

The background features a decorative graphic consisting of several overlapping circles in teal, lime green, orange, and pink. A large teal circle is in the top left, a lime green circle is in the top right, an orange circle is in the bottom right, and a pink circle is in the middle right. There are also smaller circles and dashed lines in various colors scattered around the main text.

The Penmen Press Style Guide

A decorative graphic on the left side of the slide featuring several overlapping circles and rings in various colors: pink, orange, teal, light blue, lime green, and yellow. Some shapes have dashed outlines. On the right side, there are more circles in green, teal, and yellow, some with dashed outlines.

First Things First

- The Style Guide is written with Microsoft Word in mind
- On the website, certain formatting rules are done automatically
- There might be some problems when you copy/paste your work to the website, so look out for spacing and font errors



Formatting Articles

- Set the margins at one-inch all around. This is not the default settings. If you don't know how to set margins, please ask an Editor or Adviser for help.
- Use 11-point Arial. *Do not* use any other font. Proofread carefully to be sure!
- Use double spacing. The “before” and “after” spacing must be set to zero.
- Use a single space (not two) after each period.
- Proofread your work for consistency.
- **Skip a line between paragraphs for white space. Do not indent paragraphs.**

A decorative graphic consisting of various colored circles and rings. In the top left, there are pink, orange, and blue circles, some with dashed outlines. In the top right, there are green, blue, and yellow circles, some with dashed outlines. In the bottom left, there is a large green circle with a dashed outline and a smaller orange circle. In the bottom right, there is a green circle. The circles and rings are scattered across the slide, adding a playful and modern aesthetic.

Taking and Finding Photos

- Every article should have an original, high resolution photo. Use the camera on your phone! The Penmen Press also has our own cameras for you to use!
- Take a photo, make sure you write down who is in it (or where it is), and verify spelling of names and places. Submit the photo with your article.
- Work with the Photo Team if you are unable to get a photo! The sooner the better!!
- If finding a photo online, **PLEASE** make sure you can use it
 - You can't just use anything; we could get sued if we use the wrong photo without permission.
 - A&E can be hard to take photos for so please work with your editors to ensure you can use the photo you chose.



Things to Keep in Mind While Writing

- **Write in third person!** The only times words like “I,” “we,” “you,” “our,” or “your” should appear in an article is if someone is being quoted and clearly identified.
- Even reviews, which are clearly the opinion of the writer, are stronger when written in third person although that’s more of an option.
- Verify spelling of names (people, companies, products, places). Ask them! There is no excuse for a spelling error on a proper noun.
- **We use the Oxford comma**
 - This means in a list we use a comma after “and”
 - For example, “lions, tigers, and bears.”
- When formatting a quote, put it before the attribution
 - For example: “We are lowering tuition,” said SNHU President Paul LeBlanc.
- Avoid unnecessary words or redundancy: “Nick is currently a student at Southern New Hampshire University, majoring in business.” “Currently” is implied.



More to Keep in Mind

- List company/school locations the first time you mention them. For example, "The New Hampshire Fisher Cats (Manchester, NH)" the first time, and then just "The Fisher Cats." ***You can ignore this rule when discussing SNHU.***
- Use a single space (not two spaces) between sentences. Proofread for consistency.
- Always mention names - be specific. Don't just say "Sofia works at a supermarket." Say "Sofia George works at Market Basket, a supermarket in Concord, NH."
- The punctuation ALWAYS goes inside the quotation marks.
- If using an abbreviation or acronym, you must spell it out the first time, and put the acronym in parentheses unless it's very common knowledge. For example, "National Basketball Association (NBA)." You may then use the acronym alone - "NBA" - each time after that.



Writing with Numbers

- Numbers one through nine get spelled out. Numbers 10 and up are expressed numerically. Make sure you use commas in dollar amounts over \$1,000. Make sure you have the right amount of digits, or it can be a very expensive error!
- Numerals are preferred for all distances and dimensions. Some examples include: She ran 5 miles; he sank a 4-foot shot; the room is 3 feet wide and 7 feet high.
- Exceptions to the Rule of 10: Use only numerals for: ages, amounts of money, dates (September 7), distance and dimensions, percentages (but spell out percent), and sports scores
- Time:
 - 10 a.m. (Not 10:00 a.m.). Note the period after the letter.
 - Noon and midnight (not 12 p.m. or 12 a.m.)
 - Don't use year with current dates. Class ends December 17 (not December 17, 2020).



Final AP Style Pointers

- “Internet” is only capitalized when it’s first word in a sentence.
- It’s “website,” not “Web site” or “web site.”
- It’s “Email” or “email,” The AP Stylebook doesn’t hyphenate this word.
- It’s “**nonprofit.**” *Do not hyphenate the word!*
- People who give money to nonprofits are “donors,” not “donators.”
- **The punctuation always goes inside the quotation marks**



How to take care of your own article

- ◎ Categorize your articles appropriately
- ◎ Attach a photo. No excuses.
- ◎ There are training resources on how to create an article
- ◎ Make sure there is a caption. We use “Image courtesy: basketball player 44 points”
- ◎ When selecting a photo YOU write the caption



Consequences:

- © One on one meetings with Stefan and Sofia
- © Loss of credits
- © Loss of website access
- © Loss of office access
- © Loss of position as editor (if applicable)

ANY QUESTIONS?



We know that was a lot, but does anyone need any more clarification?