

NAMI Publications Editorial Style Guide

Date of this edition: January 2012

Introduction

This Style Guide details appropriate use of language, syntax and punctuation for people who produce NAMI publications in print and online. NAMI's editorial style is modeled after the *Associated Press Stylebook*—with some deviances. The Associated Press is a U.S. news agency made up of newspapers, TV stations, etc. You can purchase the book or an online subscription at www.ap.org.

a.m./p.m.

Lowercase, with periods (e.g., “10 a.m.” not “10 am”). Avoid the redundant *10 p.m. tonight*. If a time is on the hour, “:00” should not be included (e.g., 3 p.m. not 3:00 p.m.). See **time zones** for more information.

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,	Pittsburgh, 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. 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*.
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.
- **In text citations** Author (Date of publication) (e.g., According to Jones (2004) children are...).

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. Plural 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.

Email, *see also tech terms*

Email is the preferred form, rather than e-mail. However, related terms follow this format ("e-newsletter, *e-Advocate*, e-News" etc.)

Nationalities and races

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

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. These items are always followed by a comma.

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.” e.g., “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>

Lists

Capitalize the first word following the bullet point. Use periods, not semicolons, at the end of each section, whether it is a full sentence or a phrase. Use a round solid black bullet “•.”

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, for the national organization, NAMI State Organization, NAMI Affiliate. *Plural* NAMI State Organizations and NAMI Affiliates.

List of correct names of some NAMI programs:

Advocate

¡Avanzamos!

e-News

e-Advocate

In Our Own Voice *or* IOOV

Multicultural Action Center

The NAMI Child and Adolescent Action Center (CAAC)

NAMI Basics
NAMI Connection
NAMI FaithNet
Family-to-Family or F2F
Hearts & Minds
NAMI HelpLine
Peer-to-Peer or P2P

NAMI Provider Education
NAMI Veterans Council
NAMIWalks
NAMIBikes
StigmaBusters
StrengthofUs.org

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 25th 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 in a vertical list, *e.g.*, “*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.
- **Periods SPACING:** Use a single space after a period at the end of a sentence
- **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.

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. Wash.
Kan. Ky. La.	N.J. N.M. N.Y.	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.

Telephone numbers

Should be written in this form: 1 (800) 555-5555.

Tech terms

cyberspace	email	hypertext
database	home page	Internet
dot-com	hyperlink	intranet

Listserv
online

shareware
website

webcast
webinar

Time Zones

Capitalize the full name of the time in force within a particular zone: Eastern Standard Time, East Daylight Time, Central Standard Time, etc. Lowercase all but the region in short forms: the Eastern time zone, Eastern time, Mountain time, etc.

The abbreviations EST, CDT, etc., are acceptable on first reference for zones used within the continental U.S., Canada and Mexico only if the abbreviation is linked with a clock reading: *noon EST, 9 a.m. PST.* (Do not set off the abbreviations with commas.)

When giving a clock reading, use the time in the datelined community. The only exception is a nationwide event. Always use Eastern time followed by EDT or EST.

Titles

Italicize book, computer game, movie, play, TV show and magazine/newspaper names. For article, poem and song titles and the titles of lectures, speeches and works of art, use quotations around the name.

In both cases:

- Capitalize the principal words, including prepositions and conjunctions of four or more letters.
- Do not use quotation marks around company names or proper nouns, i.e., WordPerfect or Windows.

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.

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."

In headlines, it is *US* (no periods).

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.