

The Pace Press Style Guide

Tip: Use command F to search for specific formatting questions (ex. dates)

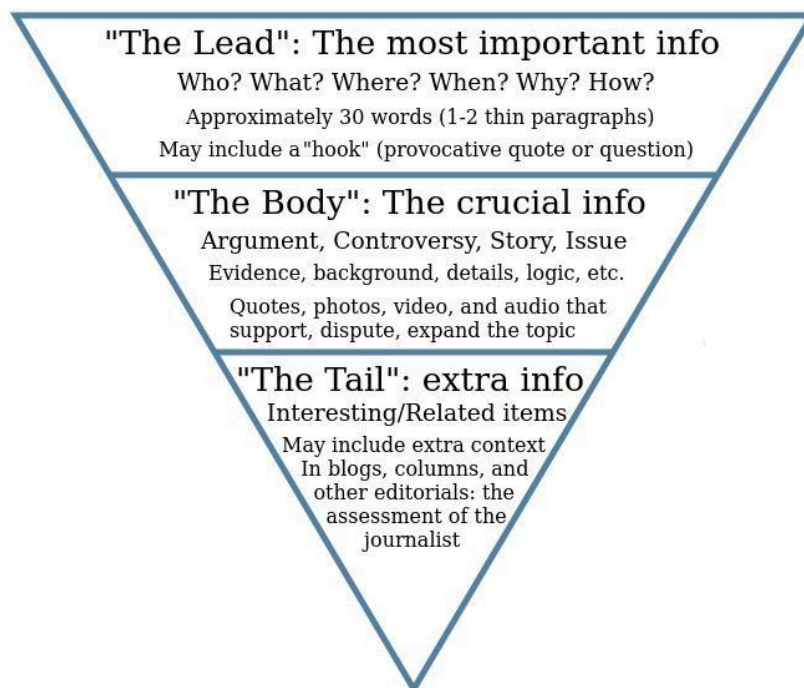
Note: Our style guide must be used while writing articles for *The Pace Press*. Other issued style guides provided by the Associated Press are null and to be avoided while writing for us. Any further questions must be directed to the section editor or emailed to editorthepacepress@gmail.com.

Expectations:

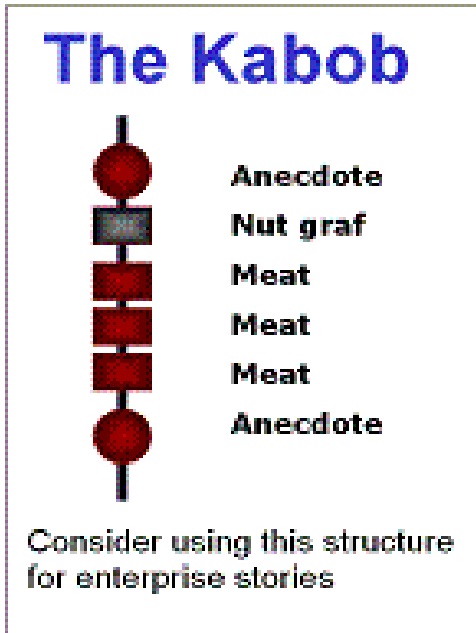
1. Be clear and concise.
2. Be accurate in your information and content.
3. Be neutral and *free of bias*, always sticking to the facts. If you aren't sure, fact-check!
4. Assume your reader knows NOTHING, so tell them everything. Hit the **5 Ws** (who, what, when, where and why) within the first **2-3 sentences** of your article.
5. All articles must be written in a third-person perspective (no "I," "We," "Our" or "My"). Only in the Op/Ed section is this debatable, *but only in small usage*.

Basic Definitions:

1. Ledes
 - a. The "lede" of a story is, essentially, your hook – how will you engage your audience to continue reading?
2. Nut grafs/nut graph
 - a. The "nut graf" directly follows the lede and expands upon the information in your lede. It includes the 5 Ws that haven't already been mentioned in your lede and typically expands the underlying context or importance of the story.
 - b. If you had to sum up this story **in a nutshell**, how would you do it?
3. Inverted Pyramid Structure



4. Kabob/WSJ Structure



Story Structure

1. *News Stories*
 - a. All news stories **MUST** be written in the inverted pyramid structure (see above) and include a lede or nut graf summarizing the important points of the story in the **FIRST PARAGRAPH**.
2. *Arts Stories*
 - a. Delayed ledes are acceptable, but the lede or nut graf must come in no later than the third paragraph.
3. *Features Stories*
 - a. Delayed ledes are acceptable, but the lede or nut graf must come in no later than the third paragraph.
4. *Quotes*
 - a. Quotes from students, faculty and staff are encouraged (but not required!) in articles. **However, please do not start or end an article with a quote.** Please read further for proper formatting in attributes.
5. *Font and Format*
 - a. **We request all stories for *The Pace Press* are written in Times New Roman with 1.5 line spacing and a 10.5 font.**

Headlines

1. *Headlines must be written in sentence case.*

- a. “Casting directors face discrimination accusations”
 - b. “FDA greenlights human HIV trials”
 - c. “Kanye West’s ‘Donda’ released amid polarizing reception and controversy”
2. *Headlines cannot be rhetorical questions.*
- a. E.G. A headline like “Is Joe Biden what America needs?” is unacceptable.
3. *Titles that would ordinarily be in quotes must be in single quotes in the headline. Italicized titles may be italicized in the headline.*
- a. E.G. Inside the article, the writer talks about “Breaking Bad.” In the headline, it would show up as ‘**Breaking Bad.**’
 - b. Inside the article, the writer talks about *Cosmopolitan Magazine*. In the headline, it would still be *Cosmopolitan Magazine*.
4. *Headlines should lead with the most important aspect of the story and be concise.*
- a. **Incorrect:** New York City arena Madison Square Garden announces one month-long residency for Harry Styles’s Love on Tour
 - i. Too wordy!
 - b. **Correct:** Harry Styles announces month-residency at Madison Square Garden
 - i. Perfect amount of information! Other info can be expressed within the article.

Copy/Grammar

1. *****AP STYLE AND THE PACE PRESS DOES NOT USE THE OXFORD COMMA! Please refrain from using it.**
- a. **Example:** Walt Disney Studios holds three of the five films nominated for Best Animated Feature Film, with “Luca,” “Raya and the Last Dragon” **and** “Encanto.”
 - b. **Example:** The neighborhood café is open on Mondays, Wednesdays **and** Fridays, and is closed on the weekends.
2. *Rhetorical questions must be reworded to form imperative sentences.*
- a. “But is it worth it to pursue a minor at the University?” should be reworded to “It may not be worth it to pursue a minor at the University.”
 - i. *****This is subject to review based on creative/editorial articles. In news pieces, refrain from rhetorical questions as they suggest an opinion. Please consult with your section editor.**
3. *University-Specific Subjects*
- a. Do not say “Pace University” or “Pace,” but rather “**the University.**”
 - i. “Pace professors go on strike,” → “**University** professors go on strike.”
 - ii. “Pace is creating a master plan” → “**the University** is creating a master plan.”
 - iii. “Pace freshman SpongeBob SquarePants,” → “**University** freshman SpongeBob SquarePants.”
 - b. Grades are lowercase.
 - i. “freshman, sophomore, junior, senior.”

- c. Departments and classes are lowercase unless they are also nationalities or languages.
 - i. “The communications department”
 - ii. “...the English department”
 - iii. “Freshmen are required to take English and math classes.”
- d. Majors are capitalized.
 - i. “the Communications major”
 - ii. “FTVC senior John Doe”

4. *Dates and Times*

- a. The following months are abbreviated thusly: Jan., Feb., Aug., Sep., Oct., Nov. and Dec.
- b. Only March, April, May, June and July are not abbreviated.
 - i. “On March 31...”, “Feb. 28”
- c. Specific dates are formatted thusly: Month Day. **Do not add –st or –th to the end of the date.**
 - i. “July 5th” → “July 5”
 - ii. “Jan. 1st” → “Jan. 1”
- d. When using a month alone, or a month and year, spell out the month.
 - i. “In January the executive order...”
 - ii. “The bill was passed in January 2017.”
- e. Spell out and capitalize the days of the week.
 - i. “Mon.” → “Monday”
- f. *The Pace Press* does **not** use datelines.
 - i. No “KANSAS CITY, Kan.”
- g. Always use numerals, one space and lowercase letters with periods for time.
 - i. “1:45 p.m.”
 - ii. “2 a.m.”
- h. Use “noon” and “midnight” instead of 12 p.m. and 12 a.m.
 - i. “The club meets at noon on Wednesdays.”
 - ii. “The incident was reported at midnight.”

5. *Numbers, Percentages and Money*

- a. Numbers
 - i. Spell out whole numbers up to and including nine. Use numerals for 10 and above. This applies to ordinal numbers as well.
 - “One, two, eight, nine, 10”
 - “First, second, eighth, ninth, 10th, 11th”
 - ii. Regardless, use numerals for age, percent, millions/billions, ratios and measurements.
 - 8-year-old prodigy.
 - She stood 5 feet and 7 inches tall.
 - ****Check sub-section C for more rules on money.*
 - iii. Spell out numbers that begin a sentence, unless it starts with a year.

- “Twenty people between the ages of eight and 18 were in attendance.”
 - “2017’s quota for off-season holiday references has been filled.”
- iv. Spell out numbers that are used in casual references
 - “‘Thanks a million!’ the governor said.”
 - “A picture is worth a thousand words.”
 - v. For fractions, spell out amounts less than one. For amounts of more than one, use numerals. In the latter case, conversion to decimals is allowed when practical.
 - “Two-thirds” or “three-fourths”
 - “2¼”, “2.25”
- b. Percentages
- i. Use numerals (only for above nine) and spell out the word percent.
 - “50 percent”
 - “Three percent”
 - ii. If more than one percentage figure appears in a sentence, repeat percent each time.
 - “He said between 10 percent and 30 percent were in agreement.”
- c. Money
- i. Spell out the word cents and use numerals (only for above 9) for amounts less than a dollar.
 - “Three cents”
 - “99 cents”
 - ii. Use the \$ sign and decimals for amounts larger than a dollar
 - “\$1.01”
 - “\$6”
 - iii. For amounts exceeding \$1 million, use the \$ sign and numerals up to two decimal places.
 - “It was worth \$4.45 million.”

6. *Personal Titles*

- a. Use the person’s full name upon first use, then just the last name upon subsequent use.
 - i. “Amanda Smith is a student at the University. Smith said, ‘I pay way too much to come to this school.’”
- b. If two people have the same last name, use titles to distinguish between them, if possible. Otherwise, use first and last names even in subsequent usage.
 - i. “President Bill Clinton and his wife Hillary Clinton were in attendance.”
 - ii. “President Clinton said, ‘This is a great event.’ Hillary Clinton agreed.”
- c. Formal titles are capitalized *only* if they appear immediately before the person’s name.
 - i. “President Barack Obama”
 - ii. “Barack Obama, the president, did not approve.”

- iii. “The president lives in the White House.”
- d. Regular job titles are not formal titles. The first lady is not an official title.
 - i. “coach Jenkins”
 - ii. “camp counselor Bob Ross”
 - iii. “Congressman John Doe”
 - iv. “President Rodrigo Duterte”
 - v. “first lady Jill Biden”
- e. Nouns before verbs! Break up the quote so it is more readable.
 - i. **Incorrect example:** “I couldn’t believe it,” said Jaeden Pinder. “It really shocked all of us.”
 - ii. **Correct example:** “I couldn’t believe it,” Jaeden Pinder said. “It really shocked all of us.”
 - iii. ***NOTE: If putting the verb before the noun smooths out the sentence structure, follow suit. But always stick with putting the person’s name first.
 - iv. Do not include an extremely long quote unless absolutely necessary. Please break the quote into separate paragraphs with the mention of the person’s name separating the quote.

- **Incorrect example:**

“I didn’t particularly enjoy ‘House of Gucci,’ I thought the plot didn’t really go anywhere, but I do think one of the highlights of the movie was Lady Gaga’s performance. If you’ve seen ‘A Star is Born,’ it’s clear she is a great actress, but I don’t necessarily think she was snubbed. I think the other actresses’ performances were just more groundbreaking and they contributed more to the film as a whole,” said Jane Doe.

- **Correct example:**

“I didn’t particularly enjoy ‘House of Gucci,’ I thought the plot didn’t really go anywhere, but I do think one of the highlights of the movie was Lady Gaga’s performance,” Jane Doe said.

“If you’ve seen ‘A Star is Born,’ it’s clear she is a great actress, but I don’t necessarily think she was snubbed.”

- f. Titles to abbreviate...
 - i. Mr., Mrs., Ms.
 - ii. Dr., Gov., Rep., Sen.

7. *Titles (Art, Publications and Organizations)*

- a. Titles in quotes
 - i. Books and book chapters

- ii. Video games and computer game apps (“Fortnite” or “Minecraft”)
- iii. Movies
- iv. Operas
- v. Plays
- vi. Poems
- vii. Albums and Songs
- viii. Radio and TV shows and episode titles
- ix. Podcasts
 - Titles of podcasts and episode titles
- x. Lectures
- xi. Speeches
- xii. Works of Art
- xiii. Essays
- xiv. *****Please note:** keep the stylistic choices of a title when using it in an article!
 - Kendrick Lamar’s “good kid, m.A.A.d. city” was released to critical acclaim.
 - Adapted from the 2001 film of the same name, “Moulin Rouge!” won Best Musical at the 2020 Tony Awards.

b. Titles in *italics*

- i. Newspapers
- ii. Magazines
- iii. *The Pace Press*
- iv. Blogs
- v. Cartoons and illustrations appearing in publications

c. Titles with no formatting (just capitalization)

- i. The Bible
- ii. Catalogs of reference (E.G. Merriam-Webster’s Dictionary)
- iii. Website names
- iv. Phone apps
- v. Software (E.G. Microsoft Word)
- vi. Musician/band names (unless stylized lowercase—ex. boygenius)

d. Capitalization

- i. Capitalize the principal words, including prepositions and conjunctions of four or more letters.
 - “Gone With the Wind”
 - “Around the World in 80 Days”
- ii. If an article (the, a, an) is the first or last word in a title, capitalize it. The same rules apply to words of fewer than four letters.
 - *The Pace Chronicle*
 - “Let the Right One In”

8. *Rating System*

- a. Ratings should be placed at the bottom of any media review.
 - i. Movies and plays are rated on a scale out of 5.

ii. Albums are rated on a scale out of 10.

9. *Quotation Use*

- a. Use double quotes (“”) for regular quotations in text, and single quotes (‘’) for quotes within quotes or for titles in headlines.
 - Example: Baier referred to Harris and the Biden administration as having *"failed"* to strategically address key issues.