Style guide

I. Check spelling, check grammar using software. Especially revise for the following:
- passive voice
- long sentences
- redundant words, phrases, ideas

II. Edit copy for heavy-handed connectors (use global search and replace):
Addition. Use and.
- Avoid: equally important, furthermore, in addition, likewise, moreover.
Cause-effect. Use: and so, because, if/then.
- Avoid: accordingly, as such, as a result, consequently, due to, hence, since, therefore, thus.
Comparison. Use and.
- Avoid: in the same manner, likewise, similarly, while.
Concession. Use although.
- Avoid: after all, admittedly, naturally, of course, while.
Contrast. Use but.
- Avoid: alternatively, contrariwise, despite, however, in contrast, nevertheless, notwithstanding, while.
Example. Use: that is.
- Avoid: indeed, incidentally, specifically, to illustrate.
Summary. Use so.
- Avoid: in brief, in conclusion, on the whole, to summarize.
Relation. Use: after, before, later, since, then, until, while.
- Avoid: at length, in the meantime, presently, prior to, thereafter, thereupon.

III. Edit copy for wordy constructions:
- approximately (Avoid, change to about.)
- a number of, various, several (Avoid, vague.)
- both (Use sparingly.)
- e.g., i.e., etc. (Spell out except in citations.)
- firstly, secondly, and so forth (Use first, second, etc.)
- further (Avoid, use farther for physical distance.)
- in order to (Delete in order.)
- in terms of (Avoid.)
- nature (Avoid, use a precise word, such as quality.)
- necessitate (Avoid.)
- over (Unless a location, change to more than.)
- problematic (Change to a problem.)
- that is, who is, that are, who are, that was, who was, that were, who were (Delete.)
- the way in which, the manner in which (Change to how, the way or the manner.)
- towards (Change to toward.)
- 's (Remove false possessives, e.g., change company's policy to company policy.)
- ; (Use only to mean “and so” or for a result.)
- “” (Use only for titles of articles and episodes and for direct quotations of more than a word or two.)
- “orphan quotations” (Avoid air quotations. Remove marks and instead use so-called or another term for distance.)

which (Use that, unless clearly nonrestrictive.)
this/these (Avoid or use sparingly, and then only as a modifier.)
us/we/our/ours you/your/yours (Avoid, vague. Remove personal references unless concrete.)
-ly (Avoid adverbs.)
very (Delete, vague.)
-ize (Avoid words with -ize suffix; recast.)

III. Clean up character formatting of the following:
- Change ' to ` or " and " to “ or ”
- Change ’, and ”, to ‘, and ’, and change ‘, and ’, to ‘, and ‘.
- Change ‘‘ and ”” to ””
- Change % to percent or percentage (spell out).
- Change ... and ... to ...
- Change - to – (en dash) between numbers and ranges.
- Change -- to — (em dash).

- Change ### to # (# to indicate a space-bar stroke).
- Remove superscript format from nd, rd, st, and th.

- Change US to U.S. (as modifier) or United States (as noun).
- Change on line and on-line to online.
- Change web site to website.
- Change e-mail or Email to email.
- Change Internet to internet.
- Change Web to web.

- youth (Change to youths to refer to persons.)
- people (Change to persons or individuals, unless referring to the people.)

IV. Do the following page formatting:
- Use quotation marks for episodes and articles, italics for television shows, films, magazines, and books.
- Page Format: U.S. letter, 1-inch margins on all sides
- Paragraph Format: Double space throughout (everything), default tab at 1.5 picas
- Text Format: All type 12-point Times New Roman, flush left, ragged right, no boldface
- Header Format: 1/2-inch from margin, flush right, italics: Author / Title / p/
- Block Quotation: Leave one line blank before and after, left margin indented 1.5 picas.
- Bibliography: Hanging indent, 1.5 picas

IV. Correct the references.
- Check that all in-text reference have a listing in Works Cited or References (search “(“ to correct).
- When mentioned in running text, as opposed to within a citation, give the complete name of each author, along with a brief identifier upon first reference, and then use only the surname for subsequent references, but prefer the pronoun wherever possible.