

FIRST UNITARIAN SOCIETY OF MILWAUKEE
Publication Style Sheet
Revised 12/19/18

- Capitalize titles, proper names, names of rooms (i.e. Sanctuary, Parlor, Leenhouts Common Room), names of holidays, etc.

Please note special capitalizations of groups: SWANS, WomanSpirit, etc.

- Do not capitalize job names, etc., when used in a generic sense. For example, “Shari Wright, Office Coordinator,” but “our office coordinator, Shari Wright.”

In graphic treatment, in Order of Service, Announcements, etc., start with the featured person with title first. Then list others by name first, then title (with a comma in between):

The Rev. Jennifer Nordstrom
Tristan Strelitzer, Choral Director
Bob Porter, Worship Associate

In general, in a sentence, if the title is used first as a title, it needs no comma. But if it comes afterwards, it is a parenthetical use, and the title should be set off with commas before and after:

“I love my job,” said Philip Martin, Communications Coordinator, because he did.

But: Communications Coordinator Philip Martin said he loved his job.

- a. Times: 10:30 *a.m.*, 10:00 p.m., etc. (using 3-4 digits, *not* just 2 PM, etc.). Also, if a range, make sure it looks like 1:00-3:30 p.m. or 9:00 a.m.-4:00 p.m. A simple common hyphen, and no spaces.
- Dates: either 09/30/08 (using 6 digits) or September 30. Do not abbreviate months or days of week. There is *no need to add the year* unless it isn't self-evident.

If you do use the year, it is set off with commas: On October 9, 2018, we had a workshop.

- Serial Comma: We recommend that you use the serial comma (a comma after each element except the last) in a string of three or more items or elements: “We celebrate Easter, Thanksgiving, and Christmas.” This is not required, but helps the reader sort out what is connected and what is separate. This is more obvious in a complicated sentence: “We celebrate spring and Easter, autumn and Thanksgiving, and winter and Christmas.”
- The church’s official name is the First Unitarian Society of Milwaukee, *not* First Unitarian Universalist, etc. (there was a vote taken on that some years ago.....)
- The church’s “nickname” is First Church, not First Unitarian, not First UU, etc.
- Titles of books, movies, television programs, plays, epic poems, magazines and newspapers, major musical compositions, etc. are *italicized*. Titles of articles or chapters in publications, of essays, of short stories or short poems, and songs or short musical pieces are set off by quotation marks.

Note: This means the *Chanticleer* should be italicized. (You do not need to capitalize or italicize the “the” here.)

- Commas and periods belong *inside* quotation marks; semicolons and colons belong outside. Other punctuation marks such as exclamation points and question marks, should be put inside the closing quotation marks only if part of the matter quoted.
- Don’t use single quote marks (‘single quote marks’) to indicate some sort of special emphasis. Single quote marks are only used in the fairly rare case of a quote inside another quote. [added 11/12/18]
- When we use abbreviations and acronyms, the entire title should be written out, usually at first appearance (i.e. Unitarian Universalists for Justice in the Mid East (UUMJE), except when listed in, for instance, the calendar, where the space the full name takes can be *very* problematic. After first usage, the acronym can be used on its own.
- The Rev.:
 - The Rev. Dena McPhetres – the formal style for things such as press releases and listing the Sunday services / sermons.
 - Rev. Dena – the familiar style when using a minister’s first name only.
 - Rev. Dena McPhetres – In the podcast section of the website for technical reasons related to how people find the podcasts.
- Abbreviation/acronyms: i.e. UUA, DRE, DMD, etc. – contain no periods.
- We **avoid** using ordinal numbers (1st, 2nd, etc.) since everyone’s computer handles them differently and we aim for consistency!
- Avoid ellipses (except when quoting something, to indicate that something has been omitted). Ellipses are three dots (. . .) with spaces in between. There is a fourth dot if there is a period. “I went to the store, and, well. . . .”
- Exclamation points are to be used very sparingly.
- Do not use CAPS for emphasis. Instead, use italics.