

New Earth

Style guide

Editorial guidelines

Mission

The mission of *New Earth* is to stimulate its readers' thinking with news and moving their hearts with features, columns, and letters concerning the Catholic faith and the challenges and events surrounding daily life. *New Earth* is a way for Bishop John Folda to reach the people of the diocese with a spiritual, informational, educational, and entertaining message. *New Earth* is committed to being in union with the Bishop and the teachings of the Catholic Church.

Background

New Earth serves the Catholic community in eastern North Dakota. It is published once a month with July and August combining as one issue. Each issue has an average of 36 pages but can be 32 or 40 pages as well. New Earth reaches approximately 25,000 homes in the Diocese of Fargo.

Length

Articles range from 500-800 words. New Earth reserves the right to edit material considered for publishing. With a photo, 800 words is the max that will fit to a page. Columns can be up to 950 words. Cover stories can vary in length.

Photos

Photos that depict the story are best. Send photos at the highest quality possible. Anything taken with a digital camera or even a newer smartphone will work. When sending photos, send them as attachments with no more than two photos per email. Emails get lost if there's too much data on them. Do not send photos in the body of the email or body of a Word document. This can warp the photo.

Style

The use of Associated Press Style should be used. This includes grammar, spelling, and sentence structure. If a column does not follow the AP format, it will be edited to adhere to style. Please consider the following when writing for *New Earth*:

- Avoid writing in first person. Column pieces are exceptions
- Use a positive, uplifting tone.
- Avoid preaching to the reader. The excessive use of scripture quotes or other church documents may prove to be too much for the reader. When the use of scripture citation, use the New American Bible, the Revised Standard Version, or the Catholic Study Bible.
- All facts and quotations should be checked with at least two sources. Just one error could cast suspicion on the accuracy of the whole article/column. Please include your address and telephone number in the article so that *New Earth* can also do a follow-up source check.
- Any article/column/feature with vulgar or obscene language will not be accepted.

Deadlines

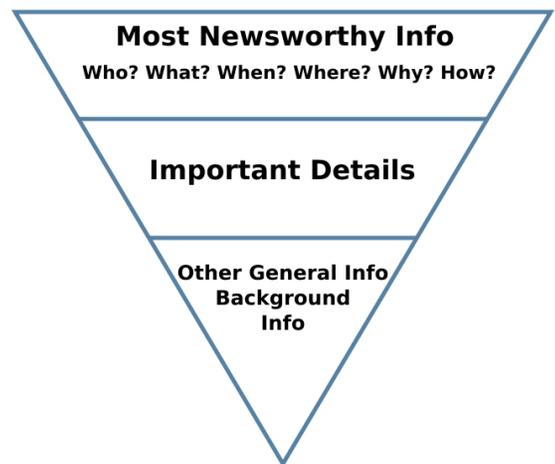
New Earth deadlines are posted in the December issue of *New Earth* each year and on the website. Articles need to be sent to Paul Braun or Kristina Lahr by this time.

Who is your audience?

Readers are young, old, married, single, suburban, rural... what we share most is our love for Christ and his church. While most people who read *New Earth* are Catholic, you never know who will visit a home with a *New Earth* on the coffee table. Use language that is accessible to non-Catholics.

How to write a great feature story... follow the inverted pyramid!

- Answer the questions **who what, where, when, why, how, so what**. Answering why, how, and so what is usually the meat and potatoes of the article.
- Include **direct quotes** if possible. It's always interesting to hear directly from someone involved in whatever you're covering.
- Find a main point and stick with it.
- Lay out the facts for your audience and evaluate their importance and relevance.



Good writing...

- Uses short sentences
 - A study at the American Press institute showed that reader understanding drops dramatically if sentences exceed 20 words. Comprehension continues to drop as sentences grow longer.
 - Simplicity makes stories more interesting and forceful because it allows readers to better focus on the story and information.
- Uses short words
 - Do not exhaust your reader with difficult/longer words when easier/shorter word will communicate your idea just as effectively.
- Eliminates wordiness
 - "Two words are never as good as one."
 - Sparse writing is more professional, informative, objective, and likely to be read.
- Doesn't use jargon
 - Technical terms may create a feeling that the information is reserved for an elite group. Make sure your writing is accessible.
 - Define terms that not everyone may know.
- Comes to the point quickly
 - Decided on a main goal, know your audience, analyze information carefully to know what points the audiences will want to know. In simplicity lies beauty and power.

New Earth style guide

Updated August 2018

Modified from *St. Cloud Visitor* 2013 style guide

This guide pertains to *New Earth* and its quirks. Use the following references for everything not included in this guide:

- The Associated Press Stylebook
- CNS Stylebook on Religion (Catholic News Service)
- Style Guide: United States Conference of Catholic Bishops

General look of *New Earth*

- Single space between sentences. It saves space.
- Do not bold, underline, italicize, or capitalize words for emphasis.

Article titles

- Pages on the left, align titles left
- Pages on the right, align titles right
- All words in titles are lowercase except the first word and proper nouns

Photo captions

- Captions should be complete sentences, explaining the photo and/or how it complements the article.
 - Example: Bishop John Folda blessed the fields, animals, and machinery shortly after Mass. Many who attended brought a sample of soil from their own fields and gardens for the blessing. (Kristina Lahr | *New Earth*)
- If someone submitted the photo, there's no credit to give, put (submitted photo)
- If it's a photo from our supply but we don't know who took it, put (Diocese of Fargo)

Ads

- Double-check that all ads that should be included in the issue are present.
- Make sure there is some distinct line separating an ad from an article. Otherwise, the ad looks like a photo associated with the article.
- Keep an eye on the placing for the Abuse Report. Do not place on same page as priest articles.

Time/addresses

Time/dates

- Eliminate the word “on” before date or day of the week when its absence would not lead to confusion, except at the beginning of a sentence.
- Do not use the day of the week
 - The council met ~~on Tuesday~~, June 10 at St. Cecilia’s Church in Harvey.
 - An exception is when the date is included in a shaded box, pulled from the rest of the text. The day of the week makes it look more formal.
- Dates do not need an ordinal ending – June 4, not June 4th.
- The year is only listed when it is different from the current year.
- In general, times should look like this:
 - The Mass is at 10 a.m. June 19 at St. Mary’s Cathedral in Fargo.
 - The Mass is at 10 a.m., not 10:00 a.m., though it could be at 10:30 a.m.
 - 8 to 11:30 a.m.
 - 9 a.m. to 3 p.m.
 - Not hyphens or dashes in between times

Months/years

- With a specific date, use abbreviations for most months. Spell it out when using the month alone or with a year alone.
 - Jan. 2 was the coldest day this year.
 - January 2018 was a cold month.
 - Jan. 6, 2018
 - Abbreviate: Jan., Feb. Aug., Sept., Oct., Nov., Dec.
 - Do not abbreviate: March, April, May, June, July

Address

- Streets need an ordinal ending – 7th, 21st
- Street names are abbreviated – Ave., St., Rd., Blvd., Dr., Cir.
- Directions don’t require periods – N, W, SE...
- In general, don’t include address for locating churches/public locations. If it’s an obscure location, include address.
 - The Rural Life Celebration is hosted at the Ron and Janine Schmitz farm, 2678 20th St. NE, Harvey, ND 58341

Titles of books, movies, songs, etc.

- Italicize books, movies, songs, radio and TV programs, plays, operas, computer games, titles of lectures, speeches, works of art, etc.
- Do not italicize books of the Bible or software titles such as Microsoft Word or Windows.
 - Do not underline or enclose in quotations

Phone numbers

- They should look like this: (701) 356-7900

Quoting

Quoting People

- Use “said” when quoting someone (past tense), not “says” (present tense)
- Use “said” after the name of the person quoted
 - “It just sounds better,” Kristina Lahr said.
 - “Though if there is a modifying clause after their name, it makes sense to write ‘said’ first,” said Kristina Lahr, assistant editor of *New Earth*.
- Use the person’s full name in the first reference and the last name only in subsequent references.
 - First reference = Paul Braun
 - Second reference = Braun
 - Exception: If two people with the same last name are quoted, refer to just their first name in subsequent references
- It’s best to use “said” most of the time. Words like “suggested, admitted, explained, observed, replied are fine, just be sure they aren’t drawing undo attention to themselves.

Quoting the Bible

- “Jesus wept” (John 11: 35).
 - Note the period follows the citation, not end of the verse.
- Old Testament

Amos	Bar.	1 Chron.	2 Chron.	Dan.	Deut.
Eccles.	Esther	Exod.	Ezek.	Ezra	Gen.
Hab.	Hag.	Hosea	Isa.	Jer.	Job
Joel	Jon.	Josh.	Judg.	Jth.	1 Kings
2 Kings	Lam.	Lev.	Mal.	1 Macc.	2 Macc.
Mic.	Nah.	Neh.	Num.	Obad.	Prov.
Ps.	Ruth	1 Sam.	2 Sam.	Sir.	Song of Songs
Tob.	Ws	Zech.	Zeph.		
- New Testament

Acts	Col.	1 Cor.	2 Cor.	Eph.	Gal.
Heb.	James	John	1 John	2 John	3 John
Jude	Luke	Mark	Matt.	1 Pet.	2 Pet.
Philem.	Phil. (Philippians)	Rev.	Rom.	1 Thess.	2 Thess.
1 Tim.	2 Tim.	Titus			

Latin

- Italicize everything that’s in Latin.
- For church documents, encyclicals, or quotes in Latin, translate it in parenthesis and italics.
 - The first document to emerge from the Second Vatican Council was the Constitution on the Sacred Liturgy (*Sacrosanctum Consilium*).
 - *Laborem Exercens* stated that unions should not have too close links with political parties (20).

Punctuation

Periods/Commas

- Periods and commas always go inside quotation marks.
- In a list of three or more items, use the Oxford comma (comma before “and”)
 - We brought Bibles, rosaries, and journals to the retreat.
- Number of dots in an ellipsis when it ends a sentence: 4 (three for the ellipsis, one is a period).
 - An ellipsis is used to indicate the deletion of one or more words in condensing quotes. An em dash is used for an emphatic pause or an abrupt change in thought in the sentence.

Hyphen (-), en dash (–), em dash (—)

- Hyphens
 - Indicate breaks within words that wrap at the end of a line.
 - Connects compounded words like “mass-produced.”
 - Connects grouped numbers, like a phone number (701) 356-7900.
- En dash
 - Joins numbers in a range, such as 1993–99 or 1200–1400 B.C. or pages 32–37
 - Joins words that describe a range, like “July–October 2018”
- Em dash
 - Works better than commas to set apart a unique idea from the main clause of a sentence:
 - Sometimes writing for money — rather than for art or pleasure — is really quite enjoyable.
 - Separates an inserted thought or clause from the main clause, such as:
 - I can’t believe how particular Ken is about writing — doesn’t he have anything better to do?”
 - Shows when dialogue has been interrupted:
 - “And then we saw a giant mushroom cloud—” “Really?”

Referencing people/organizations

Bishop, priest, brother, sister, deacon names

- First reference: Bishop John Folda; Father Matthew Kraemer
- Further reference: Bishop Folda; Father Kraemer
- Always spell out Father, Monsignor, Sister, Deacon
 - Not Fr., Msgr., Sr., Dcn.
- If more than one priest or religious are named together, don't repeat Father, Sister...
 - Fathers Matthew Kraemer, Kyle Metzger, and Andrew Jasinski work in the Bishop's Suite.
- Ministers of other denominations should be identified as Reverend or Pastor.

Job titles

- Job titles are not capitalized but the names of diocesan offices are.
 - Paul Braun is the communications director.
 - Rachele Savageau works in the Respect Life office.

Academic degrees

- Use bachelor's degree (not B.A.); master's degree (not M.S.)
- Second reference use "bachelor's" or "master's"

Organizations

- Use the organizations full name for its first reference with the initials in parenthesis: National Catholic Youth Conference (NCYC).
 - Any subsequent references, just use the initials

Saints

- The word "saint" is always abbreviated when it is part of a proper name for a person, town, church, diocese... otherwise it is spelled out.
 - St. Kateri Tekakwitha, the first Native American saint, was canonized Oct. 21, 2012.
- When a church is named for two saints, use "Sts."
 - Sts. Anne and Joachim Church in Fargo

Cities/states/countries

North Dakota

- Do not include ND for any city in North Dakota unless it adds clarity.
 - Our Lady of Peace Church is in Mayville.
 - St. Lawrence's Church is in Michigan, ND.

50 states

- Spell out when they stand alone in textual material. Otherwise, use these abbreviations.

Ala.	Alaska	Ariz.	Ark.	Calif.	Colo.	Conn.	Del.	Fla.	Ga.	Ill.	Hawaii
Idaho	Ind.	Iowa	Kan.	Ky.	La.	Maine	Md.	Mass.	Mich.	Minn.	Miss.
Mo.	Mont.	Neb.	Nev.	N.H.	N.J.	N.M.	N.Y.	N.C.	N.D.	Ohio	Okla.
Ore.	Pa.	R.I.	S.C.	S.D.	Tenn.	Texas	Utah	Vt.	Va.	Wash.	W.Va.
Wis.	Wyo.										

U.S. cities that do not require states:

Atlanta	Baltimore	Boston	Chicago	Cincinnati	Cleveland
Dallas	Denver	Detroit	Honolulu	Indianapolis	Las Vegas
Los Angeles	Miami	Milwaukee	Minneapolis	New Orleans	New York
Oklahoma City	Philadelphia	Phoenix	Pittsburgh	St. Louis	Salt Lake City
San Antonio	San Diego	San Francisco	Seattle	Washington D.C.	

Foreign words

- Foreign words accepted universally into the English language (bon voyage, et cetera) may be used without italics.
- Foreign words that aren't understood universally, such as a Latin phrase, should be italicized and translated word for word.

Numbers

Spell out whole numbers below 10, use figures for 10 and above – for both cardinal and ordinal numbers

- Rita has four children.
- Her oldest daughter is in ninth grade.
- Next year she will be in 10th grade.
- Catherine has five children and 13 grandchildren.
- Spell out a numeral at the beginning of a sentence or just don't start a sentence with a number.

Spell out casual expressions

- Thanks a million
- He walked a quarter of a mile.

Ages

- Always use figures for people and animals, but not inanimates. When the context does not require “years’ or “years old,” the figure is presumed to be years. Use hyphens for ages expressed as adjectives before a noun or as substitutes for a noun.
 - Rita’s children are 14, 11, 9, and 6.
 - Emma is 14 years old. She is a 14-year-old girl.
 - A man in his 30s ran the marathon (no apostrophe).
 - Inanimate use: The law is eight years old.

Fractions

- Spell out amounts less than one, using hyphens between the word.
 - Two-thirds, four-fifths, seven-sixteenths...
 - One-and-a-half dozen eggs
 - Three-and-a-quarter miles

Money

- Use the \$ sign for “dollars” in all except casual references or amounts without a figure.
 - The book cost \$14.99.
 - Can you loan me a dollar?
- For amounts more than \$1 million, use the \$ sign and numeral and up to two decimal places. Do not link with a hyphen.
 - It is worth \$2.35 million.
 - It is worth exactly \$4,364,845
 - He proposed a \$300 million budget.

Percentages

- Write out 6 percent. Not 6%.

Church Language

Church

- Do not capitalize unless it is used as a part of a formal name of a building.
 - St. Michael's Church is in Grand Forks.
 - The Catholic Church is the worldwide body of followers of Christ united with their local bishops in full union with the pope.
 - Pope Francis said, "The church is called to be a light to the world."

Diocese

- Capitalize "diocese" when it is associated with the name of an organization. Lowercase when used in casual reference
 - Fargo Diocese, Crookston Diocese
 - There are six dioceses in Minnesota.
 - Yes, the plural of diocese is dioceses.

Sacraments

- Lowercase baptism, confirmation, reconciliation/confession, matrimony, holy orders, and anointing of the sick.

Communion

- Always capitalize "communion" when referring to the sacrament.
- Do not capitalize adjectives modifying it or nouns it modifies such as "first Communion, holy Communion..."
- Lowercase "body and blood" of Christ in all references.
 - The church is the body of Christ.
 - The Eucharist is the body and blood of Christ.

Eucharist vs. eucharistic

- Always capitalize Eucharist, in reference to both Communion and as another name for Mass.
 - The Eucharist is celebrated at 11 a.m.
- Lowercase eucharistic
 - Teens went to eucharistic adoration during their retreat.

God, Jesus, he

- Capitalize God and Jesus.
- Do not capitalize "he, him, his, thee, thou..." when referring to God or Jesus.
- Capitalize words that mean God or Jesus in reference to the divine being such as God the Father, Holy Spirit, Lord, Savior, Creator, Holy Trinity. Pronouns referring to him are lowercase.
 - Are we willing to follow our Savior?
- Capitalize words that refer to Jesus such as Jesus Christ, the Christ, Son of God, God the Son, the Messiah, Good Shepherd, Christ Child.
 - Lowercase all these words if one of the primary names of Jesus appears within the sentence.
 - We believe in Jesus – he is our savior.

Mass

- Capitalize Mass
- Preceding adjectives are lower case: memorial Mass, first Mass, holy Mass, chrism Mass...

- A Mass is “celebrated” not “said”

Church

- When referencing a church in the diocese, use the word church, not parish and delete the word, “Catholic.” It is implied it’s a Catholic church. If it’s not a Catholic church that is referenced, use the full name.
 - St. Anthony of Padua Church in Fargo, St. Joseph’s Church in Devils Lake
 - Hope Lutheran Church in Fargo
 - Exception: St. Mary’s Cathedral, Fargo
- Sue and Mike were married at St. Mary’s Church in Dazey.
- Not necessary to repeat the word “church” at the end of each name in a list.
 - Father Kinzler is pastor of St. George, Cooperstown; Sacred Heart, Aneta; St. Olaf’s, Finley; and St. Lawrence, Jessie.

Schools, religious community, health care facilities...

- When referencing a Catholic school, religious community, health care facility, refer to the directory for the proper full name.

Parishioner vs. member

- People are “parishioners” of a church, not “members.”
 - Paul is a parishioner of Holy Cross Church.

Additional words

Use American, not British spellings

- traveled, not travelled
- neighbor, not neighbour
- canceled not cancelled

- Catholic social teaching

- CDs, DVDs no apostrophe

- cellphone lowercase

- chancellor The chancellor of a diocese is the chief archivist of its official records. He/she is a notary and secretary of the diocesan curia, or central administration, and may well have a variety of other duties as well.

- communion of saints

- cross, crucifix lowercase

- curia when capitalized, this is a shortened form for “Roman Curia,” the church’s central administrative offices. Term should be explained when used. Capitalize “curia” when used as part of the formal name of a diocesan office, but lowercase in other uses. Monsignor Goering is the moderator of the curia for the Diocese of Fargo.

- curial lowercase

- devil lowercase “devil” but capitalize proper names such as Satan, Lucifer

- diaconate lowercase

- -elect Bishop-elect John Folda

- email Use a hyphen with other e-terms such as e-book, e-business, e-commerce

- etc. not et cetera

- feast of do not capitalize – feast of the Immaculate Conception

- free will offering no hyphens

- great-grandfather; great-great-grandmother hyphens

- heaven lowercase

- hell lowercase

- holy days lowercase
- Holy Family capitalize
- Holy Father use pope or pontiff, or name of individual instead – Pope Francis
- Holy Land
- holy oils collective term for oils used in baptism, confirmation, ordination of priests, bishops and anointing of the sick. The bishop blesses these oils at the chrism Mass.
- Holy See always capitalize. This term of reverence for the Diocese of Rome is used to refer to the pope and his Curia. In most news, “the Vatican” is the preferred term.
- Holy Spirit preferred over Holy Ghost
- Holy Trinity or “the Trinity”
- internet lowercase
- iPhone
- judgement, not judgment both spellings are technically correct, but let’s be consistent
- Second Vatican Council Vatican II is acceptable on second reference.
- St. John Paul II Schools Network or JPII Schools Network no space between JP and II
- kingdom of God
- liturgy collective name for the official rites and acts of public worship in the church. Also used in its popular meaning as a synonym for Mass.
- Liturgy of the Hours capitalize
- Marian capitalize in all uses – “Marian year, Marian devotions...”
- Mass offering Or just “offering”
- mount spell out in all uses, including names of communities – Our Lady of Mount Carmel in Balta
- novena any nine-day series of prayers of devotions
- *New Earth* Our publication’s official title is *New Earth*. Not *The New Earth* or *New Earth Magazine*. Always italicize.

- Okay Not OK
- online no hyphen
- original sin lowercase
- Our Father or the “Lord’s Prayer”
- parochial vicar a priest assigned to help the pastor in a parish. Can also use associate pastor or assistant pastor.
- pastor priest in charge of the congregation
- pastoral council a diocesan body which the bishop consults concerning policies and major decisions in the governance of the local church. Capitalize only when it is the proper name of a particular body – The Fargo Diocesan Pastoral Council. Lowercase otherwise.
- perpetual adoration practice of exposing the Eucharist 24/7 for continuous adoration. Do not capitalize unless it is part of a formal name of an organization
- pontiff alternative form referring to the pope
- presbyteral/presbyterate synonyms for “priestly” or “priests.” Capitalize when part of a formal name, lowercase when used alone or in plural uses.
- preregistration one word
- pro-life hyphen
- purgatory lowercase
- Quran preferred spelling for Muslim holy book. Not Koran
- religious lowercase when used as an adjective or noun referring to communities of people in consecrated life – “women religious.”
- rosary a rosary is “prayed,” not “said or recited”
- sacred lowercase in most uses – “sacred Scripture, sacred Liturgy”
- Sacred Heart always capitalize in reference to the Sacred Heart of Jesus
- second coming lowercase
- sign of the cross capitalize only in reference to the specific prayer
- Stations of the Cross capitalize

- smartphone lowercase
- Ten Commandments capitalize, also First Commandments, Tenth Commandment...
- triduum lowercase. Three-days of prayerful preparation for Easter. Easter triduum
- Twelve Apostles An exception to the normal practice of using figures for 10 and above
- vespers also called evening prayer
- vicar general someone who assists the bishop in governing the diocese. Lowercase.
- vow religious commitment made before God – marriage vows and vows of poverty, chastity, and obedience taken by men and women who enter religious orders
- website one word, lowercase
- word of God lowercase when referring the Bible. “This is the word of the Lord.” Capitalize when referring to the person of Jesus.