

The **GO • SEE • DO** Doylestown **Cardinal**

Specific guidelines, usage and style tips for article submissions

This guide is intended to assist writers when submitting articles to The Jim Thorpe Current. Aside from a few things unique to The Current please follow AP Style as your guide (www.apstylebook.com). Contact Executive Editor JD Diaz at JD@DoylestownCardinal.com with any questions.

- Please submit Word docs (.doc or .docx) or pdfs via email; use 12 point, Times New Roman font
- At the top left of the first page, include the publication, the month the article should run, the section if known, your byline, all interview contacts and phone numbers/email addresses and any notes to the editor/designer:

Example: The Cardinal, Nov. 2021, Main Section, Caryn Stumpfl, President John Smith, XXX-XXX-XXXX, johnsmith@whitehouse.gov, two photos included

- Include at least 3 headline choices (of varying lengths) above the body copy; give at least one callout and one caption/cutline with ID per image at the bottom of the story.
- Preferred story length: 300-500 words; include subheads if over 500 words
- Include a dateline at the beginning of the article only if there is no byline (e.g., DOYLESTOWN, PA: A funny thing happened last month ...)
- Bold and italicize **The Doylestown Cardinal** on first reference and use **The Cardinal** on subsequent references.
- Submit high resolution images (at least 300 dpi) via email or Dropbox.
- Use a single space between sentences. Use only one hard return between paragraphs.
- Use 215-123-4567 style for phone numbers; www.doylestowncardinal.com for websites
- In photo captions/cutlines that are phrases or simple ID, do not use punctuation at the end. If the caption is a full sentence, do use punctuation. Identify from left to right.
- Capitalize Downtown Doylestown but lowercase downtown or the city when used without the name of the city.
- Spell out Doylestown
- Capitalize and put in quotes "America's Favorite Small Town" or other nicknames of the city.
- Italicize names of publications and ships and use quotes around titles of articles, TV shows, movies,
- Capitalize formal titles before names (e.g., President John Smith and Principal Jones) and use commas and lowercase titles used after a name (Bill Jones, human resources director, and Jen Brown, chairman of the board,)

- Use the full name of a person on first reference and last name only on subsequent references. Don't use Mr. or Mrs. before the last name. If there are two people with the same last name in the article, you can distinguish by using first names.
- Spell out numbers between zero and nine and use numerals for 10 and above (e.g., one person; 11 people). The exceptions are addresses, measurements, big numbers and percentages (e.g., 6 Maple St. 2-year-old, 6 feet tall, 8 degrees, 3 million, 4 percent).
- Abbreviate months with six letters or more when referring to specific dates (e.g., Nov. 5). Don't abbreviate the month without a number (e.g., I love November because it's cooler).
- Abbreviate state names with the two-letter postal abbreviation in addresses only and use the longer abbreviation in copy (e.g., PA vs. Penn., MI vs. Mich.). Don't abbreviate Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas and Utah.
- For times, use the numeral plus a.m. or p.m. Don't use a colon and two zeros (e.g., 1 p.m., 3 a.m.). Use noon or midnight for 12 a.m./p.m.
- Hyphenate two or more words (compound adjectives) when they modify and come before a noun (e.g., state-of-the-art design, off-campus housing). Don't hyphenate very or words that end in -ly (e.g., finely tuned watch, very elegant lady)
- Lowercase the names of school courses unless they are proper names or languages (e.g., math, science, English, Spanish)
- Rankings: Use No. 1, No. 6, etc. not #1 or number one
- Don't use the st, nd, rd after a number (spell out first, second, third, etc.)
- Use commas in a series and no comma before a conjunction (e.g., I ate eggs, bacon, toast and grapefruit.)
- Don't use apostrophes before the s for 1970s, ABCs, etc. Do use an apostrophe to take the place of something (e.g., the '60s) or to show possession (e.g., Bob's Barricades).
- Preferred usage: online; website; United States (only use U.S. as an adjective or title – U.S. Navy); lowercase seasons (spring, summer, etc.); toward (not towards! The same goes for backward, forward, upward, downward); "more than" is preferable than "over" when speaking about numbers; feel free to use contractions – they're friendlier.
- That vs. which vs. who – Use that and which when referring to inanimate objects or animals. Use who when referring to a person (e.g., The woman, who lost her shoe, became the princess). Use that for essential or restrictive clauses important to the meaning of the sentence (e.g., I remember the day that I met him well). Use which to set off non-essential or nonrestrictive clauses with commas (e.g., I purchased the painting, which remains in storage in my attic, last year.)
- Farther vs. further – When referring to physical distance, use farther. When referring to time or degree, use further.
- Their (third-person, plural possessive – their car) vs. they're (contraction for they are) vs. there (a place – he's over there)