



THE NEW SCHOOL EDITORIAL STYLE GUIDE

as of August 30, 2005

THE NEW SCHOOL EDITORIAL STYLE GUIDE: RULES

Please make sure to adhere to the following university rules in all written documents

NOMENCLATURE

NOTE:

- In copy, the first time a school is mentioned, you **MUST** use the full name. Short names may be used thereafter. In longer pieces, please intersperse the full name throughout the document.
- In terms of using short names, whatever you use, do not revert back to the “former” names (e.g.: Parsons should **NEVER** be referred to as Parsons School of Design). In addition, do not formalize the school by adding capitals. For example, if you refer to Milano as a graduate school, don’t write “at this Graduate School.” Similarly, The New School for Drama can be referred to as “the graduate drama division of The New School,” but not “the Graduate Drama Division.”

NAMING KEY:

(Listed in Chronological Order)

| FORMER NAME* (no longer acceptable) | FULL NAME | EXTERNAL SHORT NAMES (For external documents including: viewbooks, advertisements, brochures, etc.) | INTERNAL SHORT NAMES (For internal documents only, including: boardbooks, Banner, internal charts, etc.) |
|--|---|--|--|
| New School University | The New School | the university (lowercase “u”) | the university (lowercase “u”) |
| The New School | The New School for General Studies (see addendum next page) | This school within the university, this division of The New School, or no short name | NSGS |
| Graduate Faculty | The New School for Social Research | This school within the university, this division of The New School, or no short name | NSSR |
| Milano Graduate School | Milano The New School for Management and Urban Policy | Milano | Milano |
| Parsons School of Design | Parsons The New School for Design | Parsons | Parsons |

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|-----------------------------------|--|--|--|
| Eugene Lang College | Eugene Lang College The New School for Liberal Arts | Eugene Lang College (for formal documents, e.g. legal contracts) OR Lang (for informal purposes). Do not capitalize the “c” when referring to it as a college. | Lang (for informal purposes). Do not capitalize the “c” when referring to it as a college. |
| Mannes College of Music | Mannes College The New School for Music | Mannes College (for more formal documents, e.g. legal contracts) OR Mannes (for informal purposes). Do not capitalize the “c” when referring to it as a college. | Mannes (for informal purposes). Do not capitalize the “c” when referring to it as a college. |
| Actors Studio Drama School | The New School for Drama | New School Drama, the drama school | Drama |
| Jazz & Contemporary Music Program | The New School for Jazz and Contemporary Music | New School Jazz, the jazz school (NSJ is NOT acceptable) | Jazz |

REGARDING THE NEW SCHOOL FOR GENERAL STUDIES:

Unless referring to the graduate programs of The New School for General Studies (writing, media studies, or international affairs), use the following:

- FULL NAME: The New School for General Studies
 EXTERNAL SHORT NAME: This school within the university, this division of The New School, or no short name
 INTERNAL SHORT NAME: NSGS

Instances when you must write: The New School for General Studies

1. When referring to the undergraduate and/or continuing education programs (includes web, brochures, ads, viewbooks, etc.)
2. On stationery and business cards for faculty of the undergrad and/or continuing ed programs as well as for the main administration of The New School for General Studies
 - a. Example:
 Linda Dunne Interim Dean
 The New School for General Studies
 66 Fifth Avenue, Rm 123 New York, NY 10003
 t 212.123.4567 x6666 f 212.123.4567 email@newschool.edu

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GRADUATE DEGREE PROGRAMS:

When referring to the graduate degree programs of The New School for General Studies, they should be treated in the same manner the institutes at The New School are treated.

1. IN WRITING:

- a. Media Studies at The New School
- b. Creative Writing at The New School
- c. International Affairs at The New School

2. IN DESIGN

- a. Media Studies The New School
- b. Creative Writing The New School
- c. International Affairs The New School

3. IN STATIONERY

- a. Business cards (program to be broken across two lines only in graphical representation of the logo):
Media Studies The New School
- b. For faculty/administration for graduate programs:
Example: Carol Wilder, Associate Dean and Chair, Media Studies at The New School

REGARDING THE “THE”:

- When The New School is used as a noun, the “The” is capitalized—even when in the middle of a sentence. For example:
 - The faculty at The New School is made up instructors who practice what they teach.
 - In The New School’s communications department, the staff members write press releases.
 - When The New School is used as an adjective, however, the “The” is NOT capitalized. For example, in the sentence:
 - In the New School communication department, staff members write press releases. the “the” is modifying “communications department” not “New School” and is therefore not capitalized.
 - If you’re confused, substitute “Harvard University” for “The New School” when composing a sentence. If you require a “the” before “Harvard University” then the “the” should be lowercased. If you don’t, then the “the” is uppercased.
 - Here at the Harvard University department of philosophy... Here at the New School department of philosophy.
 - Dick attends Harvard University; Jane attends The New School.
 - Similarly, you should drop the “the” altogether when grammatically incorrect. For example:
 - To enter the building, please use your New School ID. (You would not say, please use your The New School ID)
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CAPITALIZATION OF TITLES AND OFFICES

Note: Rules on capitalization have been taken from the *Chicago Manual of Style* (15th Edition).

PROPER NAMES

Proper names are capitalized.

- Bob Kerrey works at The New School

DEPARTMENTS AND OFFICES

Full official names of departments and offices are capitalized. (*Chicago Manual of Style*, 8.73)

(Your dean or officer will determine the official name of your office or department.)

- I work in Communications and External Affairs.
- I received a certificate from the Department of Media Studies.
- Please contact someone in the communications office with press inquiries.

GROUPS

Names of groups (boards etc.) are not capitalized unless the full official name is used. (*Chicago Manual of Style*, 8.73)

- Members of The New School Board of Trustees include...
- In September, the board of trustees will meet to discuss...
- On behalf of the board, thank you so much for your gift.
- For a list of trustees, please contact...

TITLES

Professional titles are capitalized when they immediately precede a personal name and are thus used as part of the name. Titles are normally lowercased when following a name or used in place of a name. When a department is included in a person's official title, the department is capitalized but the title part (e.g.: vice president) is not. (For further information and examples, please refer to the section on Titles and Offices, 8.21–8.35 in the *Chicago Manual of Style*.)

- Bob Kerrey, president of The New School, will be speaking tonight.
- President Bob Kerrey is speaking tonight.
- Nancy Donner is vice president for Communications and External Affairs.

Exception: In formal contexts as opposed to running text, such as a displayed list of donors in the front matter of a book or a list of corporate officers in an annual report, titles are usually capitalized even when following a personal name. (*Chicago Manual of Style*, 8.22)

- Bob Kerrey, President
- Arjun Appadurai, Provost and Senior Vice President for Academic Affairs
- James Murtha, Executive Vice President

UNIVERSITY

Please lowercase university when used in a sentence. The same is true when referring to institutes, centers, and colleges. (*Chicago Manual of Style*, 8.73)

FONTS

The official university fonts are:

- Adobe Garamond Pro
- ITC Franklin Gothic Standard Book Condensed

If you do not have these fonts, please contact Communications and External Affairs for a licensed copy.

THE NEW SCHOOL EDITORIAL STYLE GUIDE: GUIDELINES

The following are suggestions for dealing with some common questions of punctuation, grammar, and style. In general, Communications and External Affairs is adhering to the *Chicago Manual of Style* (15th edition). Whether you decide to follow these suggestions or not, please make sure, above all, that your document is consistent throughout.

A Few Things to Keep in Mind:

Addresses

- When referring to a specific address, “street” and “avenue” are abbreviated; East and West should be spelled out (e.g., 66 West 12th St.).
- When not referring to a specific address, spell out “street” and “avenue” (e.g., Parsons The New School for Design is on the corner of 13th Street and Fifth Avenue).
- As above, spell out avenue names and use numbers for street names.

Dates

- Do NOT use TH, th, RD, rd, ST, st on dates unless the number is written before the name of the month.
Use either: March 15 OR the 15th of March
but never: March 15th.
- Never abbreviate the name of the month when it stands alone without a specific date (e.g., Last February felt unusually long).
- When using a year with a specific date, the year is set off on both sides with commas (e.g., July 25, 2005, was a sunny day).
- When specifying only a month and a year, no commas are necessary (e.g., July 2005 was terribly humid).

Degrees

- Do not use periods in degrees (e.g., PhD, MA, MBA).
- When writing “master’s degree” or “bachelor’s degree,” keep the degree in lowercase and use the apostrophe.

Numbers and Superscript

- Spell out numbers 1-10; do not spell out a number larger than ten unless it begins a sentence.
- Do NOT ever use superscript—e.g. do not write: 23rd

Phone numbers/email

- Phone numbers: xxx.xxx.xxxx
- International Phone Numbers: Do not precede with a “+”; do not use hyphens; do include a space every two digits

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(e.g.: 44 55 66 77 88 1)

- Extensions: x (lowercase), NOT ext
(e.g., 212.229.5667 x0000)
- When spelling out, write email (no hyphen).

Punctuation: Commas

- Use serial commas: comma before “and” in a series of three or more (e.g., *Deadwood*, *Lost*, *Six Feet Under*, *24*, and *The West Wing* were all nominated for an Emmy in the category of Best Dramatic Series.)

Punctuation: Dashes and Hyphens

For more information, please refer to section 6.80–6.96, the *Chicago Manual of Style*

- “En” dash: primarily used to connect numbers, e.g., John Smith, 1940–1989, was a New School professor; see pages 66–89.
- An “en” dash basically signifies *to*.
- Do NOT include space before and after an “en” dash.
- “Em” dash: primarily used to set off an amplifying or explanatory element. For example: Mannes The New School for Music—originally founded in 1916—became part of the university in 1989.
- In Microsoft Word for Windows and Macintosh, an em dash will be produced by Autocorrect when two hyphens are entered between words (“word--word”). An en dash is produced by two hyphens surrounded by spaces (“word -- word”) OR:
En dash keystroke:
On a Mac: option hyphen
on a PC: ctrl+numeric hyphen (the hyphen on the number pad)

Em dash keystroke
On a Mac: shift, option, hyphen.
On a PC: ctrl+alt+numeric hyphen (the hyphen on the number pad)
- Do NOT include spaces before and after “em” dashes.
- Hyphens, unlike en dashes, are used to separate numbers that are not inclusive—such as social security numbers and ISBNs: e.g., 111-11-1111 (the “-” is a hyphen. Do not include spaces before and after).

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- Punctuation: Semicolon
- Use semicolons to connect two or more independent clauses that are not joined by a conjunction (e.g., It is almost 9:30; we are late for our reservation at Per Se.)
 - Use semicolons to set off items in a list only when items within the list include commas: John, Lisa’s brother; Fred, Sally’s ex-husband; and Tina, Fred’s little sister, went hunting together.
- Punctuation: Spacing
- Never use two spaces following a period or colon.
- Spelling (miscellaneous)
- Theater should be spelled with an “er” not an “re.”
 - “Online,” “website,” and “email” should each be spelled as one word with no hyphen.
- Time
- Write as: 5:00 a.m.–7:00 p.m.
(“En” dash between two times; periods in a.m. and p.m.; space before a.m. and p.m.)
- Titles: Artwork
- Paintings, drawings, cartoon strips, and statues: italicize UNLESS it is an anonymous work of antiquity.
e.g., *Mona Lisa*
the Venus de Milo
 - Photographs: in quotation marks
- Titles: Movies, Television, Radio
- Italicize the title of the program, and put quotation marks around the episode name.
e.g., “Two Cathedrals,” *The West Wing*
 - Network names, channels, etc.: capitalized (e.g., the Discovery Channel)
- Titles: Musical Works
- Titles of operas, oratorios, tone poems and long musical compositions are italicized, e.g.:
The Magic Flute
Handel’s *Messiah*
the *Messiah*
(but not: *The Messiah*)
 - Album names should be italicized: *Kind of Blue*
 - Songs titles should be in quotation marks: “I Will Survive”
 - Classical: Musical compositions are often identified by the name of a musical form plus a number or key or both. When used as the title, the form and key are usually capitalized, but no italics are used, e.g.:
Symphony No. 5 in C Minor

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Beethoven's Fifth Symphony

Titles: Plays, Books, Short
Stories, Poems

- Titles of plays and books should be italicized:
King Lear
Moby Dick
- Titles of individual poems and short stories should be in quotation marks. Titles of books of poetry are in italics (e.g., "Where the Sidewalk Ends" is the title poem in Shel Silverstein's collection, *Where the Sidewalk Ends*).
- Epic poems should be italicized (e.g., Dante's *Inferno*).

Titles: Publications

- When newspapers and periodicals are mentioned in text, an initial *the*, even if part of the official title, is lowercased (unless it begins a sentence) and not italicized. In addition, following the "the," only the official name should be italicized.
 - For example: David Pogue reviewed camcorders in the *New York Times* this week.
 - *Time* magazine is one of the many periodicals the library receives.

Web addresses

- Include the www. (e.g., www.newschool.edu)
- Do NOT underline. Do NOT include <http://>.
- Please remember to try all URLs before including them to make sure they work. For super-long URLs (addresses with more than one slash), contact Geoffrey Chisholm in Communications and External Affairs to create a simpler, redirect address.