



THE JUNIOR LEAGUE OF READING, PA, INC.
Women building better communities

Writing Style Sheet

Reference: *A Practical Guide for Authors and Editors* by M. Nicholson

*Detailed guidelines for written, oral and media communications
can be found in the Annual Report.*

NAMES AND TITLES

1. The correct name of the organization is The Junior League of Reading, PA, Inc.
2. Avoid “girls,” “ladies,” “Leaguers.” Use “women,” “persons,” “members,” “participants,” etc.
3. Avoid 1st and 2nd person pronouns. Almost everything should be written in 3rd person.

DATES AND TIMES

1. Don’t abbreviate days and months except in lists or headings.
2. Use “1997-98” in text. “1997-1998” may be used in headings.
3. It is “June 1997” (no comma), but “June 3, 1997.”
4. Write “August 5,” not “August 5th.”
5. Times are written “10:30 a.m.” (lower case and no space in a.m.)
6. Use “June 5, 9-5” or “June 5, 9:00-5:30” or “June 5 from 9 to 5.” Either a comma or “from” between date and time – use “to” only with “from” – if one time contains a colon, the other should also.

PLACES

1. Geographical names, street, avenue, etc. should be spelled out except in lists and addresses.
2. “U.S.”

CAPITALIZATION

1. Capitalize “League,” “Junior League,” “Junior League of Reading.”
2. The words “president,” “vice president,” etc. are capitalized only when used as titles or names.
3. Names of committees are capitalized.
4. When used as League jargon, the following words should be capitalized: Active, Sustainer, New Member, Board, Membership Meeting, Board Meeting, etc.

ACRONYMS AND INITIAL ABBREVIATIONS

1. The first time an abbreviation is used in an article, it should be defined. MBO (Management by Objective) will be ...
2. In general, do not separate initials with periods. Some exceptions are: U.S., M.D., B.A., M.A.

PARENTHESES

1. Put periods inside or outside a parentheses at the end of a sentence, depending on the meaning of the sentence.
2. Use parentheses for children's ages: "She has three sons, John(8), Jim(5), and ..."
3. Use parentheses for phone numbers: "Contact Jill Jones (376-1363)."

SPELLING

1. Bylaw (no hyphen)
2. Commitment
3. Committed
4. Voluntarism
5. Fundraiser or fundraising (one word, consistent with AJLI)
6. BEACON HOUSE (always use all caps!)
7. At-risk

COMMAS

1. Commas (and periods) should appear inside quotation marks.

STATEMENT ABOUT PROCEEDS FROM FUNDRAISING PROJECTS

Please use the following statement when writing or speaking about proceeds from fundraisers:

The proceeds from (fundraiser's name) go to support The Junior League of Reading, PA, Inc. and its community projects and services to expand the resources available to all children to enhance opportunities available for their growth, development, and overall welfare.

Any questions, contact PR Committee Chair

Our mission statement should appear on all letters to community contacts:

The Junior League of Reading, PA, Inc. is an organization of women committed to promoting voluntarism, developing the potential of women and improving communities through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable.