Archdiocese of Milwaukee

Web Style Guide

This style guide has been created to assist you in the development of content for the websites associated with the Archdiocese of Milwaukee. The guide establishes clear standards for Web-based content. We ask that you refer to it when updating or creating new content for your Web pages.

The information contained in this style guide is representative of, and in many cases directly cited from, "*Catholic News Service's Stylebook on Religion*," edition three, and "*The 2011 Associated Press Stylebook.*"

In a limited number of cases, we have made the decision to override the recommendations of the two documents and establish a guideline specific to the Archdiocese of Milwaukee.

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Section One:
Common Catholic Terms and Usage Issues

A

Abbess

Use this term only if preferred by the individual. The more common title is the title *mother*. Typically, mentioning the person's religious community comes first.

Example: *Franciscan Mother Maria DeSilva* or *Abbess DeSilva*

Abbreviations

Titles to be abbreviated are Msgr., Rev., and Fr. (if necessary for Monsignor, Reverend, and Father). All other religious titles should stay in full form.

Acolyte

This term should be avoided unless explicitly necessary. *Altar server* is the proper term for those serving the priest at the altar. The only *acolytes* are those explicitly designated to serve the priest at the altar. Generally, it should be reserved for more technical contexts where it is required.

apostle

Apostle generally refers to one of the Twelve whom Jesus gathered while preaching, Matthias who replaced Judas, or Paul. Lowercase *apostle* except in direct reference to any of these. *Disciple* should be used for all other Christians in every age.

Apostolic Exhortation

A pastoral letter by the pope. Always capitalized.

archbishop

Capitalize *archbishop* only when used as a formal title before a name. Lowercase when it stands alone. On first reference, also identify an archbishop by his see:

Example: *Archbishop Timothy Dolan of New York*

Identify others by their jobs, not by their titular sees:

Example: *Archbishop Joseph Ratzinger Prefect for the Congregation of the Doctrine of the Faith*

Note: Some Orthodox churches use the term *metropolitan* rather than archbishop.

archdiocese

Capitalize when used in conjunction with a specific archdiocese. Lowercase when *archdiocese* is used on its own.

Archdiocese of Milwaukee

When referencing the *Archdiocese of Milwaukee*, this is the only way it should be written. **NOT** *Milwaukee Archdiocese* or any other derivation.

Auxiliary, Coadjutor

Use the same rules as apply for archbishop.

Example: *Auxiliary Bishop Richard Sklba of Milwaukee*

B

basilica

Capitalize *basilica* only when used as a part of a proper noun.

beatitude

Capitalize when used in the phrase *Eight Beatitudes*, but lowercase in other forms of reference.

Example: *Blessed are the peacemakers is one of the beatitudes.*

Bible

Capitalize *Bible*, *Scripture*, and *Scriptures* when they are used as terms for the sacred writings. Lowercase the adjectives holy and sacred.

Example: *the holy Bible, sacred Scripture*

bishop

The same rules as for archbishop apply to *bishop*. This term applies to bishop who heads a jurisdiction of lower rank than an archdiocese.

Example: *Bishop Zacarius Ortiz Rolon, apostolic vicar of Chaco Paraguayo, Paraguay*

blessed

Lowercase *blessed* unless it is used in a proper name

Example: *Blessed Peter Favre*

Blessed Sacrament

Capitalize *Blessed Sacrament*, but only use the term in quoted matter or when absolutely necessary. More appropriate than *Blessed Sacrament* are *Eucharist* or *Communion*.

Blessed Virgin

In general, avoid titles such as the Blessed Virgin, Star of the Sea, Queen of Peace, Our Lady, etc. except in direct quotes. When it is necessary to use titles such as these, capitalize them.

body of Christ

Lowercase *body* in all references to the *body of Christ*.

Brother

Generally identified by religious community on first reference. Capitalize *Brother* if used in front of a name, but lowercase *brother* if it is used when standing alone.

Example: *Jesuit Brother Pat Douglas S.J.*

There were hundreds of brothers and priests gathered in the great hall.

On second reference, use the first name if this is the person's preference. If preference is unknown, use the last name.

Example: *Brother Douglas*

C

cardinal

Generally include the see of a residential cardinal in the first reference. Use *Cardinal* as a title before the first name, not after, unless explicitly preferred by the cardinal. Capitalize *Cardinal* only when it is a part of a formal name.

Example: *Cardinal Joseph L. Bernardin of Chicago*

Note: *Cardinal Joseph L. Bernardin,* **NOT** *Joseph Cardinal Bernardin*

catechumen

An unbaptized person being formed in Christian faith in preparation of entry into the church. For any persons already baptized, the term is *candidate*.

catholic

The word *catholic* means universal. When lowercase, it refers to the universal church. When uppercase, *Catholic*, the word references the specific *Roman Catholic Church.*

celebrant

Use the word *celebrant* only for the priest who leads a religious rite, especially the one who presides at the Eucharist. If two or more priests celebrate Mass together, they are *concelebrants* NOT *co-celebrants*. The concelebrant who leads the group is referred to as *chief celebrant* or *principal celebrant*.

chalice

The goblet used at Mass to hold the consecrated wine. It may also be called a *cup*. Lowercase the word *chalice*.

chancellor

The chancellor of a diocese is the chief archivist of its official records. Do not use *chancellor* as a title before the name in this sense.

Example: *Eugene Gorman, chancellor for the Archdiocese of Milwaukee, will present the award.*

chrism Mass

The annual Mass concelebrated by a bishop with the priests of his diocese for the sacramental oils. Always capitalize *Mass*, but *chrism* stays lowercase.

Christmas

Capitalize *Christmas* and *Christmas Day*. Do not use *Xmas*.

Christmas season

Do not capitalize *season*.

church

Do not capitalize *church* unless it is used as part of the formal name of a building, congregation or denomination. Capitalize *Church* when discussing the universal Church.

Example: *My church is on Willow Road.*
St. Gregory Church, 1329 Willow Road
The Church will continue to praise Jesus Christ throughout all the ages.

church services

Capitalize the formal names of *church services* or liturgical celebrations.

Example: *Mass, Benediction, Stations of the Cross, Liturgy of the Hours*

clergy

Try to use inclusive language when discussing clergy of non-Catholic denominations. Do not use *clergymen* to refer to a group that can or does include *women*.

Communion

Capitalize *Communion* in all references to the sacrament, but not adjectives modifying it.

Example: *first Communion, holy Communion, Communion service*

confession

Confession should be lowercase, as it is only a part of the sacrament of reconciliation, not another term for the sacrament.

confirmation

One of the three sacraments of initiation. It should not be capitalized.

consecrate/consecration

The priest *consecrates* the bread and wine at Mass.

courtesy titles

Do not use courtesy titles *Mr., Miss, Mrs., or Ms.* on first or subsequent references.

Example: Martha Williams **NOT** Mrs. Martha Williams

crosier

The preferred spelling for the bishop's staff. *Crozier* is another variation.

cross

The word *cross* should not be capitalized. Note: an object is a *crucifix* only if it displays Christ on a cross.

D

deacon

Do not use this as a courtesy title. Rather, simply note early on in the story that he is a deacon. When it is relevant, make it clear early on whether or not he is a permanent deacon or one preparing for the priesthood.

Example: *Mark Jones, a permanent deacon in the Archdiocese of Milwaukee*

diocese

Lowercase *diocese* and *archdiocese* unless either is part of a proper noun.

E

Easter

Capitalize *Easter*, but do not capitalize *triduum.*

Note also: .*Easter* season, Easter *time.*

Easter Vigil

The service held between sundown Holy Saturday and dawn Easter morning. The *vigil of Easter* is an alternate form. Use the preferred form for *Easter* Vigil and Holy *Saturday,* except in quoted matter.

Eastern-Rite Titles

Indicate the specific rite of Eastern-rite clergymen in first reference.

Example: *Syrian Patriarch Pachomius Antoine II of Antioch*

ecumenical

Use when referencing efforts to further the unity between Christians. Always lowercase *ecumenical*.

encyclical

A papal document addressing the whole church. Capitalize the titles of encyclicals and use quotation marks. Feel free to use either the English or Latin title, but always italicize them, in the same way as any published work is italicized.

Example: *"Humanae Vitae"* or *"Faith and Reason"*

episcopal

Lowercase when it is used to refer to a bishop or group of bishops. Capitalize when referencing the *Episcopal Church.*

eucharistic adoration

Always lowercase the term *eucharistic adoration*.

eucharistic minister

This term should not be used except when referencing priests or deacons who are consecrated *eucharistic ministers*. Laypersons who are sometimes inaccurately referred to as *eucharistic ministers* are actually *extraordinary ministers of holy Communion* as they are not the preferred ministers of Communion. See *lay minister*.

Excellence/Excellency

A formal title of respect for bishops and archbishops. If used, it should be capitalized, along with the preceding modifier *His* or *Your*.

extraordinary minister of holy Communion

The preferred term over eucharistic minister for laypeople who distribute Communion at Mass or at a Communion service.

F

feast of…

Do not capitalize the word *feast* in celebrations such as *feast of the Immaculate Conception,* or *feast of St. Francis of Assisi.*

first Communion

Lowercase *first*, but always capitalize *Communion*.

first confession

Lowercase both words. *First penance* and *first reconciliation* have become preferred terms, but *first confession* is still widely used.

First Friday

Capitalize first in this case as it is the name of the devotion (to the Sacred Heart of Jesus).

G

God

Always capitalize *God* or the words that mean *God* in reference to the divine being of all monotheistic religions. For all other "gods", simply lowercase the word.

Example: *God the Father, God the Son, Holy Ghost, Holy Spirit, Our Lord, Elohim, Jehovah, Allah, etc.*

Gospel

Capitalize as a noun or adjective when it refers to any or all of the first four books of the New Testament.

Example: *In the Gospel of Luke, heavy emphasis is placed on the Holy Spirit*.

H

Headlines

Capitalize the first letter of the first word and all subsequent words, with the exception of articles and conjoining words (*and*, *or*, *if*, *as, etc*) which should be left lowercase.

hell

Lowercase *hell*, but capitalize *Gehenna* and *Hades*.

Hispanic

Use *Hispanic* as a noun or adjective when referring to U.S. residents who trace their origins to Spain or any country in Latin America. The preferred term in the Western United States is *Latino*.

holidays

Capitalize the names of *holidays* and *holy days*. Also capitalize the word *day* or *eve* if used as a part of the name of the celebration.

Holy, holy

Capitalize *Holy* when this adjective is almost always linked with a noun to form a proper name. Lowercase, *holy,* when the adjective is dispensable or merely descriptive.

Example: *Holy Land, Holy Father, Holy Spirit, holy Communion, holy matrimony,* etc.

holy days

See *holidays.*

Holy Father

Like other honorific titles for the Pope, this should only be used when in a direct quote or in special contexts for the sake of a particular literary effect. Preferred usage is *pope* or *the pontiff*, or name the individual.

Holy Hour

A devotion of meditation, vocal prayer and singing with exposition to the Blessed Sacrament.

holy oils

The collective term for the oils used in baptism, confirmation, ordination, and anointing of the sick.

holy orders

Lowercase the names of the sacraments.

Holy Spirit

Today, *Holy Spirit* is preferred over *Holy Ghost* in most usage. When used alone *Spirit* should be capitalized when it refers to the Holy Spirit.

Holy Trinity

Capitalize *Holy Trinity* when used, but *the Trinity* is sufficient.

Holy Week

Always capitalize the names of the days of this week.

I

Islam

- The preferred spelling for *the Prophet* is *Mohammed*. Capitalize *Prophet* when it stands alone.
- Do NOT use *Moslem*, rather *Muslim*
- Use the spelling *Quran*
- Any Muslim who leads prayer is an *Imam*. Typically there is one Imam designated for each Mosque.
- Whenever possible, distinguish between *Shiite* and *Sunni* if applicable.
- Do not use the term *Black Muslim* when referencing a group, rather *black Muslim*, as there is no official group known as the *Black Muslims.*

J

Jesus

Jesus, Jesus Christ, the Christ, Christ, Son of God and a variety of other titles may be used in news stories referring to Jesus Christ. Nouns or phrases that are descriptive of Jesus Christ should be lowercase if in the same sentence as one of the primary names of Jesus. Treat them as proper nouns if they appear alone. Do not capitalize secondary titles.

Example: *Jesus Christ, the anointed one, is seated at the right hand of God*.

Judeo-Christian

This term should be avoided as it can be offensive to some Jews in that it assumes Jewish thought into Christian tradition. A phrase such as *Jewish and Christian traditions* is preferable.

L

lay ecclesial ministers

Lay Catholics who are engaged in public positions of ministry and community leadership in the church such as parish life coordinators, directors of music, liturgy, catechetics, or youth ministry. DO NOT use lay ecclesial minister as a title or job description for an individual; instead, use that person's specific job description.

Lay Ministers

Any member of the church who is not among the ordained clergy nor a member of a religious order. Their ministries include, but are not limited to: *altar server, extraordinary minister of holy Communion, lector and minister (adult, youth, etc.)*

Layman, laywoman, layperson, laypeople

When a gender-neutral term is sought, *layperson* is the preferred singular, and *laypeople* is the preferred plural.

lector

The person designated to read any of the Scripture, except the Gospel, during a Mass or other public worship service. Do not use lectoring as a verb.

Lent

Capitalize the names liturgical seasons – *Lent, Advent, Ordinary Time*. *Lenten* is also capitalized.

liturgical books

Capitalize the titles of *liturgical books* but do not enclose them in quotation marks.

Examples: *Roman Missal, Lectionary for the Mass, Sacramentary*

liturgical calendar

Often called the *Roman calendar*.

liturgical dress

Lowercase all items of liturgical dress, including *alb, chasuble, cincture and stole*.

liturgical time

In Jewish religious practice, when the sun sets on one day, the next day begins. In Latin-rite Catholicism, the practice is maintained chiefly in the observance of Sundays, holy days and other major feasts.

liturgical year

For the Latin Church and other Western churches, it begins with Advent and ends the following year on the Saturday before Advent.

M

Madonna

Capitalize *Madonna* when it is used as a title for Mary or as a substitute for her name. Ordinarily, *Madonna* should not be used except in direct quotes.

Magi

Also known as the *wise men*. Although there is no official naming or numbering of the *Magi*, popular tradition is that there were three *Magi*, named *Melchior, Balthasar, and Gaspar*.

Marian

Capitalize *Marian* in all uses.

Examples: *Marian year, Marian devotions*

Mary

In general, avoid titles such as *the Blessed Virgin, Star of the Sea, etc*. When it is necessary to use honorific titles that stand for Mary's name, capitalize them.

Mass

The common name for the eucharistic liturgy of the Latin Church. Always capitalize *Mass* in any context. The priest *celebrates* or *says* Mass. He does not *read, recite, conduct, or perform* it. Generally, lowercase the names of parts of the *Mass*. For example: *opening procession, prayer of the faithful, etc.* Capitalize the formal names of the two major parts of the *Mass*: *Liturgy of the Word* and *Liturgy of the Eucharist*.

Messiah

Capitalize only when it refers to the divinely promised individual still expected by Jews as their deliverer or when it is used as a name for Jesus. Lowercase the word when it is applied to any other savior or liberator, religious or secular.

minister

Never use *minister* as a formal title before the name of a religious leader. See *abbreviations* and *lay ecclesial ministers*.

miter

A *miter* is the tall ceremonial dress cap worn as part of liturgical dress by a pope, bishop or abbot in the Latin Church. Do not use mitre. Always lowercase the word *miter*.

monsignor

An honorary title given to some priests. Always abbreviate as *Msgr*. when used as a title before a name.

Example: *Msgr. George Gajdos*

Mother

Use *Mother* before the name of a female religious superior if she prefers it, but do not use it alone. If preferred by the person, then use *the superior, the nun,* or *the sister*.

Example: *Mother Jean Bernacke*

newspaper names

Capitalize *the* in a newspaper's name if it is a part of the publications proper name. Use parenthesis to denote location when necessary.

Example: *The Milwaukee Journal Sentinel* or *the Boston Herald*

N

Nicene Creed

The profession of faith considered the primary rule of faith in the Eastern churches and widely held as an authoritative expression of faith in western churches.

nuptial

Lowercase *nuptial* in all uses.

Example: *nuptial blessing, nuptial Mass*

O

obituaries

When writing for the religious press about a death, provide information on the funeral service and the date and place of committal of the remains whenever it is relevant. The principal Catholic Mass celebrated for a dead person prior to burial or entombment of the remains is a *funeral Mass*, even if the body is not present. *Mass for the Dead* or *memorial Mass* is used for any later commemorative Masses such as those on the anniversary of someone's death. *Requiem Mass* is no longer appropriate. If the liturgy at the church is not a Mass, use *funeral liturgy*, *funeral rites* or *funeral service.*

P

pallium

A piece of liturgical dress given by the pope to Latin-rite archbishops who head metropolitan sees.

pastor

A priest in charge of a congregation is a *pastor*. Other priests who work alongside the pastor are known as *associate pastors* or *assistant pastors*. These are always lowercase as they are occupational descriptions, not formal titles.

pastoral letter

A pastoral letter is a letter about Catholic teaching or practice from a bishop to his people. Lowercase except when using as part of a formal title. *Pastoral* is acceptable use upon second reference.

patriarch

Capitalize only when used as a formal religious title before a name.

Note: watch for roman numerals that may appear to be middle initials.

pope

Do not use *Holy Father* or *His Holiness* unless in direct quotes. Lowercase *pope* unless used as a part of a proper name.

Example: *Pope Gregory the Great.*
Many popes dedicated their lives to monastic services.

prayers

Capitalize only the proper names of fixed prayers such as *Our Father, Lord's Prayer, Hail Mary, etc.*

priest

The word *priest* should be lowercase. Although both the CNS and AP stylebooks do not allow for abbreviating *Father* as *Fr.*, this is acceptable practice in the Archdiocese of Milwaukee. However, do not use *Father* alone without the last name.

Example: *Father Bryan Massingale, Fr. Massingale*

Identify specific religious orders in the first reference.

Example: *Benedictine Father Thomas Anderson* or *Jesuit Fr. Thomas Anderson S.J.*

psalm

Capitalize *psalm* when it is used as a shortened form for the entire *Book of Psalms*; lowercase when used to reference the word itself.

Example: *There are many types of psalms found in the Book of Psalms. Among them are royal psalms, prophetic psalms, and hymns.*
The 48th Psalm is my favorite. Psalm 48 is legendary.

R

rabbi

Capitalize *Rabbi* when used as a formal title before a name, lowercase rabbi when it is not part of a proper noun.

rector

A rector is the chief administrator of a seminary. Sometimes rector is used for a priest in charge of a cathedral, shrine or religious house. Always lowercase *rector*.

rite

Lowercase *rite* when referring to a ritual event. Uppercase *Rite* when referring to a specific liturgical book, such as the *Rite of Baptism for Children*. Also, *Rite of Christian Initiation for Adults (RCIA).*

rosary:

Keep *rosary* lowercase. It is recited, prayed or said, but never read.

S

sacraments

Catholics and Orthodox recognize seven sacraments. The word *sacrament* is lowercase. Capitalize only *Eucharist*, lowercase all other sacraments: baptism, confirmation, penance (or reconciliation), matrimony, holy orders, the sacrament of anointing of the sick (formerly extreme unction).

saint

Abbreviate as *St.* in the proper names of saints and the places and institutions named after them. Lowercase *saint* unless it is used in proper name. There are some exceptions to the abbreviation that must be noted depending on location and preference of institutions.

Example: *Saint Francis de Sales Seminary, Saint Thomas More High School*

Satan

Capitalize *Satan*, also capitalize *Lucifer,* but lowercase *devil*.

Scripture

See *Bible*

sign of the cross

Capitalize only in reference to the specific prayer.

Example: *He made the sign of the cross as he entered the church.*
Bishop Sklba says we should all learn the Sign of the Cross in Spanish.

Sister

Use the religious and family name on first reference and identify by religious community. Abbreviating as *Sr.* is appropriate when it is preferred.

Example: *School Sisters of Saint Francis Sister Maria Smith, Sr. Maria Smith*

T

the

Do not capitalize *the* in the names of organizations or institutions with the exception of *The Catholic University of America.*

theologian

This is not a formal title; it means one who studies God.

U

U.S. Conference of Catholic Bishops

Use this form, not *United States Conference of Catholic Bishops*, on first reference. USCCB is acceptable on subsequent references.

V

vespers

Also known as *evening prayer*. Always lowercase *vespers*.

vicar

Do not use vicar as a formal title before a name. In Catholic teaching, every bishop, including the pope, is a vicar of Christ.

Virtus

A safe environment program for those working as volunteers or paid employees in Catholic dioceses, *Virtus* was developed as a part of the plan for safeguarding God's children.

W

website

AP Style amended the spelling of website in its 2011 edition. It is now one word, lowercase w. Previously, AP Style spelled it Web site. Capitalize *Web* in any reference if it stands alone, lowercase all other words associated with it. Note: *webcam, webcast, webmaster*.

English Biblical Abbreviations

Genesis	Gn
Exodus	Ex
Leviticus	Lv
Numbers	Nm
Deuteronomy	Dt
Joshua	Jos
Judges	Jgs
Ruth	Ru
1 Samuel	1 Sm
2 Samuel	2 Sm
1 Kings	1 Kgs
2 Kings	2 Kgs
1 Chronicles	1 Chr
2 Chronicles	2 Chr
Ezra	Ezr
Nehemiah	Neh
Tobit	Tb
Judith	Jdt
Esther	Est
1 Maccabees	1 Mc
2 Maccabees	2 Mc
Job	Jb
Psalms	Ps(s)
Proverbs	Prv
Ecclesiastes	Eccl
Song of Songs	Song
Wisdom	Wis
Sirach	Sir
Isaiah	Is
Jeremiah	Jer
Lamentations	Lam
Baruch	Bar
Ezekiel	Ez
Daniel	Dn
Hosea	Hos
Joel	Jl
Amos	Am

Obadiah	Ob
Jonah	Jon
Micah	Mi
Nahum	Na
Habakkuk	Hb
Zephaniah	Zep
Haggai	Hg
Zechariah	Zec
Malachi	Mal
Matthew	Mt
Mark	Mk
Luke	Lk
John	Jn
Acts of the Apostles	Acts
Romans	Rom
1 Corinthians	1 Cor
2 Corinthians	2 Cor
Galatians	Gal
Ephesians	Eph
Philippians	Phil
Colossians	Col
1 Thessalonians	1 Thes
2 Thessalonians	2 Thes
1 Timothy	1 Tm
2 Timothy	2 Tm
Titus	Ti
Philemon	Phlm
Hebrews	Heb
James	Jas
1 Peter	1 Pt
2 Peter	2 Pt
1 John	1 Jn
2 John	2 Jn
3 John	3 Jn
Jude	Jude
Revelation	Rv

Section Two: Spanish Style Guide

Common Spanish Catholic Terms and Usage Issues

When posting information on the website in the Spanish language please note the following:

Countries

Countries are capitalized; however, ethnicity is never capitalized unless it is the first word in the sentence.

Example: *Mexico*
mexicano, latino, hispano, puertoriqueño

Dates

The order of a date is noted as: el día 2 de julio de 2009

Days

Days are never capitalized in Spanish. The exception to this rule is *Domingo de Ramos, Jueves Santo, Viernes Santo, Sábado de Gloria*

Months

Months are never capitalized in Spanish unless it is the first word in the sentence.

Spanish Biblical Abbreviations

Génesis	Gén, **Gn**
Éxodo	Éxod, **Éx**
Levítico	Lev, **Lv**
Números	Núm, **Nm**
Deuteronomio	Deut, **Dt**
Josué	Jos
Jueces	Jue, **Jc**
Rut	Rut, **Rt**
1 Samuel	1 Sam, **1 Sm**
2 Samuel	2 Sam, **2 Sm**
1 Reyes	1 Re
2 Reyes	2 Re
1 Crónicas	1 Cró, **1 Cr**
2 Crónicas	2 Cró, **2 Cr**
Esdras	**Esd**, Es
Nehemías	Neh, **Ne**
Tobías	Tob
Judit	Jdt
Ester	Est
1 Macabeos	1 Mac
2 Macabeos	2 Mac
Job	Job
Salmos	Sal
Proverbios	Prov, Pro, **Pr**
Eclesiastés	**Ecl**, Ec
Cantar de los Cantares	Cant
Sabiduría	Sab
Sirácides *o* Eclesiástico	**Sir**, Si *o* Eclo
Isaías	Is
Jeremías	Jer, **Jr**
Lamentaciones	Lam
Baruc	Bar, **Ba**
Ezequiel	Ez
Daniel	Dan, **Dn**
Oseas	Os
Joel	Jl
Amós	Am

Abdías	Abd
Jonás	Jon
Miqueas	Miq, **Mi**
Nahún	Nah, **Na**
Habacuc	Hab
Sofonías	Sof, **So**
Ageo	Ag
Zacarías	Zac, **Za**
Malaquías	Mal
Mateo	Mt
Marcos	Mc
Lucas	Lc
Juan	Jn
Hechos de los Apóstoles	Hech, **Hch**, He
Romanos	Rom
1 Corintios	**1 Cor**, 1 Co
2 Corintios	**2 Cor**, 1 Co
Gálatas	Gál
Efesios	Ef
Filipenses	Fil, **Flp**
Colosenses	Col
1 Tesalonicenses	1 Tes
2 Tesalonicenses	2 Tes
1 Timoteo	1 Tim
2 Timoteo	2 Tim
Tito	Tit, Ti
Filemón	Filem, **Flm**
Hebreos	Heb
Santiago	Sant, Stgo, **St**
1 Pedro	1 Pe
2 Pedro	2 Pe
1 Juan	1 Jn
2 Juan	2 Jn
3 Juan	3 Jn
Judas	Jds, **Jud**
Apocalipsis (de Juan)	Apoc, **Ap**

Section Three: AP Styling & Punctuation

addresses

Addresses should be spelled out.

Example: *1839 West North Avenue*

academic degrees

It is preferred to avoid abbreviations and use a phrase such as "Maria Casanova, who has a doctorate in creative writing, took the job." Use an apostrophe in bachelor's degree and master's degree.

affect/effect

Affect is a verb, meaning "to put influence on", while *effect* is a noun, meaning "a result or impact."

Example: *The curriculum revision had a profound effect.*
The curriculum revision affected the students greatly.

ages

Always use figures. Do not spell the number out. Use hyphens for ages expressed as adjectives before a noun or as a substitute for a noun.

Example: *Ronnie is 7. Sally is 7 years old.*
A 5-year-old girl drank all of that milk!

between/among

Use the word *between* when a distinct relationship is clear, no matter the number. Use the word *among* when there is no explicit relationship stated.

Example: *The discussion took place between the religious education director, the youth minister and the pastor.*
The pamphlets were handed out among the crowd.

beside/besides

Use the word *beside* to mean "next to," or "at the side of." Use the word *besides* to mean "in addition to."

Example: *Jim stood beside us at the rally.*
Besides Jim, Raymond also came to the rally.

can/may

The word *can* connotes ability, whereas the word *may* deals with possibility or permission.

cents

Spell out the word *cents* using numerals for amounts less than a dollar with the word. Use the dollar sign ($) and decimal system for amounts greater than a dollar.

Example: *5 cents, $1.31*

complement/compliment

The word *complement* means "completes or supplements." The word *compliment* means to say something nice about another.

composition titles

Apply these guidelines to book titles, computer games titles, movie titles, opera titles, play titles, album/song titles, radio and television program titles, and titles of speeches, lectures and works of art.

- Capitalize the principle words, including prepositions and conjunctions of four or more letters.
- Capitalize an article – *the, a, an-* or words of fewer than four letters if it is the first or last word in a title.
- Put quotation marks around the names of all such words except the Bible and books that are primarily catalogs of reference material.
- Translate foreign titles into English unless it is generally known by its foreign name.

continual/continuous

The word *continual* means "repeated or intermittent", while *continuous* means "unbroken"

Example: *Your continual interruptions annoy me.*
The wall has a continuous crack from floor to ceiling.

dates

Always use Arabic figures without *st, nd, rd,* or *th.*
Include commas after dates:

Example: *July 2, 2009*
On July 2, 2009, we went to Lake Michigan to go fishing.

days of the week

Capitalize the days of the week.

decimals and fractions

Decimals are preferred over fractions when practical.

directions/regions

In general, lowercase *north, south, east, west, northeast, southwest, etc.* when they indicate compass directions. Capitalize them when dealing with regions. Lowercase when they describe a section of the state or city.

Example: *The North was victorious over the South*
Settlers from the East went to the West.
We live in southeastern Wisconsin

dollars

Use figures and the dollar sign ($) in all except casual references.

Example: *$4*

For amounts greater than *$1 million*, use up to two decimal places unless necessary. Do not link the numeral with a hyphen.

email address

When using an email address in a story, capitalize the initial letters of the person's name.

Example: *Theodore.Gorky@Gmail.com*

enormity/enormousness

Enormity means "wickedness," while *enormousness* means "large or great."

farther/further

The word *farther* deals with distance, whereas the word *further* deals with degree, time or quantity.

Example: *Wauwatosa is not much farther from here.*
Let's discuss this issue further over some coffee.

fewer/less

The word *fewer* deals with a number of individual items, whereas *less* deals with items of bulk.

Example: *Ron worked fewer hours this week than he usually does.*
Paul has less control over the situation than he thinks he does.

headlines

Capitalize the first letter of the first word and all subsequent words, with the exception of articles and conjoining words (*and*, *or*, *if*, *as, etc*) which should be left lowercase.

imply/infer

Imply means to "suggest or hint at something." *Infer* means "to deduce or conclude from the evidence."

Internet

Always capitalize *Internet*. The *World Wide Web*, like *email*, is a subset of the *Internet.* They are not synonymous and should not be used interchangeably.

its/it's

The word *its* indicates possession. The word *it's* indicates "it is" or "it has"

Example: *The committee presented its report to the council.*
It's difficult to know what will happen next. (it is)

months

Capitalize the names of months in all uses. When a phrase lists only a month and year, do not separate the year with commas. When a phrase refers to a month, day and year, set off the year with commas.

Example: *January 1972 was a cold month.*
Jan. 2 was the coldest day of the year
His birthday is May 8.
Feb. 14, 1987, was the target date.
She testified that it was Friday, Dec. 3, when the accident occurred.

These are the only acceptable abbreviations for months. Spell out all other months entirely:

Jan., Feb., Aug., Sept., Oct., Nov. and *Dec.*

millions/billions

Use figures with million or billion in all except casual uses. Do not go beyond two decimal places.

Example: *The country has 1.64 million Hispanic residents.*

names

In general, use only last names on second reference. When it is necessary to distinguish between two people who have the same last name, as in married couples or siblings, use the first and last name. In stories involving juveniles, generally refer to them on second reference by their surname if they are 16 or older and by first name if they are 15 or younger.

numerals

Spell out numbers one through nine. For ten and above, use the number itself. Spell out a numeral at the beginning of a sentence.

Example: *Three men cannot read 670 pages in an hour.*

principle/principal

Principle is a noun, meaning a "truth or doctrine." *Principal* is a noun meaning "the person who is first in authority" or an adjective meaning "first in rank or authority."

regardless

The word *regardless* means "without regard for." *Irregardless is not a word.*

seasons

Lowercase *winter, spring, summer* and *fall* unless it is a part of a proper noun.

Example: *The Winter Olympics* are always my favorite.

telephone numbers

Use the form (414) 234 5678. If a country code is required, continue to use hyphens, not periods.

than/then

The word *than* is a conjunction that shows comparison. The word *then* is an adverb that shows time order.

Example: *You know more about the problem than we realized.*
Determine your policies first; then elect your officers.

time

Use a.m. or p.m. - lowercase with periods for formatting.

Example: *7 a.m.* NOT *7:00 a.m. or 7 am*

Web

This is the short form of *World Wide Web*. Always capitalize *Web.* Do not abbreviate as *www.*

Example: *website, Web page* **but** *webcam, webcast, webmaster*

website

AP Style amended the spelling (from Web site) in its 2011 edition.

webcam, webcast, webmaster

These words are all lowercase.

who/whom

The word *who* is one who completes an action (nominate case). The word *whom* is one who receives an action (objective case).

Example: *Who will replace the retiring pastor?*
To whom shall we return this giant bear skin?

who's/whose

The word *who's* means "who is" or "who has." The word *whose* is possessive.

Example: *Who's the youth minister at your church? (who is)*
Whose sock puppet is this?

years

When discussing a decade, or multiple, use an s without an apostrophe.

Example: *The 1890s were very different from the 1990s.*

Punctuation Guide:

apostrophe

Use apostrophes to denote possessives and contractions.
For plural nouns ending in s, the apostrophe follows the word.

Example: *Jesus' coat.*

For plural nouns not ending in s, the apostrophe comes before an added s.

Example: *Mary's coat.*

For contractions, note: don't, it's (it is), you're, etc.

comma

Use commas to separate elements in a series, but do not put a comma before the conjunction in a simple sentence. Do not use a comma between the second last and last item in a series when they are joined by a conjunction. Also use commas to separate clauses, introduce direct quotes, and before attribution.

Example: *Green, yellow and purple are her favorite colors.*

colon

The most common use of a colon is at the end of a sentence to introduce lists, tabulations, texts, etc.

Example: *He promised to increase these three things: expense, time and effort.*

e.g.

This means "*for example*" and is always followed by a comma.

Example: *Asia is a large continent with many nations e.g. China, India, Japan.,*

ellipsis

Try to avoid ellipsis unless doing creative writing, speech writing, or in direct quotations. Do not use an ellipsis following *etc.* – NO *etc…*

etc.

Use *etc.* sparingly to denote the potential continuation of a list that need not be continued in its current state due to time or space constraints. Do not use ellipsis.

exclamation point

Exclamation points should be used sparingly, and only for actually exclamation.

Example: *Yikes!*

hyphen

Use hyphens to avoid ambiguity or to form a single idea from two or more words. Hyphen usage is far from standardized and can be done with more or less frequency depending on the writer.

i.e.

Abbreviation for the Latin *id est* or *that is* and is always followed by a comma.

parentheses

In general, use parentheses around logos, as shown in datelines, but otherwise be sparing with them. Parenthesis are jarring to the reader. Use parenthesis when giving in-text citations following a quote from a source.

quotation marks

It is essential to use quotation marks for every direct quote. Always put a period inside of the quotation marks. For a quote within a quote, place the interior quote within single apostrophes on either side.

Example: *Juan quoted from Martin Luther King Jr. when he said "I like what Dr. King spoke about. 'I have a dream' meant that we all can live together in peace"*

running quotes

If a full paragraph of quoted material is followed by a paragraph that continues the quotation, do not put close-quote marks at the end of the first paragraph. Do, however, put open quote marks at the start of the second paragraph. Continue in this fashion for any succeeding paragraphs, using close-quote marks only at the end of the quoted material.

If a paragraph does not start with quotation marks but ends with a quotation that is continued in the next paragraph, do not use close-quote marks at the end of the introductory paragraph if the quoted material constitutes a full sentence. Use close-quote marks, however, if the quoted material does not constitute a full sentence.

Example: *He said, "I am shocked and horrified by the incident.*
"I am so horrified that I will ground him for two weeks."
He said he was "shocked and horrified by the incident."
"I am so horrified, in fact, that I will ground him for two weeks," he said.

semicolon

In general, use a semicolon to indicate a greater separation in thought than a comma can convey, but less than a period provides. It can be used to clarify a series, or to link independent clauses.

Example: *He is survived by a son, John Clause Smith, of Chicago; four daughters, Gillian Smith, of Milwaukee, Sara Smith, or Denver, and Sally Smith, of Detroit; and a sister, Barbara Smith, of Oakland, CA.*

Example: *My friend left for Florida last week; she got back today*

Section Four: Photo Guidelines

All photograph captions should follow a simple formula:

- First sentence: who is in the photograph and what is going on within the image, in the present tense, followed by the city and state where the image was made. The last portion of the first sentence should be the date, including the day of the week if the photograph was made within the past two weeks, preceded by a comma (e.g., Tuesday, Jan. 29, 2008). These three items (who and what, city and state, and date) are **MANDATORY** and no caption is complete without all of them.

- Second sentence: used to give context to the news event or describe why the photo is significant. Be cautions that the second sentence does not contain unnecessary information that may open the image up to legal problems by questionable or unacceptable connections.

Photo release:

- It has been the practice of the archdiocesan communications office to request that photos obtained from our schools and parishes have photo consent forms on file at the parish and/or school office. A photo consent form is available as a resource if you require them for your office. Depending on the source of the photo, you may wish to keep a release on file in your office. Minors must always have a parent/guardian signed photo consent form.

Section Five: Writing for the Web

Important Objectives

There are a few objectives that are necessary to consider when building, or adding to, a Web page.

1. Avoid making your content look like an advertisement. Those surfing the Web do not want to see ads, and if your content resembles one, it is more likely to be overlooked.

2. Skip "Welcome!" messages. These take away from the professional feel of a Web page and are not the content the reader came to see.

3. Write content for a specific audience. Every person visiting your website should feel like it has been written specifically for their needs.

4. Remember that people will scan the website. According to research, surfers will immediately take one look at the top of a website, and then scroll all the way down and all the way back up again. Therefore, headings and titles should be easily visible and eye-catching, so that even when skimming a reader can pick them out quickly.

5. Pages should include easy access to further information. Include a phone number, e-mail address, street address or any other pertinent contact information on each page.

6. Studies show that within the first seven seconds of viewing a page, a user will leave if they do not find what they are looking for. Make those first seven seconds count:

- First 2 seconds: Credibility. People do not want to get sucked in to a fraudulent or outdated website.
  - ✓ They are looking for brand recognition and dependability.
- Next 3 seconds: How is this page relevant to what they are looking for?
  - ✓ Content! If the relevant information is not easy to see or navigate, the user will fine the information elsewhere.
- Last 2 seconds: Decision.
  - ✓ The decision to stay or leave will be made based on the previous criteria.

Scanability Tips

It is clear that users will leave your website unless it is easy to scan. The following are tips on making a website more scanable.

1. **Bold** selective items on your website intentionally to draw the reader's eye and attention.
2. Only underline links. See *Flytrapping*.
3. Remember to use keywords that let the reader know exactly what they will find.
4. Keep layouts, fonts, colors, etc. consistent. This not only helps with readability, but gives your site recognizable qualities and characteristics.
5. Pay attention to details on alignment and spacing. Spacing and alignment should be consistent throughout the entire page.

Website Content Recommendations

1. For effective writing on the Archdiocese of Milwaukee website, follow the inverted pyramid model, i.e., put your key messages first and foremost in your writing, allowing less important details to follow. A reader who only reads your first sentence or paragraph should still come away with the most important knowledge from the passage.
2. Be concise but accurate: Do not use 20 words for something you can say in 10.
3. Use lay language. Your audience is broad, and their understanding of the message is most important. You can provide access to information that is more technical or specific in nature, but make sure that your central messages are written in terminology understood by the general public.
4. When using special terminology, acronyms or technical terms, consider the audience. Reduce or eliminate the use of jargon. If it is necessary to the story, be sure to explain the terms upon first reference.
5. Vary your sentence lengths in your writing. Using all short, stumpy sentences is not good, nor is one long sentence after another.
6. Avoid passive verbs whenever possible. Sentences are more interesting and engaging if the subject comes first.
7. Read your copy after you have written it. Editing is essential to eliminate simple mistakes and improve your credibility.
8. Break up longer pieces of text with the use of titles, headings, subheadings, sidebars, fact boxes and other bits of information in brief. This will make the longer pieces more engaging and less tedious for the reader.

Additional Web Formatting Recommendations

e-mail address

When using an *e-mail address* in a story, capitalize the initial letters of the person's name.

Flytrapping

Links "disguised" as words in your website are called *flytraps*. For example, if writing a story about Archbishop Dolan's most recent trip to Rome to visit with Cardinal Bernardin, you could *flytrap* Archbishop Dolan's name as a link to his biography page on the archdiocese's website and *flytrap* Cardinal Bernardin's name to more information about him or his work. This is helpful for Latin words, parish websites, theological terms and names; particularly elements which you may not want to explain on that page but could use clarification. This is also important because it gives the reader quick access to additional information and questions they may have, as well as increases your hits on Google

File Naming

When uploading picture files, multimedia or mp3 files to a website, use a structured file naming pattern. Use short names without dashes, hyphens, slashes, plus signs, asterisks, ampersands or excess information.

Font

Be consistent with your font. Red is not better than black. Be cautious not to overuse bold face font settings.

Formatting

Remove all useless information. Try to write as succinctly as possible.
People skim the internet, use bullet points and graphics only if they add quality to the site.

Golden Triangle

On a website, the reader's initial focus is on the upper left triangle of the page. This means: put the best information first (in that triangle) to draw the readers in. Make it interesting right away! It is a great place to answer the initial questions: who, what, where, when, how?

Hyperlinks

Any time a website is listed in the text of an article or online posting, make sure to distinguish it by underlining it and using blue font. If the link is on a picture, make sure it is very clear that the picture is a link to another page.

Privacy

Due to the nature of posting on the internet, although it is not always legally necessary, receiving proper image release forms for photographs posted is always an ethical approach. *See Administrative Guidelines in Section Five.*

website

When giving a Web address within a story or at the end, do not use the *http://*, which Web browsers will include automatically.

Section Six: Linking & Design Guidelines

Italic/bold text blocks

Avoid large blocks of italic and/or bold type.

Posting dates

All pages should be posted with the following date configuration: 06.15.09. The CMS adds this information automatically.

Copyright

The current copyright year using the copyright symbol © will automatically be applied to all pages by the CMS and should appear on all other pages.

Hyperlinks

The display of hyperlinks is controlled by the CMS.

E-mail links

The entire address is lowercase (unless it has case sensitive components). When providing a link to a person's e-mail address, it's preferable to give the full address in the displayed text – e.g., Julie Wolf can be reached at wolfj@archmil.org rather than Julie Wolf can be reached by e-mail.

Length of links

The hyperlink does not include any punctuation following a linked name or the period at the end of a sentence – e.g., Julie Wolf, communication director, has written an article that appears on the communication department pages at www.archmil.org.

Underlining

Avoid underlining words that are not hyperlinks.

Internet addresses

Internet address need not include http:// prefix, especially if they are hyperlinked, unless the list includes a mix of Web and non-Web (ftp:// and gopher://) addresses. If a secure server is being used, where an "s" is added, as in https://, consider displaying the complete address in text for clarity.

External links

External site links should be formatted to open in a new browser window so that visitors do not lose track of their place on the archdiocesan site.

Linking text

To improve search engine result reporting, avoid the use of "click here" for links.

Example: Preferred use - Archbishop Dolan's January 15, 2009 Some Seed is…
Discouraged use - For a copy of Archbishop Dolan's January 15, 2009 Some Seed: click here.

Animated graphics

Animated .gif files, Flash, custom buttons or other graphic types that do not have educational value relative to the content of a page or specifically address a mission objective of the archdiocese should be avoided.

Construction signs

Avoid "Under Construction" labels on pages. Rather, give a contact name and a date when the complete information will be posted.

Archdiocese logo

The Archdiocese of Milwaukee logo is never used as a background element (repeated as wallpaper).

Logo on every page

The Archdiocese of Milwaukee logo appears on every page. Adding a logo within page content is not necessary.

Personal signature

No signatures of Archdiocese of Milwaukee administrative leadership or staff should appear on Web pages as graphics or in linked documents. This opens up an opportunity for forgery/fraud.

Colored text

The CMS system will control text color. Avoid the use of other colors.

Image file types

The only image file types supported are .gif, .png and .jpg. Other file types must be converted before they are uploaded into the CMS.

Image library

If you need to upload a unique image, use these dimensions:

- Small square images: TBD/Aug. 2009
- Small horizontal banners: TBD/Aug. 2009
- Large home page banners: TBD/Aug. 2009

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