

# **The Pine Cone Press**

## **Writing Guidelines**

November 2020

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Your contributions are important and provide residents with relevant information. This information keeps our community involved and thriving! We appreciate your time and attention to making sure that the *Pine Cone Press* helps our residents stay informed.

The guidelines have been developed to make writing less burdensome while maintaining the quality of the publication. They provide some guidance on common writing challenges and format. *Changes to prior guidelines are in bold.*

Any questions, please give us a call. Thank you, the editors:

*Jill Bradley, Helen DiPreta, Kathy Levorse, Andrea Ralph*

### **Procedures**

1. Limit articles to 400 words. Keep articles concise and to the point with key elements at the beginning of the article. Creativity is great but keep it to a minimum.
2. Use Times New Roman – 12 font.
3. Double space between lines and indent paragraphs.
4. Coordinate submissions to ensure consistency (i.e. dates, days and times) among the article, calendar, flyer, Channel 22, etc.
5. Prior to submission, please review the following:
  - a) Title all articles by centering the club name and writer's name, e.g.,  
Painting Club  
Jane Smith
  - b) Since new residents will be reading your article, clearly provide all pertinent information.
  - c) Check spelling of all names, restaurants, vendors, etc. mentioned in your article.
  - d) Material is always submitted the previous month for publication so use present tense.
6. By the deadline date, email your submission to **donna-j@schoolpub.com**. Please note in the subject line – *Pine Cone Press*, club/organization name, edition month.
7. Place a printed copy of the submission in the *Pine Cone Press* box marked with "emailed" in the upper right-hand corner.
8. Do not submit future months' submissions to editors or publisher. If necessary, assign a member of your group to submit on the appropriate date.
9. Refrain from writing details about activities that have not occurred yet. Too often the activity (event, speaker) was canceled or changed. Residents are then reading about events that did not take place.

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**Please note:** Priority is given to material submitted by CAB, Community Manager, Clubs/Organizations. Unrelated or personal submissions are printed only if space permits. No applications or forms are published.

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### **Formats**

#### **1) Time and Dates**

- a) Use am and pm without caps or periods with one space, *e.g., 7 am, 9 pm*
- b) Use numerals for dates. Do not use st, rd, th, *e.g., May 3 not May 3<sup>rd</sup>*
- c) Eliminate the current year for event dates, unless for clarification
- d) Spell the entire day/month, do not abbreviate, *e.g., Monday, January*

#### **2) Numbers and Currency**

- a) Use words for numbers nine and under, *e.g., seven friends danced*
- b) Use numerals for 10 and higher, *e.g., 12 friends danced*
- c) **Include area code in all telephone numbers**
- d) Dollars should be written without .00, *e.g., \$5 or \$250 or \$10*

#### **3) Capitalization**

- a) Greenbriar community terms: Clubhouse, SACC, Channel 22, Ceramics Room, Multi-Purpose Room, Main Room, Front Desk, etc.
- b) Titles of books and plays-capitalize the first letter of first and last word and all important words (also always *italicize*), *e.g., The Phantom of the Opera, Moby Dick*
- c) Seasons only when part of a title, *e.g., The Fall Golf Tournament*; or part of a proper noun, *e.g., Winter Olympics 2016*

#### **4) Italics**

- a) *Pine Cone Press*-always italicized
- b) Titles of books, movies, plays and newspapers, *e.g., The New York Times, Gone With The Wind*

#### **5) Quotation Marks**

- a) Song Titles, *e.g., "I Left My Heart in San Francisco."*
- b) Punctuation is always within the quotation marks, *e.g., "I quit," the bookkeeper said.*
- c) Direct quotes are always in quotation marks and the author of the quote is noted, *e.g., "The road to hell is paved with adverbs." –Stephen King*

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### **Flyers**

#### **Content should include:**

- 1. Name of Club
- 2. Event title, date, time, location
- 3. Brief description of event
- 4. If applicable – cost, ticket sale dates/times, contact name and telephone

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*Please keep flyers concise and use font that is large enough to be easily read.*

*Follow the **Formats** guidelines on page 2.*

### **Flyer Size:**

1. Every club/organization may have a ½ page flyer, per month, per event. Submit in landscape or horizontal format.
2. Major fundraisers may have a full page. If a second month is requested, it will be ½ page.

### **Submission:**

1. By the deadline date, email to publisher at [donna-j@schoolpub.com](mailto:donna-j@schoolpub.com).
2. Place a printed copy in the *Pine Cone Press* box, mark or note “emailed,” and note full name of designer.

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### **Photographs**

1. Either email the digital photo to the Editor of the Month for approval by the submission deadline date or provide a 4x6 or larger photo placed in the *Pine Cone Press* box.
2. Once the digital copy is approved by the editor, email the photo to the publisher at [donna-j@schoolpub.com](mailto:donna-j@schoolpub.com).
3. Place a printed copy in the *Pine Cone Press* box and mark “emailed” in the upper right corner.
4. For all photos – on a separate piece of paper, please type and provide the following:
  - a) Name of club/event
  - b) Title or caption for photo, e.g., *Men's Club trip to NYC, Buttonwood Avenue Block Party*
  - c) Names (from left to right) of those in photo. If it is a large group, just provide the title.
  - d) Name of person submitting the photo and a contact phone number.
  - e) Brief summary of photo if not obvious from title or caption.

***Please do not write on the back of the photo!***