

## **NAMI Publications Editorial Style Guide**

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### **Introduction**

This Style Guide details appropriate use of language, syntax and punctuation for people who produce NAMI publications in print and online.

Writers and editors with questions not answered here may consult the *Associated Press Stylebook* (often referred to as the *AP Manual* or simply *AP*). The Associated Press is a U.S. news agency made up of newspapers, TV stations, etc. You can purchase the book at [www.ap.org/pages/product/order.html](http://www.ap.org/pages/product/order.html)

As part of the package of graphics and logo tools in the NAMI Identity Guide, this Style Guide maps out rules for usage across all NAMI publications, materials and Web content. If you have any questions, please contact [courtneyr@nami.org](mailto:courtneyr@nami.org)

### **a.m./p.m.**

*Always* lowercase and *always* punctuated. For example, “10 a.m.” not “10 am”

### **Acronyms**

Give the full name of a program or organization followed by its acronym in parentheses. The acronym is used throughout the article thereafter (*e.g.* “The U.S. Substance Abuse and Mental Health Services Administration (SAMHSA)”). This pattern is followed with programs and institutions of many sorts (*e.g.*, Virginia Commonwealth University (VCU)).

### **Addresses**

Use *Ave.*, *Blvd.*, and *St.* with addresses. Spell out Avenue, Boulevard and Street when using the name of a street without an address. Spell out all other descriptors: Court, Drive, Road, *et al.*

### **Capitalization** *see also titles, citations*

In general, capitalize titles, proper nouns and names. *Never* capitalize for emphasis, instead use *italics*.

### **Cities**

The following U.S. cities are always listed without the state (a.k.a. standalone cities):

Atlanta, Baltimore,	Indianapolis, Las Vegas,	Philadelphia, Phoenix,
Boston, Chicago,	Los Angeles, Miami,	Pittsburg, St. Louis, Salt
Cincinnati, Cleveland,	Milwaukee, Minneapolis,	Lake City, San Antonio,
Dallas, Denver, Detroit,	New Orleans, New York,	San Diego, San Francisco,
Honolulu, Houston,	Oklahoma City,	Seattle, Washington, D.C.

The following international cities also stand alone:

Amsterdam, Baghdad,	Islamabad, Istanbul,	Paris, Prague, Quebec
Bangkok, Beijing, Beirut,	Jerusalem, Johannesburg,	City, Rio de Janeiro,
Berlin, Bogota, Brussels,	Kabul, Kuwait City,	Rome, San Marino, Sao
Cairo, Copenhagen,	London, Luxembourg,	Paulo, Shanghai,
Djibouti, Dublin,	Macau, Mexico City,	Singapore, Stockholm,
Frankfurt, Geneva,	Milan, Madrid, Monaco,	Sydney, Tokyo, Toronto,
Gibraltar, Guatemala City,	Montreal, Moscow,	Vatican City, Vienna,
Hamburg, Havana,	Munich, New Delhi, Oslo,	Zurich
Helsinki, Hong Kong,	Ottawa, Panama City,	

## Citations

This is an area where the NAMI Style Guide deviates from AP Style. For citations, we use APA Style.

- **Web citations** should follow this format: Author. (Date of Publication). *Title of Web page*. URL of Web page (Web address). Month day, and year you visited the site. If there is no date given for the page's publication, put n.d. in the parenthesis, to indicate "no date."

For example:

Rushkoff, Douglas. (May 15, 2009). *Personal Democracy Forum*.

<http://www.boingboing.net/2009/05/15/personal-democracy-f-1.html>. May 15, 2009.

- **print sources** Author, "Article title," *Book or publication title*, (Publisher, date) or APA style are both accepted.

## Comma *see punctuation*

### Dates

A *comma* follows the day before the year, "Jan. 13, 2005."

Date ranges are written with dashes, no space: 1999-2000; Oct. 2-8; *2001-03 Strategic Plan*.

If a year range falls within the same century, omit the first two numerals on the second year (*i.e.*, 2001-03).

Decades are written as the '80s, the '90s, etc. Plura years *do not have an apostrophe* (*i.e.* 1980s).

The following abbreviations should be used for months when used with specific dates:

*Jan., Feb., Aug., Sept., Oct., Nov., Dec.* The months of *March, April, May, June* and *July* are never abbreviated, even when they are used with dates.

### E-mail, *see also tech terms*

E-mail is the preferred form, rather than email. Related terms follow this format ("e-newsletter, *e-Advocate*, e-News" etc.)

### Ethnic (-/racial) group names

African American, Asian American, etc. are not hyphenated. Prefer Latino to Hispanic, as the later implies Spanish descent, as distinguished from the broader range of Spanish-speaking origins. It is acceptable to use "black" when discussing people of African descent outside the United States.

### Government

In the first instance, always say U.S. Senate, U.S. House of Representatives and President [first and last name], (*e.g.* "President Barack Obama"). Thereafter, it is acceptable to say the Senate, the House, etc. President, like other titles, is only capitalized preceding a name.

### Health care

Always two words.

### Hyphenation

*see punctuation*

## **Italics**

Italicize the titles of books, movies, music albums, plays and periodicals (both magazines and newspapers). Put in quotation marks and do not italicize the titles of book chapters, acts within plays, individual songs or articles appearing in periodicals.

For example: *Grading the States* is the title of a report, and should be italicized whenever mentioned. Do not italicize URLs. Italicize Latin terms and phrases.

## **Internet** *see tech terms*

## **Latin**

“*i.e.*” and “*e.g.*” and “*et al.*” may be used. Remember to follow these items with a comma. These terms, and any Latin terms, are always italicized.

### ***i.e.***

“*i.e.*” stands simply for “that is,” which written out fully in Latin is “*id est.*” “*i.e.*” is used in place of “in other words” or “it/that is.” It specifies or makes something more clear. *Do not use* to say “for example.”

### ***e.g.***

“*e.g.*” means “for example” and comes from the Latin expression *exempli gratia*, “for the sake of an example.” “*e.g.*” is used in expressions similar to “including” when you are not intending to list everything that is being discussed.

### ***et al.***

“*et al.*” is a scholarly abbreviation of the Latin phrase *et alia*, which means “and others.” It is commonly used when you don’t want to name all the people or things in a list and works similarly to “etc.”

For example: “NAMI employees include Michael Fitzpatrick, Katrina Gay, Lynn Borton, *et al.*”

The “*al.*” in this phrase needs a period after it to indicate it is an abbreviation of *alia*, but it is incorrect to follow “*et*” with a period.

Preferred usage of *i.e.* and *e.g.* and is to enclose the sentence or fragment following either with parenthesis.

For example: “You will see many different kinds of animals at the zoo (*e.g.*, lions, tigers and bears).” “You can also employ the use of commas before and after either one to set it off from the text. “You will see many different kinds of animals at the zoo, *e.g.*, lions, tigers and bears.”

For more, visit <http://ancienthistory.about.com/od/abbreviations/f/ievseg.htm>

## **NAMI names**

**State and affiliate names:** In general, indicate the name of a state organization or local affiliate by preceding it with the NAMI name in all capital letters, followed by the organization or affiliate name in initial capital letters only. Separate NAMI from its state name with one space. *e.g.:* “NAMI Massachusetts.”

**NAMI organizational names:** NAMI national office or NAMI National or NAMI state organizations or NAMI affiliates *plural* NAMI state organizations and local affiliates are called NAMIs, as opposed to the *possessive* of NAMI, which is NAMI’s.

### List of correct names of some NAMI programs:

<i>Advocate</i>	NAMI Connection
<i>¡Avanazamos!</i>	NAMI FaithNet
e-News	NAMI Family-to-Family
<i>e-Advocate</i>	NAMI Hearts&Minds
In Our Own Voice <i>or</i> IOOV	NAMI HelpLine
Mind of America Foundation	NAMI Peer-to-Peer
Multicultural Action Center	NAMI Provider Education
(Year) NAMI Annual Convention	NAMI Veterans Council
The NAMI Child and Adolescent Action Center (CAAC)	NAMIWalks
NAMI Basics	StigmaBusters
	Train-the-Trainers

### Numerals *see also telephone numbers, ratios, percentages*

Numbers one through nine are written as words, with 10 and higher expressed as numerals. The exception is the starting position of a sentence (“Seventy percent of those who ...”).

Exceptions include percentages, age, beginnings of sentences and dollar amounts (3 percent; 8 years old, \$3).

The “th” is raised (called superscript), as in celebrations of NAMI’s 25<sup>th</sup> anniversary. Do not use this in dates.

### Percentages

Are spelled out: 50 percent rather than 50%. When expressing a range, use a dash, as in “1-5 percent.”

### Pronouns

a state or a nation is referred to as *it* rather than as *they*

**agreement** (singular/plural (his or her, they, etc.))

Q: What is NAMI’s policy regarding grammatical singular/plural agreement?

“My **friend** or family member is in the hospital due to **his/her** mental illness. How can we help **them**?”

A: In examining how to solve the old grammar challenge in English—finding a nonsexist way to handle plural/singular conflicts—the NAMI editor may follow a practice common by either:

- In a narrative text (as opposed to just within a single sentence), the writer can randomly alternate between writing “she” and writing “he” in a given document. To avoid confusion, do not necessarily alternate it rigidly within a particular paragraph.
- Whenever one can just recast the sentence to get around this problem, that’s fine, too. One could recast the example noted in the above question thus: “My friend is in the hospital due to a mental illness. How can I help this friend?”

### Punctuation

- **Colon** Use preceding a list or a list of bullet points, *i.e.*, “*The Advocate* is a magazine comprised of three main elements: photos, text and ads.”
- **Comma** Omit serial comma (any comma preceding grammatical conjunction (example “and” “or”) “one thing, another and a third” rather than “one thing, another, and a third.”
  - should be placed after brief introductory phrases (“In response,” or “In July 2004,”) where it might be thought optional.

- follows years and states (*In a Jan. 26, 2003, article*); no comma, however, in month-year combinations (*In December 2004, Mr. Chang's July 2005 report*). In Spanish it does not follow year.
- **En dash, em dash** The em dash is used to indicate a parenthetical thought—like this one—in a sentence. Use a shorter dash, or en dash, only when hyphenating—never to take the place of a colon.
- **Hyphenation** We only hyphenate “non” when it is joined with a word that starts with n or m. Ex: non-negotiable. At all other times, it is one word. Do not hyphenate with anti, multi, re, ex etc. When you have a hyphenated compound modifier (two or more words that express a single concept, *e.g.* “full-time job”) in a headline or title (where most of the words are capitalized, *e.g.* “All-star Game”), *do not* capitalize the second word of the compound modifier (in this case, “star”).
- **Compound forms** Hyphenate when two words modify a noun, *i.e.*, “third-year graduate.” No double spacing between sentences. Never space between hyphens (-) or m dashes (—). Do not use – for em dashes. In Microsoft Word, em dashes appear when the user types two dashes - - (no space between) and continues to type. On a Mac, the quick key combo for an em dash is shift+Apple+m.
- **Quotation marks** “Smart” marks, rather than “straight” ones, are preferred (see inset bullet below). Other punctuation, such as periods, commas and question marks fall *within* quotations marks. For example: “Don’t worry,” he said. “I’ll be back in a minute.”
  - For Web content, ignore this rule! Due to coding issues between HTML and Word, smart/curly marks cannot be used. Stick to straight marks if writing Web content.
- **Semicolon** Use these to “semi” separate sentence that could stand alone but refer to a similar idea. For example: “I do want a new car; my old car is on its last legs. For help with longer passages and semicolons, please see Courtney.

### Ratios

Are written as such: “4-to-1.” Like percentages, this numeral rule doesn’t follow AP’s general rule of thumb re: writing out numerals below 10.

### Spacing

Do not double space after a period of end of a sentence; use only one space.

### State names

Abbreviated when preceded by a town or city (with the exceptions of Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas, Utah) followed by a comma when one is stating locale, For example: “With good fortune, a doctor in Evansville, Ind., saw through my psychosis and prescribed an antipsychotic.”

State abbreviations:

Do not use USPS abbreviations *unless* writing an address. Instead use:

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

Eight states are never abbreviated: Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas, Utah. AP recommends abbreviating D.C. when used with Washington with a comma after Washington (Washington, D.C.). In other cases spell out as District of Columbia.

### Subject/verb agreement

When working with statistics (and in general), it's important to use subject verb agreement. For example, "One in four American adults lives with mental illness." In this case, "one" is the subject and requires a singular verb agreement.

### Telephone numbers

Should be written in this form: 1 (800) 555-5555, *not* 1-800-555-5555, 800.555.5555, etc.

### Tech terms

cyberspace	hyperlink	online
database	hypertext	shareware
dot-com	Internet	website
e-mail	intranet	web cast
home page	Listserv	webinar

### Titles *see also Government*

- For publications, *see italics*.
- Titles of court cases are italicized, as in *Olmstead vs. L.C.*
- Persons' professional titles are generally omitted. If the person's title *precedes* his or her name, it is capitalized. If listed *after*, it is lowercase. (*e.g.*, John Doe, director of state policy and Executive Director Ken Singleton, NAMI Delaware).
- **Personnel titles:** are capitalized in bylines, not in article text.
- **Program titles:** "initial cap," that is, capitalize the first letter of, each main word of the title in all instances, including institutional units, such as the unit of NAMI called the Center for Leadership Development; but do not initial cap when referring to the unit as a common noun (*e.g.*, "the new center's team will focus on").
- **Executive director** this term should be spelled out and should not be abbreviated "ED" or "Ex. Dir." Such abbreviations are not readily understood outside the usage of professionals and others who work with or are familiar with nonprofit organizations. Titles such as CEO, CFO and COO are generally well-understood and may be abbreviated.

### United States/U.S.

United States is accepted usage for the noun. *E.g.*: "He lives in the United States."

U.S. (no space between letters) is accepted usage for the adjective. *E.g.*: "The U.S. government."

### website *See also tech terms*

#### website URL *see also tech terms, citations*

In ordinary narrative text: should be in plain text—*no bold, no italics, no underlining, no blue*—unless graphic context demands this extra emphasis, as in an advertisement seeking to attract readers to the particular site. Do not include <http://> in the address in text. It is acceptable to put a period at the end of a sentence that ends with a URL.

\*To turn off hyperlink autoformatting in MS Word: go to Tools, then AutoCorrect, then AutoFormat As You Type, in Replace as you type deselect (*i.e.*, uncheck) "Internet and network paths with hyperlinks."

\*To remove a hyperlink, select text, go to Insert, then Hyperlink and select "remove hyperlink."