. Captions: Every photo should have one. Every caption should strive to impart info not contained in the story.

- 9. Drop Caps:** Read them as words across pages and spreads. Beware any profanity!
- 10. URLs and Numbers:** Log on, pick up the phone—check all URLs and phone numbers
- 11. Slugs, Sidetabs, Spelling:** Check for department name in departments; check for proper sidetabs in Notebook and Class Notes (watch for years and the switch to obituaries in Notes).
- 12. Reread** all heads and display copy (decks, quoteouts, captions, bios, etc.).