

NWACC Eagle View Style Guidelines

The guidelines below are meant to aid you when writing stories and will help streamline all similar references throughout the entire newspaper; they should be used with The Associated Press Stylebook and a good writing reference handbook.

- **No editorializing:** This means no stating personal opinions or beliefs, unless attributed in a quote (he/she said).
- **Avoid using 1st person (I, me, we, us) and 2nd person (you, your) pronouns, unless used in a DIRECT or PARTIAL quote.**

- **NWACC**

1st Reference—NorthWest Arkansas Community College

2nd Reference—NWACC or the college

- **Names of faculty, staff or students**

1st Reference—Use the full name and identifying title—example— Jessica Duvall, Eagle View faculty adviser/editor, said, “I’m just so glad to be here.”

2nd Reference—Last name only—example—Duvall

***Never use titles such as Mr., Mrs., Dr., Prof., etc...

- **Titles: Short and long**

Titles with two words or less: Place before name—example—NWACC President Becky Paneitz

Titles with three or more words: Place after name, separate with a comma, and lowercase—example—Becky Paneitz, the president of NorthWest Arkansas Community College

***Titles that are separated from the name by commas are ALWAYS lowercase.

- **Always write in the past tense**

1. She said
2. They went
3. He voted
4. Students came

However, if an event is upcoming, use the appropriate verb tense.

1. The movie will be shown
2. Tickets go on sale
3. He will be on campus

- **Avoid talking inanimate objects**

(Avoid) The president's office said...

(Better) A representative from the president's office said...

(Preferred) John Doe, a representative from the president's office, said...

- **Put the verb after the name in attribution**

(Avoid) said Duvall

(Preferred) Duvall said

(Exception) said Duvall, who is the Eagle View manager.

- **Don't interchange the words feel, think and believe**

**Don't use feel, think or believe without attribution. Readers will ask, "How do you know?"

Feel refers to sense of touch. (She felt the rain. OR She said she felt good.)

Think expresses an opinion. (She said she thinks that the turn-out will be good.)

Believe refers to a principle. (She said she believes the bill will pass.)

- **Quickly identify the person being quoted**

(Avoid) "Enrollment is up almost 13 percent. We couldn't be happier and we hope this upward trend continues well into the next 5 years. More importantly the growth is well beyond expected though it isn't surprising because of the range of opportunities offered at NWACC," said Becky Paneitz, the president of NWACC.

(Preferred) "Enrollment is up almost 13 percent. We couldn't be happier," said Becky Paneitz, the president of NWACC, "and we hope this upward trend continues.....range of opportunities offered at NWACC."

**Special note: The preferred use of quick identification shown above is also an example of attribution in the middle of a quotation.

- **Use a variety of quotation styles: Note the punctuation (placement of commas, periods, quote marks, etc. ...)**
 1. **Direct quote, attribution at the end**, example: “I will answer those questions during my press conference,” the president said.
 2. **Direct quote, attribution at the beginning**, example: The president said, “I will answer those questions during my press conference.”
 3. **Direct quote, attribution in the middle**, example: “I will answer those questions,” the president said, “during my press conference.”
 4. **Indirect quote, attribution at the end**, example: Those questions will be answered during the press conference, the president said.
 5. **Indirect quote, attribution at the beginning**, example: The president said she will answer those questions during the press conference.
 6. **Indirect quote, attribution in the middle**, example: Those questions will be answered, the president said, during the press conference.
 7. **Incomplete/partial quote**, example: Paneitz said that everyone should come to the plaza and “join in celebration” of the endowment funds.

**Special note: Try also to use a variety of quotation lengths (two- or three-sentence quotations).

- **Avoid saying “those/people interested”**

When writing information about something that people may want to participate in, avoid using “those interested.” Only people who are interested will apply so there is no need for specifying.

- **Write with authority**

Here’s a simple question: How Do You Know? That’s the purpose of writing with authority and attributing quotes or even facts about the event that you wouldn’t otherwise know.

- **General rules for numbers**

1. Zero – Nine = use words
2. 10 -999,999= use digits
3. 1 million, 1 billion (use digit and spell out million or billion)
4. \$5 (not five dollars) (money always uses digits)
5. 7 percent, 10 percent (percentages always use digits)

******EXTREMELY SPECIAL AND IMPORTANT NOTE:** Check in any good writer’s reference handbook or on reputable grammar web sites for guidelines on grammar and punctuation. Many of the above principles are included in them as well as other devices that will help your writing and self-editing. ****