

# Natural Transitions Magazine Style Sheet

## **Titles of books and movies should be italicized (no quotes)**

Note: If the book or movie title appears in a paragraph in which all other words are in italics, the book or movie title should be non-italic.

Examples:

*Final Rights: Reclaiming the American Way of Death*  
*Consider the Conversation*

## **Use of hyphens for specific words:**

end-of-life when used as an adjective (i.e., end-of-life care), but not when used as a noun (i.e. The Greening of End of Life)

at-home

after-death care

## **Numbers**

If a number can be expressed in a single word, use the word (i.e., six, nineteen, eighty)

If a number cannot be expressed in a single word, use the numerals (i.e., 76, 100, 563)

## **Specific words**

okay (not OK)

U.S. (for the abbreviation of the United States)

## **Web addresses**

web address should not include http: or www.

example: *naturaltransitions.org*

## **web address or email address that extends to two lines:**

break the address before a . or a /, for example:

*info@naturaltransitions*

*.org.*

## **Avoid excessive capitalization**

*When in doubt, use lower case!*

## **Titles and Names**

*When referring to an individual, use their title, first and last name in the first instance; thereafter use only their last name:*

*example: Representative Caroline Laine (first instance); Laine (subsequent instances)*

## **Active Voice**

*Correct: I kissed Emmanuel*

*Incorrect: Emmanuel was kissed by me.*

## **Avoid excessive wordiness:**

*Incorrect: Is is good to water the plants well in order to make sure their roots take hold.*

*Correct: It is good to water the plants well to make sure their roots take hold.*

## **em dashes**

*Use em dashes (found under Symbols in MS Word; these are the size of two hyphens) to set off text, with no space before or after the em dash:*

*Example: In Ghana, for example funerals are big--and as expensive as those in the U.S.--transcending even weddings as social events.*

*Em dashes should always be used in pairs. For example:*

*Incorrect: It creates massive casualties--mostly civilian.*

*Correct: It creates massive casualties, mostly civilian.*

### **Serial comma**

Use a comma before the and// in a series of words or phrases in a sentence:

Minnesotans can now have public visitations of their unembalmed deceased, minors may view the body, and families have more options regarding the transportation of a body.

### **Photography credit**

Use only the name of the photographer, not "PHOTOGRAPH BY" on photographs

As often as possible, put the credit on the vertical line at the lower, right corner of a photograph.

### **Bullets and Numbered Lists**

Text should line up to the right of the bullet such that the bullet stands alone for each item, especially when there is more than one line in an item.

Bullets that are complete sentences should have a period; incomplete sentences should have a comma at the end, and a period after the text of the final bullet. However, if any of the text in a particular bullet has an internal comma, a semi-colon should be used at the end of the text for each bullet, with a period at the end of the text in the final bullet.

Example:

- o Identify legislators who had supported midwives and would likely support at-home death care.
- o Frame an issue, e.g., stressing family and consumer rights.
- o Organize talking points that would explain clearly and concisely what we wanted.
- o State the opposition's concerns and address them.