

Text Guidelines

- Use the active voice rather than the passive voice.

Example:

Active voice: Dean Nickleby will present his recent paper at the conference.

Passive voice: The paper will be presented by Dean Nickleby at the conference.

- Keep paragraphs short and in the present tense (except when other tenses are needed), as in magazine writing.
- Avoid jargon, awkward phrasing, and excessive wordiness.
- Watch out for inconsistencies in verb tense, subject/verb agreement, and dangling participles. (Dangling participles occur when an “ing” verb and subject do not agree.) Be aware of parallel structure, comma errors between independent clauses, and British spellings.
- In profiles and articles, strive for multiple sources.
- Whenever appropriate, the creators of publications should be recognized. Listing contributors is standard procedure and lends to the credibility of a work. Authors, contributors, photographers, and graphic designers should be noted.
- Do not identify individuals by national origin, race, religion, or sexual orientation unless such identifications are essential to understanding. Watch out for discriminatory language or tone.