

# CORRAL STYLE SHEET

1. **LAYOUT.** The layout of your clubs news depends on the amount of space available in the magazine. We only put in news about your chapter that you have submitted if you request that we run officer listings, membership forms, etc., we no longer include these as part of your submission. (***Incidentally, the best way to get your news noticed is to have it in every month.***)
2. **PHOTOS.** A good photograph can catch attention and draw a reader into an otherwise overlooked article, also be aware of the size of your photo it should be at the very least 150dpi (dots per inch) and in a jpeg or jpg file format. We welcome photos each chapter is allowed to submit 3 photos per month. Please be sure to label each picture with a cutline (caption).
3. **EDITING.** From time to time we may have to edit your material for clarification purposes or to correct spelling or punctuation. (For some general guidelines, see section called '*Punctuation*').
4. **FORM.** Monthly news should be sent to the Corral Liaison by the fifth of each month. If at all possible, please type the article using single spaces. Legible writing is also acceptable, but be especially careful on names.
5. **CONTENT.** Mark Twain once said, "*The difference between the right word and the almost right word is the difference between lightning and the lightning bug...*" Writing is not easy. Some tips that may help you include \*Write as if you were talking. After your news is finished, read it out loud and listen to how it sounds.
  - a) \*Be accurate. Proof read your copy and double check dates, phone numbers, and spelling (***especially names of humans and horses***).
  - b) \*Accuracy is especially important in quotations. Use quotations to relay written messages. For example: *Notes your group received, or when something that has been said adds to your news.* For example: *President Jones said, "The meeting is called to order."* This quotation may be verbatim, but adds nothing to the meaning or impact of your news. On the other hand, the following may add some humor: *President Jones called the meeting to order. Because only three members were present, he cried, "Which way did they go? How many were there? I must find them! I am their leader!"* \*Read other columns in the Corral. Find things you like, or don't like.
  - c) \*Most news articles are written on a computer using either word or word perfect, these programs already have a dictionary and grammar help within the program. Your computer will automatically highlight the word or phrase for you so that you can choose to accept their suggestion or ignore it. You can use resource books like, "Roget's Thesaurus", the dictionary, quotation books, etc.
  - d) \*Getting hold of and use of a good English book can also be helpful.
6. **SOME BASIC RULES OF JOURNALISM.**
  - a) \***DATES.** Dates should be written with the month and day. Include the year if it is noteworthy. For example: *The Easy Riders met on June 24 to review the*

organization of our recent 'Extravaganza.' We have already reserved the same arena for next year's show. It is scheduled for May 9, 2009. (Note the correct way to write a date is: 'July 4', not 'July 4th'. On the other hand, it should be written the Fourth of July, not the 4 of July.)

- b) **\*NUMBERS.** Numbers in editorial copy, one through ten, should be spelled out. Numbers over ten should be written numerically. For example: Five of the 45 horses qualified for the honor.
- c) **\*PUNCTUATION.** Punctuation is the most difficult part of writing. A misplaced comma can change the entire meaning of a sentence. We asked one of our local English teachers to put together some guidelines for us. Here's what she came up with:

## 1. USE OF THE COMMA (,)

- a. To separate words of three or more expressions. For example: *Today I called the vet, the farrier and my therapist.* (Note: in 'normal' writing, you may put a comma before the 'and'. In journalism, it is usually omitted.)
- b. To separate the main clauses in a compound sentence of some length. For example: *The club held its awards banquet at the Valley Inn, and everyone enjoyed the food and the band.* When the main clauses are short, no comma is necessary. For example: *Our first foal is due April 12 and will be a filly.*
- c. After an introductory phrase or clause of some length, especially if the phrase or clause may lead to misreading. For example: *Once he had eaten his fill, the horse wandered around the pasture. In order to find a qualified judge, it was suggested that the show chairman call the national association. If there are any questions about the Corral's deadline, please call me as soon as possible.*
- d. To set off words and phrases used in apposition. (An appositive is a noun or pronoun placed near another noun or pronoun to identify or explain their relationship.) For example: *Mr. Smith, the judge, was the first to offer his congratulations. Joe Jones and his friend, Cleo Smith, were named youth advisors.* (Note: A comma is not necessary for separation if the appositive is closely related to the noun it identified. For example: *Her husband John.*)
- e. To set off a clause that is not necessary to the meaning of the sentence. For example: *The horse, the only survivor of Custer's forces, was never ridden again. The winner of the class, owned by John and Ruth Smith, was Piece of Perfection.* Note: A clause necessary to the meaning of a sentence is not set off with commas. For example: *All the horses that were entered in the class showed up.*
- f. To separate two or more adjectives that modifies the same noun. For example: *The tired, lathered pony galloped into town. Adjectives may also follow the noun they modify.* For example: *The pony, tired and dusty, galloped into town.* Note: An adjective may be so closely identified with a noun that they both are thought of as a unit. Therefore, another adjective modifier requires no separation. For example: *Her first horse was a 15 hand bay gelding. The two black stallions stood nose to nose.*
- g. To separate a direct quotation from the rest of the sentence. For example: *The president congratulated the members saying, "Our 2008 show was the smoothest, best attended show in the history of this organization."*

- h. To set off words used in direct address (person spoken to). For example: *Nice going, Sue!*
- i. To set off introductory words and mild exclamations. For example: *Well, show season is upon us. Yes, it's that time of year again.*
- j. To separate transitional words used in a sentence. For example: *Therefore, we had to cancel the class.*
- k. To separate the day of the month from the year in dates, and cities from states in addresses. For example: *Next year's banquet will be held on January 3, 2009 in Columbus, Ohio.*
- l. After the salutation in a friendly letter. For example: *Dear Club Members,*
- m. After the closing of both friendly and business letters. For example: *Sincerely,*

## 2. USE OF QUOTATION MARKS (“ ”)

- a. To set off the exact words of the speaker. For example: *President Jones said, “These people always do a good job, but it's time that we get some new faces there to help with the work.”*
- b. To indicate titles of individual articles or short stories. Note: Books and magazines are normally set off with either italics or underlining. We also use quotation marks to identify books or other publications. For example: *One of our members, John Doe, was recently featured in “Dressage & CT.”*
- c. Use a single quote (‘ ’) to set off a word or a phrase for a particular purpose, to define a word or phrase, or to call attention to slang. For example: *She is our ‘fearless leader.’ The kids thought the party was ‘cool.’* Also note: Single quotation marks are used to enclose a quotation or a title within another quotation. For example: *The girl cried, that judge called my horse a ‘nag!’*

## 3. USE OF THE COLON (:)

- a. To introduce a list. For example: *Results of the high point awards follow:*
- b. After the salutation in a business letter. For example: *Dear Sir: or Dear Editor:*
- c. To introduce a long quotation. For example: *The veterinarian addressed our group saying: “an ounce of prevention is worth a pound of cure. We think keeping our horses in a warm barn over the winter will prevent respiratory problems. That's a fallacy. They need fresh air.”*

## 4. USE OF THE SEMICOLON (;)

- a. To separate the main clauses in a compound sentence when no conjunction (and, but, etc.) is used between the clauses. For example: *The riders were lined up and ready to go; the judge was ready for the class to enter the ring.*
- b. To separate the main clause in a compound sentence when the main clauses already contain elements punctuated by commas. For example: *The 2009 officer nominees are: Lenny Leader and Sally Smiles, president; Robert Ready and Danny Dunn, vice president; Alice Wright and Penny Penn, secretary; and Cal Culator and Addie Machine, treasurer.*
- c. To separate independent clauses joined by such adverbs as also, besides, hence, however, moreover, nevertheless, otherwise, therefore, etc. For example: *We moved our regular meeting dates to the second Tuesday of the month; otherwise, no one would have been able to come.*

## 5. USE OF THE DASH (–)

- a) To show a sudden break in a thought in a sentence. For example: *I've tried to remember everyone's contribution – but I can't.*
- b) To introduce a summary. For example: *The old gelding was my confidante, my shoulder to cry on – my friend.*

## 6. USE OF THE APOSTROPHE (')

- a. To show the possessive case of nouns and indefinite pronouns (one, anyone, everyone, nobody, somebody, someone, etc.) For example: *The horse's stall was clean a minute ago. It must be someone's responsibility.* Note: Do not use apostrophe with possessive pronouns: its, hers, yours, ours, theirs, whose.
- b. To show the omission of certain letters in a contraction. For example: *Att'y (attorney), don't (do not), let's (let us).*
- c. To show the plural of numbers, letters, short words, etc. For example: *five 10's, three A's, no more but's.*

## 6. CORRAL'S STYLE

- a. Phone numbers. 419/929-8200. The Corral's style is to use the '/' after the area code in all phone numbers.
- b. Website. We use the word 'website' as one word in lower case unless it begins a sentence.
- c. Email. We use the word 'email' as one word in lower case unless it begins a sentence.
- d. Internet. The use of the word 'Internet' is always capitalized.
- e. Double spaces. The Corral staff has to delete all double spaces. In many typing classes, years ago, a double space was placed after a period. Please be sure to only use **one space after a period.**
- f. !!!??? The use of more than one exclamation point or question mark must be deleted for printing. Please be sure to only use one exclamation point or question mark. This would be a good time to use the single colon around the word or phrase you are trying to draw attention to. Example: *'We had such a great day'!*
- g. Capitals. The use of all capital letters is not needed. Example: *We made a huge mistake.* Not: *We made a HUGE mistake.*