

STYLE SHEET QUESTIONNAIRE

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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.): _____
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