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1918

SUGGESTIONS TO EDITORS  
AND REPORTERS

—OF—

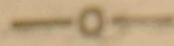
# The Daily Illini

THE STUDENT NEWSPAPER  
OF THE UNIVERSITY OF ILLINOIS

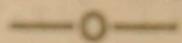
Revised By  
K. D. PULCIPHER, Editor  
February 1918



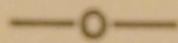
SUGGESTIONS TO EDITORS  
AND REPORTERS  
GET THE FACTS.



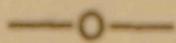
WRITE INTELLIGENTLY.



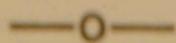
Understand What You're Talking About.  
If You Don't, You Can't Expect Anyone  
Else To.



FOLLOW STYLE.



BE ACCURATE.



Always Read Over Your Story and Make  
Corrections After it is Finished. Be Sure  
That Every Letter is Clear Before Handing  
it in to the Managing Editor.

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1918

## HOW THE ILLINI IS PUBLISHED

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THE DAILY ILLINI is published every morning except Monday during the college year by The Illini Publishing Co., Inc., of the University of Illinois. This corporation, which also publishes The Illio (the University annual) and The Illinois Magazine (monthly literary magazine) is directed by a Board of Trustees composed of three faculty members and four student members. The faculty members are appointed by the Council of Administration and the students are elected by the student body.

The Illini Publishing Co. owns and controls all the property of its three publications and supervises financial control but does not in any way dictate editorial policies. The management of THE ILLINI is vested in the editor and business manager, who are appointed annually by the Board of Trustees.

In cooperation with the courses in journalism, the news of the University is gathered by ILLINI reporters and students in journalism. It is collected and edited in the University office, 108 University Hall. The copy is then sent to the downtown office where the paper is set up and printed. The paper is printed under contract with a private printing office. The Illini Publishing Co. owns and allows the office to use an up-to-date Mergenthaler Linotype, purchased in 1917. An additional Linotype is required to set up the paper.

Editorial Staff: The editorial staff is composed of the editor, a managing editor, five news editors, sports editor, woman's

editor, society editor, exchange editor and a staff of reporters. Most of the work is done in the University offices between 1 and 6 o'clock in the afternoon. A night editor and several assistants have supervision of the make-up at the down-town office at night.

**Business Staff:** The business staff is composed of the business manager, three junior assistants and a number of sophomore and freshman assistants, a circulation manager and bookkeeper. Advertising, subscriptions and the financial affairs of THE DAILY ILLINI are conducted through this staff, which maintains an office at 107 University Hall.

THE ILLINI is a member of the Associated Press, one of the few college papers holding a charter from a news syndicate. THE ILLINI receives a direct wire service from Chicago and is furnished practically the same news as the Chicago morning papers.

## INSTRUCTIONS TO

1. Remember that all copy material are received

2. Make your copy with a soft pencil. Write with a story, mark initials in a check.

3. It is your duty of grammar, punctuation to the faculty clean copy.

4. If a story is not intelligent or ten.

5. If you write or letter in copy to be capital

6. A check

## INSTRUCTIONS TO COPY READERS

1. Remember that the best assets of a copy reader are **Accuracy** and **Speed**.

2. Make your correction marks clearly with a soft pencil. When you are through with a story, mark it at the end with your initials in a circle.

3. It is your duty to correct all errors of grammar, punctuation or fact, and present to the linotype operator a piece of clean copy.

4. If a story is too poorly written to permit intelligent correction have it rewritten.

5. If you wish to indicate that a word or letter be capitalized underscore the part to be capitalized with three lines.

6. A circle around figures or abbreviations indicates that they are to be spelled out. A circle around a word or number spelled out indicates that it is to be abbreviated or that numerals are to be used.

7. A caret should be placed at the point in a line or word where letters or words are to be inserted.

8. Place a paragraph mark at the beginning of each paragraph.

9. A cross should be used to indicate a period.

10. Quotation marks should be placed in half circles to indicate clearly whether they are beginning or ending marks.

11. Indicate words out of place with transposition marks, but do not use such marks when letters in a word are out of

place. Scratch out the word and rewrite it.

12. Verify names, initials, addresses, dates and facts.

13. If any part of a story is to be boxed or set in black face, so indicate in the upper right hand corner. Enclose all directions to the compositor or makeup man in a circle.

14. Bind together the pages of a story at the upper left hand corner.

15. Read every word of copy carefully and Read The Story Over After You Have Finished Correcting it.

## SUGGESTIONS TO HEAD WRITERS

1. Get the important facts of the story clearly and accurately in mind before you start to write the head.

2. Select the most appropriate style and sample of head required for the story and find out the exact number of units required for it.

3. Write your headlines from the facts contained in the first paragraph of the story.

4. The main fact around which the story is built should be in the first deck. Use short, specific words to express it.

5. The additional decks should include other phases of the story. When the same expression is to be used try to convey the ideas by a variety of attractive words.

6. Use the present tense—the tense of action—in the head sentence. Verbs and nouns give force and vividness.

7. Count letters and spaces carefully. Note the width of "M", "W" and "I". Do not guess that a head will fit. Be sure that

it will. Resetting a defective head takes time and money. Attractive and well balanced heads add much to the attractiveness of the paper.

8. Do not break a word from one display line to the next, or separate words naturally associated: Food Conservation.

9. A, an and the are only to be used when the symmetry of the line demands it and only when clearly necessary to give exact meaning.

10. Do not repeat the same word or phrase in different decks of the same headline unless absolutely unavoidable.

11. Tell nothing in the head that is not included in the story. Avoid making the head comment on the news.

12. Capitalize all words of three or more letters except but, for, the, and. Also capitalize Be, Do, He, Is, It, No, My, Up. Capitalize the last word of every clause and each word in compounds.

13. At, for, in, of, on, and to are capitalized only when attached to or connected with verbs: "He Was Stared At by the Crowd." "They Were Voted For by Us."

14. Do not capitalize all, and, as, by, if, the or but.

15. Avoid having glaring white spaces. Small white spaces are desirable, particularly in connection with break-line heads.

16. Take care to avoid the use of any lifeless, trite, awkward or ambiguous words in the decks of heads.

17. Never allow a difference of more than one half unit between droplines of the first deck of a 24 point head, and no more than one unit in smaller heads.

18. Ordinarily write your headline from the facts contained in the first paragraph of the news story.

19. Avoid the use of past tense verbs in

headlines, but do not use a present tense of the verb with an adverb or modifier indicating the past tense; for example, do not say "John Smith Dies Yesterday," but "John Smith Died Yesterday" or "John Smith is Dead."

19. The following is a list of words that are not to be used in copy or headlines: Frat, grad, classy, U. of I., girl (use women when referring to students), phone, very, over (use "more than"), prof.

## ACCURACY

Remember that the truth and nothing but the truth, interestingly presented, makes the best news story.

Don't try to make cleverness a substitute for truth.

Don't forget that faking is lying.

Realize that every mistake you make hurts someone.

Remember that what you write for newspaper publication is read by thousands and helps to influence public opinion.

Verify all names, initials, addresses, etc.

Get all the news; don't stop with half of it.

Don't give rumors as facts.

Be fair and unbiased; give both sides of the case.

Don't misrepresent by playing up a statement that, taken from its context, is misleading.

Don't make the necessity for speed an excuse for carelessness and inaccuracy.

## PROMPTNESS

Turn in all your work as early as possible.

Be on time at every appointment.

Get the news today. It may not be news tomorrow.

## PREPARATION OF COPY

Write legibly; use a typewriter.

Never write on both sides of the sheet.

Double space your copy.

Use regulation copy paper for all your work.

Number sheets at the top of page and enclose the number in a circle.

Put the end mark (30) at the close of every complete story.

Put name of writer in upper left-hand corner of each sheet.

## PARAGRAPHS

Indent each paragraph about two inches.

Remember that the length of paragraphs in newspapers does not normally exceed 100 words, and generally ranges from twenty-five to seventy-five words.

Put an important idea at the beginning of the first sentence of each paragraph.

Avoid beginning successive paragraphs with the same word, phrase, or construction.

Don't put important details in the last paragraphs where they may be cut off in the make-up.

Make separate paragraphs of introductory statements like "He said in part,"

"The report is as follows," and end them with a colon.

Set off as a separate paragraph a direct quotation of more than one sentence without explanatory material, at the beginning of a story.

## SENTENCES

Make evident the construction in every sentence so that it may be read rapidly.

Avoid choppy, disconnected short sentences.

Don't overload the first sentence of a summary lead, by crowding in unessential details.

Put an important idea at the beginning of every sentence.

## WORDS

Avoid words that are likely to be unfamiliar to the average reader, unless you explain them in your story.

Don't use trite phrases.

Use superlatives sparingly.

Use slang only when circumstances demand it.

Find the one noun to express the idea, the one adjective, if necessary, to qualify it, and the one verb needed to give it life.

Use "men" and "women" in writing of University students, not "boys" and "girls."

Avoid "school" in writing of the University as a whole.

# CAPITALIZATION

## CAPITALIZE:

1. All proper nouns, months, days of the week, but not the seasons.
2. Principal words in the titles of books, plays, lectures, pictures, casts, etc., including the initial "A" or "The": "The Man from Home."
3. Titles denoting official positions, rank or occupation, when they precede a proper name: President Wilson, Dean David Kinley (but David Kinley, dean of the Graduate School). Avoid long, awkward sentences before a name, such as State Superintendent of Public Schools Francis G. Blair.
4. Distinguishing parts of names of associations, societies, leagues, companies, roads, lines and incorporated bodies: Louisiana State university, First National bank, Northwestern lines, Methodist Episcopal church, First Wisconsin volunteers.
5. Common nouns when they precede the distinguishing parts of names of associations, societies, companies, etc.: University of Illinois, Association of Collegiate Alumni, Bank of England.
6. Only proper nouns in geographical names, except when the common noun precedes or is used as part of a title: Rock river, Crystal lake, but Lake Michigan, Gulf of Mexico, Coney Island.
7. Only the distinguishing parts of names of streets, avenues, boulevards (when spelled out) and houses, hotels, theatres, stations, wards, districts, counties, etc.: John street, Illinois Central station, Inman hotel, Third ward, Second district.
8. Common nouns when they precede the

distinguishing parts of hotels, theatres, etc.: Hotel Hamilton, Theatre Belvoir.

9. Schools, colleges and other main divisions of a university but not departments: College of Agriculture, Music School, department of mathematics.

10. Names of religious denominations, nouns and pronouns of the Diety and the Bible.

11. Names of all political parties: Republican, Progressive, Socialist.

12. Sections of the country but not points of the compass: the North, the Middle West; east, northwest.

13. Abbreviations of streets, avenues, boulevards and companies: 312 E. Daniel St., 810 S. Mathews Ave., Adams Express Co.

14. Abbreviations of college degrees: M. A., A. B., Ph. D.

15. Names of sections of a city or distinguishing parts of nicknames of states, cities or people: the East side, the Sucker state, the Maroons, the Gopher eleven.

16. Distinguishing parts of names of holidays: Christmas day, Fourth of July, Lincoln's birthday.

17. Names of all races and nationalities except "negro" and "gypsy."

18. The words "University" and "All-University" when referring to the University of Illinois.

19. The word "President" when referring to the President of the United States or the President of the University. "Prexy" is taboo.

20. University traditional social functions: Homecoming, Senior Ball, Sophomore Cotillion, Junior Prom.

21. The word Varsity when referring to the Varsity of the University of Illinois, but not of other schools.

22. The article preceding DAILY ILLINI:  
THE DAILY ILLINI.

Avoid all capitalization not absolutely necessary.

### DO NOT CAPITALIZE:

1. Names of national, state and local bodies, departments, buildings, officers, boards, etc.: congress, senate, assembly, council of administration, department of justice, budget committee, postoffice, city hall, war department, ordnance department.
2. Points of the compass: east, north, southwest.
3. Common religious terms: scriptures, gospels, heathen.
4. Names of school or college studies, except names of languages: philology, history, economics, French, Spanish, Greek.
5. Titles when they follow the name: Thomas Arkle Clark, dean of men.
6. Names of college classes: senior, freshman.
7. College degrees when spelled out: bachelor of arts, but A. B.
8. Seasons of the year: spring, summer.
10. Names of officers in list of officers as in election of officers: The new officers are: President, John Williams; secretary, etc.
11. The following nouns after a proper noun: depot, hotel, station, theatre, ward, county, district, building (except when referring to University buildings: Woman's Building, Lincoln Hall).
12. Names of ordinary class functions or unimportant committees: sophomore picnic, junior smoker, freshman smoker committee.

## PUNCTUATION

1. Omit period after "percent" and after nicknames: Tom, Sam.
2. Use no comma before "and" in a list: red, white and blue.
3. Punctuate lists of names with cities or states thus: Arnold Baird, Peoria; R. G. Andrews, Rockford; etc. Punctuate lists of names with officers thus: President, J. S. Hall; vice-president, Henry Gantz; etc.
4. Use a colon after a statement introducing a direct quotation of one or more paragraphs and begin a new paragraph for the quotation. Use a colon after "as follows":
5. Never use a colon after viz., to wit, namely, e. g., i. e., except when they end a paragraph. Use colon, dash or semicolon before them and comma after them, thus: This is the man; to wit, the victim.
6. Do not use a comma between a man's name and "Jr.," "Sr." or class numeral "'18".
7. Do not use a hyphen in "today" or "tomorrow."
8. Use hyphen in compound numbers: thirty-two.
9. Use no apostrophe in such abbreviations as Frisco, varsity, phone, bus.
10. Use no comma in "6 feet 3 inches tall," "3 years 6 months old," etc.
11. Do not use periods after letters used as numerals: section B, etc.
12. Use no apostrophe in making plural of figures: the '90s, etc.

## QUOTATION

### QUOTE:

1. All verbatim quotations when they are to be set in the same type and measure as

the context, but not when they are to be in smaller type or narrower measure.

2. All testimony, conversation and interviews given in direct form except when name of speaker or Q. and A. form with a dash, precedes, as: John Kelly—I have nothing to say; Q.—What is your name? A.—Henry Meyer.

3. Names of books, plays, operas, paintings, statuary, songs, subjects of lectures, sermons, toasts, magazine articles, including the initial "A" or "The": "The Man Without a Country."

4. Use single quotes for a quotation within a quotation.

5. Use quotation marks at the beginning of each paragraph of a continuous quotation of several paragraphs but at the end of the last paragraph only.

#### **DO NOT QUOTE:**

1. Names of characters in plays: Shylock in "The Merchant of Venice."

2. Names of newspapers or periodicals: THE DAILY ILLINI, The New Republic.

3. Names of vessels, cattle, dogs and automobiles.

4. Nicknames: Pop Wilce.

5. Indirect quotations: He said that he was hurt.

#### **FIGURES**

##### **USE FIGURES FOR:**

1. Numbers of 100 or over except in the case of approximate numbers, as "about one hundred men". Spell out all numbers under 100.

2. Numbers under 100 when used in close connection with numbers over 100: 133 men and 47 women.

3. Hours of the day: 7 o'clock; at 10:30 this morning.

4. Days of the month, omitting d, th, st.: Oct. 10, 1917, Dec. 1.

5. Ages: 12 years old, 6-year-old Jimmie.

6. All dimensions, prices, degrees of temperature, percents, dates, votes, times in races, scores, etc.: 3 feet long, \$4 a yard, 78 degrees, 95 percent, etc.

7. All sums of money (with \$ or "cents"): \$18, \$6.25, 65 cents.

8. Street and room numbers: 61 E. Green St. (not No. or #61 E. Green St.), 228 Natural History Hall (not Room 228 Natural History Hall).

Do not begin a sentence with a figure; supply a word or spell out.

## ABBREVIATIONS

### ABBREVIATE:

1. The following titles and no others, when they precede a name: Rev., Dr., Mr., Mrs., M., Mme., Prof. and military titles except sergeant, corporal and chaplain. Never write Pres. Wilson, Vice-Pres. Marshall, Secy. Baker, Sen. Chamberlain, etc.  
or

2. Names of states, except when they follow names of cities: Champaign, Ill. (but never "a citizen of Ill.").

3. "Number" before figures: No. 18.

4. Names of months except May, June and July.

5. Saint and Mount in proper names: Ft. Sheridan, St. Louis.

6. The word "company" when it has a recognized abbreviation: Jos. Kuhn & Co.

### DO NOT ABBREVIATE:

1. Railway when the name is spelled out.

2. Christian names as William, Charles, Thomas, John.

3. The titles congressman, senator, representative, president, treasurer, either preceding or following a name.

4. Years ('98 for 1898) except in referring to college classes, etc .

5. Christmas in the form Xmas.

6. Percent; 15 percent (not 15%).

7. Cents: 65 cents (not 65 cts. or 65c).

8. The days of the week.

9. The words United States unless used as part of a title.

## DATES AND DATE LINES

1. In dates, write Jan. 12, 1918 (not the 12th of January, 12 January, January twelfth or the twelfth of January).

2. Punctuate date lines thus: URBANA, Ill., Feb. 10—Fire destroyed, etc. Omit the state after names of prominent cities and cities within the state. Abbreviate months, omit year and d, st, th. Begin the story immediately after dash on the same line.

## ADDRESSES

1. Write addresses thus: Frank D. Miles, 1029 E. Halstead St.; F. R. Richards, Winnetka, Ill.

2. Omit "at" and "of" before addresses.

3. Spell out numbered streets up to 100th.

## TITLES

1. Always give initials or first names of persons the first time they appear in the story.

2. Never use Mr. with the initials or

first name: Mr. Ward (not Mr. John H. Ward).

3. Give the first name of unmarried women, not initials only: Miss Mary R. Hawkins (not Miss M. R. Hawkins).

4. Always use the title Mrs. before a married woman's name.

5. Supply "the" before Rev.; supply Mr. if first name is omitted except in the case of students at the University: the Rev. S. R. McDonald, or the Rev. Mr. McDonald (not Rev. S. R. McDonald, the Rev. McDonald or Rev. McDonald).

6. Write Mr. and Mrs. John D. Rockefeller (not John D. Rockefeller and wife).

7. Write Prof. B. H. Bode and Mrs. Bode (not Mr. and Mrs. Prof. B. H. Bode or Prof. and Mrs. B. H. Bode).

8. Give the title professor only to members of the faculty of professorial rank; give the man his correct title; don't guess.

9. Avoid long titles, such as Superintendent of Public Instruction Blair.

10. Never use the title "Honorable" or "Hon."

Never guess at a title; look it up; be accurate.

## ATHLETIC SUMMARIES

Use following forms in reporting summaries of athletic events:

### TRACK.

100 yard dash: Ward, Chicago, first; Knight, Chicago, second; Hammitt, Illinois, third. Time: 9 4-5.

Shot Put: Des Jardien, Chicago, first; Schobinger, Illinois, second; Currier, Illinois, third. Distance: 41 feet, 3 inches.

Half-mile run: Campbell, Chicago, first; Stegeman, Chicago, second; Stout, Chicago, third. Time: 1:55 2-5.

### FOOTBALL.

#### Lineup.

Illinois		Northwestern
Derby, Squier	le	Strader
Petty, Madsen	lt	Kral
Chapman	lg	Bartz

### BASKETBALL.

#### Lineup.

Illinois (20)		Indiana (4)
Williford, Alwood	rf	Porter, Frenzel
Ralf Woods	lf	Maxwell, Nafe

### BASEBALL.

ILLINOIS	R	H	A	PO	E
Arbuckle cf. -----	0	2	0	0	0
Krebs 3b. -----	1	1	3	2	0

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