

***SCHOOL DISTRICT 308***  
***EDITORIAL STYLEBOOK***





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## *Letter from the Superintendent of Schools*



Dear District 308 Faculty and Staff:

I am proud to introduce *Community Unit School District 308's Editorial Stylebook*. It is designed to maintain consistency across our numerous publications and to uphold our tradition of excellence. Through deliberate use of our editorial style, we intend to unify and strengthen our publications.

Community Unit School District 308 uses the *Associated Press (AP) Stylebook* as its editorial style guide. The following editorial standards are in addition to or are the most commonly used AP guidelines. Please abide by the district's editorial style. Inconsistent use of style lowers the quality of our publications.

It is your responsibility to present your editorial work as professionally as possible. By following these guidelines, you will help us maintain consistency and integrity in all of Community Unit School District 308's communications.

Dr. Matthew Wendt  
Superintendent of Schools

## **Academic degrees**

Use doctorate, bachelor's degree, and master's degree. When plural, use doctorate degrees, bachelor's degrees and master's degrees.

## **Acronyms**

If using an acronym throughout a document, spell out on first reference and follow with the acronym in parentheses, such as the Illinois State Board of Education (ISBE). It is not necessary to use acronyms if there is only a singular reference to the organization, company, etc.

## **Advanced placement program**

Program names are lowercased, i.e., advanced placement program.

## **Annual report**

Lowercase unless used as part of the proper title of an actual report.

## **Attribution**

Use full name, and title if applicable, on first reference and last names only on subsequent references.

## **Awards**

Capitalize when proper name of award is used, otherwise lowercase.

## **Board of Education**

Capitalize Board of Education and School District 308 Board of Education but lowercase board when used alone. For example, the board meets tomorrow night.

## **Board member**

Lowercase board member even when it precedes a name.

## **Brokow Early Learning Center**

Capitalize when using proper name. Lowercase early learning center when used alone.

## **Capitalization**

Avoid unnecessary capitals. Capitalize proper nouns and proper names. Do not use capitals to lend importance or emphasis to certain words.

## **Committees**

Capitalize the name of a committee only if using the proper name of the committee. Lowercase committee when used alone, in plural form, or when an abbreviated form of the official committee name is used.

## **Committee member**

Lowercase committee member even when it precedes a name.

## **Committees, official**

Facilities and Planning Advisory Committee  
Finance and Operations Advisory Committee  
Policy and Development Advisory Committee  
Teaching and Learning Advisory Committee

## **Common Core State Standards**

Capitalize Common Core State Standards and Common Core.

## **Community Unit School District 308**

The preferred name for the school district is Community Unit School District 308. Always use preferred name on first reference. On subsequent references use School District 308, District 308, school district, or district. Lowercase school district and district when used alone. In headlines, School District 308 is acceptable.

## **Conferences**

Place the official title of a conference in quotes.

## **Course names**

Capitalize when full name of course is used but lowercase when referring generically to a course. For example, math or Mathematics 101.

## **Curriculum**

Plural is curricula.

## **Datelines**

Datelines should be published on emailed press releases but not on the website. The correct dateline should read: Oswego, Ill. (July 1, 2014) —.

## **Departments**

Capitalize the name of a department only if using the proper name of the department. Lowercase department when used alone, in plural form, or when an abbreviated form of the proper name is used.

For example, the communications department, the department, or the Communications and Public Relations Department. When talking about more than one department, use, for example, the Finance and Teaching and Learning departments.

## **Departments, proper names**

Teaching and Learning Department or Department of Teaching and Learning  
Finance Department or Department of Finance

Human Resources Department or Department of Human Resources

Transportation Department or Department of Transportation

Communications and Public Relations Department or

Department of Communications and Public Relations

Technology Department or Department of Technology

## **District 308**

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## **Doctor**

Use Dr. for those with a Ph.D. on first reference only and in direct quotes when applicable.

## **Dual language program**

Program names are lowercased, dual language program.

## **East View Kindergarten Center**

Capitalize when using proper name. Lowercase kindergarten and kindergarten center when used alone.

## **Education**

Lowercase education unless it is used as part of a proper noun.

## Education vs. educational

Education is a noun. Educational is an adjective, educational programs.

## Elementary school

Lowercase elementary school when not used as part of a proper name. Lowercase elementary schools when used after a series of proper names, such as Old Post and Hunt Club elementary schools.

## Elementary schools

**Boulder Hill Elementary School:** Use Boulder Hill Elementary School on first reference and Boulder Hill Elementary or Boulder Hill on subsequent references.

**Churchill Elementary School:** Use Churchill Elementary School on first reference and Churchill Elementary or Churchill on subsequent references.

**Fox Chase Elementary School:** Use Fox Chase Elementary School on first reference and Fox Chase Elementary or Fox Chase on subsequent references.

**Grande Park Elementary School:** Use Grande Park Elementary School on first reference and Grande Park Elementary or Grande Park on subsequent references.

**Homestead Elementary School:** Use Homestead Elementary School on first reference and Homestead Elementary or Homestead on subsequent references.

**Hunt Club Elementary School:** Use Hunt Club Elementary School on first reference and Hunt Club Elementary or Hunt Club on subsequent references.

**Lakewood Creek Elementary School:** Use Lakewood Creek Elementary School on first reference and Lakewood Creek Elementary or Lakewood Creek on subsequent references.

**Long Beach Elementary School:** Use Long Beach Elementary School on first reference and Long Beach Elementary or Long Beach on subsequent references.

**Old Post Elementary School:** Use Old Post Elementary School on first reference and Old Post Elementary or Old Post on subsequent references.

**Prairie Point Elementary School:** Use Prairie Point Elementary School on first reference and Prairie Point Elementary or Prairie Point on subsequent references.

**Southbury Elementary School:** Use Southbury Elementary School on first reference and Southbury Elementary or Southbury on subsequent references.

**The Wheatlands Elementary School:** Use The Wheatlands Elementary School on first reference and The Wheatlands Elementary or The Wheatlands on subsequent references.

**Wolf's Crossing Elementary School:** Use Wolf's Crossing Elementary School on first reference and Wolf's Crossing Elementary or Wolf's Crossing on subsequent references.

### **email**

One word, no hyphen. For example, email, not e-mail.

### **English learner program**

Program names are lowercased, English learner program.  
Do not use English language learner program.

### **Gifted program**

Program names are lowercased, gifted program.

### **Grade Levels**

Spell out first through ninth when ordinals are used, first grade, second grade, third grade, fourth grade, fifth grade, sixth grade, seventh grade, eighth grade, and ninth grade. Use numerals for the upper grades, 10th grade, 11th grade, and 12th grade. Do not use superscript. (See Superscript entry.)

Spell out when using numbers one through nine, as in grade one, grade two, grade three, grade four, grade five, grade six, grade seven, grade eight, and grade nine. Use numerals for the upper grades, grade 10, grade 11, and grade 12.

### **Headlines**

Capitalize the first letter of all words except articles and prepositions.  
Headlines should be active; use a verb in the headline.

## High school

Lowercase high school when not used as part of a proper name.  
Lowercase high schools when used after multiple proper names, such as Oswego and Oswego East high schools.

## High schools

**Oswego High School:** Use Oswego High School (OHS) on first reference and OHS on subsequent references.

**Oswego East High School:** Use Oswego East High School (OEHS) on first reference and OEHS on subsequent references.

## Illinois

Use AP abbreviation when state name is used with a city, i.e., Oswego, Ill.  
Use postal code abbreviation in addresses, ie., Churchill Elementary School, 520 Secretariat Lane, Oswego, IL. Spell out Illinois when used alone, i.e., Illinois students are wonderful.

## Illinois State Board of Education

Use full name, Illinois State Board of Education, on first reference followed by (ISBE) if it will be mentioned again in the document. Do not use State Board of Education.

## Junior high

Okay to use junior high but not jr high or jr. high.

## Junior high school

Lowercase junior high when not used as part of a proper name.  
Lowercase junior high schools when used after multiple proper names, such as Thompson and Plank junior high schools.

## Junior high schools

**Bednarcik Junior High School:** Use Bednarcik Junior High School on first reference and Bednarcik Junior High or Bednarcik on subsequent references.

**Murphy Junior High School:** Use Murphy Junior High School on first reference and Murphy Junior High or Murphy on subsequent references.

**Plank Junior High School:** Use Plank Junior High School on first reference and Plank Junior High or Plank on subsequent references.

**Thompson Junior High School:** Use Thompson Junior High School on first reference and Thompson Junior High or Thompson on subsequent references.

**Traughber Junior High School:** Use Traughber Junior High School on first reference and Traughber Junior High or Traughber on subsequent references.

## Kindergarten

Lowercased unless used as part of a proper name.

## Months

When using month, date and year, abbreviate Jan., Feb., Aug., Sept., Oct., Nov., and Dec. For example, use Jan. 15, 2015. March, April, May, June, and July are not abbreviated.

When only the month and year are used, do not abbreviate the month. For example, use January 2015. Do not use a comma between the month and the year.

## New hires

In new hire stories, publish total salary without the TRS or IMRF references.

## Numbers

Except when using percent, spell out one through nine, use Arabic numbers for 10 and above. For example, nine basketball students scored 9 percent of the time in the district's first 15 games.

## Spell out ordinals, first through ninth.

Use Arabic numbers for 10th and higher.

Do not use superscript. (See Superscript entry.)

## Online

One word. No hyphen.

## Percent

Do not use the symbol. Spell out percent.

## Phone numbers

Use parentheses around the area code, i.e., (630) 362-1177.

## Professional Learning Communities

Capitalize when using full name, Professional Learning Communities. Lowercase when using learning communities.

## Programs

Do not capitalize program names. See programs below:

advanced placement program  
dual language program  
English learner program  
gifted program  
special education program  
traditional bilingual education (TBE) program

## School District 308

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## Senior high

Okay to use senior high but not sr high or sr. high.

## Serial or Oxford comma

Use serial comma except in a list with phrases of three or fewer words. For example, our students are fun, smart and athletic, or our students are always lots of fun, exceptionally smart and talented, and some of the best athletes in Illinois. Always use a serial comma for clarification such as in the following sentence: School District 308's departments include Finance, Human Resources, and Teaching and Learning.

## Special education program

Program names are lowercased, special education program.

## Spaces between sentences

Use one space between sentences, not two.

## Sports teams

Capitalize only if using the proper name, i.e. the Panthers or the football team.

## States

Use AP abbreviations when state name is used with a city, i.e., Oswego, Ill., or Madison, Wis. Use postal codes in addresses, i.e., Churchill Elementary School, 520 Secretariat Lane, Oswego, IL., or Madison, WI. Spell out state names when used alone.

## Staff vs. teachers

Use teachers when referring to teachers and staff when referring to administrative and operational employees.

## Superscript

Do not use superscript. <sup>Example</sup>

## Teacher Retirement System

Capitalize and spell out on first reference. If it is to be mentioned multiple times in a story, follow the first reference with (TRS) and use TRS for subsequent references.

## Teachers vs. staff

Use teachers when referring to teachers and staff when referring to administrative and operational employees.

## Titles

Capitalize official titles only when they precede a person's name. When the title is placed after the name, offset it with commas and lowercase the title. For example, Superintendent of Schools Dr. Mathew Wendt, or Dr. Mathew Wendt, superintendent of schools. When title is mentioned alone, it should be lowercased.

## Titles, bibliographic

Book titles, periodical titles, and newspaper and magazine titles are italicized. Put titles of articles and book chapters in quotations.

## **Titles, official**

Assistant Director of Facility Construction and Development  
Assistant Director of Finance  
Assistant Director of Human Resources  
Assistant Director of Operations  
Assistant Director of Professional Development and Training  
Assistant Director of Secondary Education  
Assistant Director of Special Programs  
Assistant Director of Transportation

Assistant Principal for Operations  
Assistant Principal for Curriculum and Instruction

Assistant Superintendent for Administrative Services  
Assistant Superintendent for Teaching and Learning

Associate Superintendent

Dean of Students

Director of Assessment, Data, and Accountability  
Director of Communications and Public Relations  
Director of District Student Services  
Director of Elementary Education  
Director of Facility Construction and Development  
Director of Finance  
Director of Human Resources  
Director of Operations  
Director of Professional Development and Training  
Director of Secondary Education  
Director of Special Education  
Director of Special Programs  
Director of Transportation  
Director of Technology

Superintendent of Schools

## **United States**

Do not abbreviate when referring to the country. Abbreviate when used as a modifier. For example, the United States is a large country, and U.S. students are well above average.

## **Website**

Lowercase website as one word.

## **Web page**

Lowercase web page, two words.

## **World-class**

Lowercase and hyphenate.

For example, world-class school district, and this school district is world-class.

## **Years**

For multiple years, use 2014-15, not 2014-2015.

When years span centuries, include century as well, 1999-2002.

Do not use “of” between season and year.

For example, use fall 2015, not the fall of 2015.

2010s not 2010's.

When writing about a class year use backward apostrophe.

For example, class of '15. Class of 2015 can also be used.

