



Style Sheet Questionnaire

To ensure that your publication is edited according to the guidelines and preferences of your company, the Newsletter Factory created this style sheet questionnaire to help you get started.

Company Name: _____

Acronym to use (if any): _____

When should acronym be used? _____

Preferred style book(s): _____

Capitalization and Punctuation of Job Titles, Positions, and Departments

Choose preferred format:

- AP Style*: John Hamby, director of human resources, attended the meeting...
- Organizational Preference*: John Hamby, Director of Human Resources, attended the meeting...

Title precedes name in text:

- AP Style*: The speaker was Director of Human Resources John Hamby...
- Organizational Preference*:
 - The speaker was director of human resources John Hamby...
 - The speaker was director of human resources, John Hamby...

Choose preferred format:

- AP Style*: Linda Perkins met with the department accountants and managers...
- Organizational Preference*: Linda Perkins met with the department Accountants and Managers...

Choose preferred format:

- AP Style*: Thanks to marketing's colossal efforts...(or marketing department's)
- Organizational Preference*: Thanks to Marketing's colossal efforts...(or Marketing department's)

Names

First mention in an article:

- AP Style*: Use first and last name
- Organizational Preference*: Use first name only

Subsequent mentions in an article:

- AP Style*: Use last name only
- Organizational Preference*:
 - Use first and last name
 - Use first name only
 - Use last name prefaced with a mode of address (Mr., Mrs., Ms., Dr.)

Advanced Degrees, Professional Affiliations, Licenses

Choose preferred format:

- AP Style (preferred)*: Don't abbreviate
- AP Style (alternate)*: Use upon first mention in an article (Monica Wells, Ph.D., M.A., P.E.)
- Organizational Preference*:
 - Use most advanced one (Monica Wells, Ph.D.)
 - Use one most appropriate to the article

Abbreviations

Choose preferred format for states:

- Post Office preferred*: Use post office state abbreviations when mentioned with a city (Dallas, TX)
- AP Style* (preferred): Use standard AP abbreviations for states when mentioned with a city (Nashville, Tenn.)
- Organizational Preference*: Don't abbreviate

Choose preferred format for addresses:

- AP Style*: Abbreviate street types (Rd., Ave.) only with a numbered address (1600 Pennsylvania Ave.)
- Organizational Preference*:
 - Write out street types (Road, Avenue)
 - Abbreviate street types (Rd., Ave.)
 - Write out directions (Northwest, Southeast)
 - Abbreviate directions (NW, SE)
 - Don't abbreviate

Industry Specifics

Specify any industry abbreviations that will be used:

Numbers

Choose preferred formats:

- AP Style*: Use words for zero through nine; use numerals thereafter
- Organizational Preferences*:
 - Use words for zero through ten; use numerals thereafter
 - Use numerals in all situations
 - Apply standard exceptions for percentages, weights, and measures specified in *AP Style* guidelines:
(e.g., 5 percent, 8 pounds, 6 percent, 4 degrees Celsius, 3 feet, 2 inches)
 - Specify any special cases or exceptions (e.g., some prefer to write 5% instead of five percent or 5 percent): _____

Dates and Times

Choose preferred format for month and day:

- AP Style*: Aug. 11 (only abbreviate Jan., Feb., Aug., Sept., Oct., Nov., and Dec.)
- Military Style*: 11 August
- Organizational Preference*:
 - August 11
 - 11 Aug.
 - 8/11

Choose preferred format for year:

- AP Style*: Only use year if different from present year
- Organizational Preference*: Always use year

Choose preferred format for times:

- AP Style*: 3 p.m.
- Military Style*: 1500 hours
- Organizational Preference*:
 - 3:00 p.m.
 - 3:00 PM
 - 3 PM
 - other _____

Symbols

Choose preferred formats:

- Use words in text
- Use symbols in text
- Use words in tables and symbols in text
- Use symbols in tables and words in text
- Use words in text, with the following exceptions (e.g., \$) _____

Punctuation Specifics

Serial comma

- AP Style*: Do not use commas before the concluding conjunction in a series, unless an integral element of the series also requires a conjunction. (I ate a hamburger, fries and ice cream for lunch. But I ate a hamburger, cheese and crackers, and ice cream for dinner.)
- Strunk & White*: Use a comma after each element in a series except the last (dogs, cats, and hamsters).
- Other punctuation preferences (use exclamation points sparingly; etc.)*: _____