PPLD Communication Standardization Guide

The purpose of this guide is to ensure consistency in PPLD’s written communications. It is based largely on The Associated Press Stylebook and Libel Manual, but differs on some topics. In cases where Associated Press style conflicts with PPLD style, follow PPLD style. Where no entry occurs in this guide, revert to Associated Press style. The Elements of Style by Strunk and White is another resource to use for questions about grammar, spelling, and writing style.

This guide can be found on the Intranet under Departments/Community Engagement and Outreach Office/Communication Standardization Guide.

PPLD General

- All internal and external official communications, including electronic messages, must reference Pikes Peak Library District. The PPLD logo must appear on all promotional and informational materials produced for internal or external use, though not in electronic correspondence.
- Electronic and other official internal communications (include transmissions to “All” or other established groups) are sent using standardized memo formats.
- Acceptable shortened forms of Pikes Peak Library District: PPLD, Library District, District, Library. Each occurrence is capitalized when used to reference Pikes Peak Library District. No more than two forms should be used in a written piece. “The” is not used with PPLD or Pikes Peak Library District.

  Pikes Peak Library District was established in 1962.
  The Library was founded in 1885.
  PPLD uses resources to inform and inspire [correct]
- Use Arial font for all official PPLD documents.

Names and Usages

Avoid overusing acronyms. Be sensitive to patrons who may be confused by unfamiliar acronyms.

- Pikes Peak Library District (PPLD) library locations. The names of libraries and programs must always be written out on first reference with the acronym in parenthesis following it to be used on subsequent references:

<table>
<thead>
<tr>
<th>Acronym</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>PPLD</td>
<td>Pikes Peak Library District</td>
</tr>
<tr>
<td>CH</td>
<td>Cheyenne Mountain Community Library</td>
</tr>
<tr>
<td>n/a</td>
<td>CyberShelf</td>
</tr>
<tr>
<td>EA</td>
<td>East Library (not ELIC, East Library and Information Center, or East Branch)</td>
</tr>
<tr>
<td>ETC</td>
<td>East Teen Center</td>
</tr>
<tr>
<td>FO</td>
<td>Fountain Community Library</td>
</tr>
<tr>
<td>HI</td>
<td>High Prairie Community Library</td>
</tr>
<tr>
<td>LI</td>
<td>Library 21c</td>
</tr>
<tr>
<td>MA</td>
<td>Manitou Springs Community Library</td>
</tr>
<tr>
<td>MLS</td>
<td>Mobile Library Service</td>
</tr>
<tr>
<td>MO</td>
<td>Monument Community Library</td>
</tr>
<tr>
<td>OL</td>
<td>Old Colorado City Community Library</td>
</tr>
<tr>
<td>PA</td>
<td>Palmer Lake Community Library</td>
</tr>
<tr>
<td>PE</td>
<td>Penrose Library (not Penrose Public Library)</td>
</tr>
<tr>
<td>RO</td>
<td>Rockrimmon Community Library</td>
</tr>
<tr>
<td>HO</td>
<td>Ruth Holley Community Library</td>
</tr>
<tr>
<td>SA</td>
<td>Sand Creek Community Library</td>
</tr>
<tr>
<td>UT</td>
<td>Ute Pass Community Library</td>
</tr>
</tbody>
</table>

- Other general Library identifiers:

<table>
<thead>
<tr>
<th>Acronym</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>APPR</td>
<td>All Pikes Peak Reads</td>
</tr>
<tr>
<td>ILL</td>
<td>Interlibrary Loan</td>
</tr>
</tbody>
</table>

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Email addresses
  jdoe@ppld.org [correct]
  jdoe@mail.ppld.org [incorrect]

Extension numbers (phone)
  Insert a comma after the main telephone number, followed by a space and an x (abbreviation for extension): (719) 531-6333, x1234; (719) 884-9800, x1234.

Mission

Providing resources and opportunities that change individual lives and build community.


Website address

In print promotions and written use: ppld.org.
  http://ppld.org [incorrect]
  www.ppld.org [incorrect]

When referencing external websites, such as webmd.com, it is not necessary to include “http://” or “www.” Websites should not be underlined. When referring to a link on a website, such as Kids Web, use bold font. For example:

To find more information about children’s programs, click on Kids Web.

Administration (Admin)

- Leadership Team=LT

Job Title Acronyms

- Executive Director =ED; Director Smith, the Director
- Associate Director=AD; Associate Director Smith

Adult Services (AS)

- El Pomar Nonprofit Resource Center=EPNRC
- Interlibrary Loan=ILL

Associated Organizations

PPLD Foundation (PPLDF, The Foundation)

- The Foundation has an executive officer, or EO.
- There is a Board of Directors of the Foundation. Do not confuse this term with the PPLD Board of Trustees.
- Nonprofit is not hyphenated.
- 21st Century Library Capital Campaign
- Tri-Building Project

American Library Association=ALA

Colorado Association of Libraries=CAL

Friends of the Pikes Peak Library District (Friends of PPLD, Friends)

- There is an Executive Board of Directors of the Friends of the Pikes Peak Library District. Do not confuse this term with the PPLD Board of Trustees.
Community library groups are referred to independently: Friends of the Cheyenne Mountain Community Library.

Friends of the Pikes Peak Library District is referred to as singular (it is a group): The Friends of the Pikes Peak Library District sponsors the book sales. The Friends has several programs.

Public Library Association=PLA

Shivers Fund at Pikes Peak Library District (Shivers Fund)

Shivers African-American Historical and Cultural Collection

Staff Organization=Staff O.

Board of Trustees
This is the governing body of Pikes Peak Library District. The terms Board of Trustees, Board, or Trustees are capitalized in text: The Pikes Peak Library District Board of Trustees adopted a new policy. The Board met yesterday. Several Trustees were present.

When referring to a member, use Trustee as title: Trustee John Smith; Trustee Smith.

Children’s Services

- *Storytime(s)* is one word.
- Summer Reading Program (SRP)
- Homeschool is one word as a verb; home school is two words as nouns; homeschoolers is one word.
  
  Homeschoolers are homeschooled in a home school.
- Kindergarten=K (capital); use numbers for ages and grades: 5th grade, 5 years old, a 5-year-old

Circulation (Circ)

- Check out: use hyphens if modifying a noun (Check-Out Desk); no hyphen if it is not modifying a noun (items available for check out; check out the latest best seller).
- Colorado Library Card=CLC
- Self check out (no hyphens)
- Patron placed holds (no hyphens)
- Patron hold pick up (no hyphens)
- AMH=Automated Materials Handling
- Personal Identification Number=PIN
- RFID=Radio Frequency Identification

Collection Management

- Materials:
  - Audiobook(s)
  - AudioBookCloud
  - audiobook player
  - book club
  - bookdrop
  - book end
  - book jacket
  - book sale
  - bookbinding
Community Engagement and Outreach Office (CEOO)

- Center for Public Media (CPM): the audio and video studio located in Library21c.
- PPLD TV: the Library’s cable channel, which airs on Comcast 17, CenturyLink 8003, and Falcon Broadband 75.
- PPLD.TV: the website where the Center for Public Media posts streaming video.
- Annual Report to the Community is the PPLD direct-mail newsletter and Annual Report (formerly called Check It Out)
- District Dispatch is the PPLD internal eNewsletter for staff.
- Library Out Loud is PPLD’s monthly print newsletter (LOL) and weekly eNewsletter (eLOL).
- Displays are put in cases, exhibits are hung on walls.

Facilities

- Americans with Disabilities Act=ADA
- HippoFM (PPLD’s maintenance management software)
- On Call refers to the staff member fielding calls for service or emergency response
- Request for Information=RFI
- Request for Proposal=RFP
- Work Order=WO
Finance
- Munis ESS (Employee Self Service; used to manage timesheets, vacation leave, etc.)
- Purchase Order=PO
- Request For Proposal=RFP

Grammar
Ampersand (&): use only when it is part of a formal name, not in place of and (unless on a sign or poster.)

Capitalization
- In general, capitalize the full name of an organization, location, or other physical entity on first reference if it refers to a specific one. On second reference: if the full name is not used, do not capitalize, except if it is Library, District, Library District, etcetera as indicated.
- It is acceptable to capitalize any specific item or location you are using as a sign post to help the reader locate.
- West as a specific location is capitalized; as a compass point it is lower case: west.
- Region is not capitalized: Pikes Peak region.
- City is not capitalized: city of Fountain.
- Do not capitalize seasons of the year.
- Do not capitalize degree titles: bachelor’s degree, master’s degree.

Commas
- Lists separated by commas: insert a comma after the second to last item in list: milk, cookies, candy, and soda.
- Semi-colons should separate lists that contain commas within the lists:
  Participants included John Smith, politician; Jane Doe, writer; and Jill Jones, reader.
- If the clause that follows the word and is a complete sentence, insert a comma after and – do not use a comma otherwise.
  He issued a library card, and the patron signed it.
  He checked in the books and put them on the conveyor belt.
- Don’t use a comma after the title of an occupational description:
  Right: The speakers include producer Mel Gibson.
  Wrong: The speakers include producer, Mel Gibson.
- Commas, periods, and other punctuation go inside quotation marks: He said the book was damaged because “the dog ate it.”
- When a state follows a city, offset the state with commas – Denver, Colorado, is a large city – except in a full address.
- Use two-letter state abbreviations only with full addresses, including ZIP code. Two-letter abbreviations for states are offset by comma:
  Kingdom Hall
  1234 Main Street
  Denver, CO 80112

Dates
- When the month, day, and year appear in text, enclose the year in commas.
  October 26, 2004, is the date of the next board meeting.
- If only the month and year are included, do not separate them with a comma.
  The meeting was held in October 2004.
- Do not use ordinal numbers in dates; use cardinal numbers.
  Right: June 1; June 10, 2004
  Wrong: June 1st, June 10th

Hyphenating
- Ages: use hyphens if modifying a noun (one-year-old children); no hyphen if it is not modifying a noun (one year olds and their parents).
- African American is not hyphenated.
• Do not hyphenate words that end in *ly*: *She brought freshly picked flowers.*

**Job Titles**

• Do not capitalize titles that are not proper names just for emphasis. In text, capitalize with caution.
• In general, confine capitalization to formal titles used *directly before* an individual’s name. Use lower case when the title appears after a name.
  
  **Right:** *Jane Doe, executive director of the Pikes Peak Library District, was the speaker.*
  *Pikes Peak Library District Executive Director Jane Doe was the speaker.*
  
  **Wrong:** *Jane Doe, Executive Director of the Pikes Peak Library District, was the speaker.*
• It is acceptable to capitalize formal titles before or after a name on business cards, plaques, recognition lists, directory listings, programs, and similar formal publications.
  
  *John Smith, Reference Librarian*
  *Jane Doe, Circulation Clerk*
• Full time and part time: use hyphens if modifying a noun; no hyphen if it is not modifying a noun.
  He is a full-time staff member.
  *She works part time.*
• Staff is referred to as singular (it is a group): *Library staff is service-oriented.*

**Numbers**

• Numbers under 10 should be spelled out, over should be numerals.
  *Nine books were pulled. There were at least 25 people present.*
• Any number larger than three digits (except years) needs at least one comma: 1,000 or 1,000,000.
• *Percent:* don’t use the symbol % in text, write out the word. Only use the symbol in tables, charts, or graphs. Always use numerals for percents: 2 percent.
• *Ages and school grade levels should be numerals.*

**Times**

• Delete :00 from time on the hour: 8:00 p.m. becomes 8 p.m.
• 12 p.m. = noon
• Morning hours = a.m., afternoon or evening = p.m. (lower case with period after each letter)
• Decades: do not use apostrophes: the 1990s, not the 1990’s.

**Titles of works**

• The title of any complete work, series, movie, play, or TV show is italicized: *New York Times, Chicago History of American Civilization* series.
• Titles of articles in magazines or newspapers, chapter titles, or stories within a book are set in quotation marks: "Wordsworth in the Tropics" from Huxley’s *Collected Essays*.
• Titles of songs and short compositions can be set in quotations: “Ode to Billie Jo.”
• All words in titles are capitalized except prepositions and *a, an, the, and* (unless one of these words follows a colon): *The Labor Wars: A Brief History*

**Human Resources (HR)**

• Equal Employment Opportunity=EEO
• Family Medical Leave Act=FMLA
• Flexible Spending Account=FSA
• Personnel Action Notice=PAN

**Information Technology (IT)**

**Computer terms**

• Altiris (IT’s project management platform)
• The Catalog (PPLD online card catalog)
• CyberShelf
  
  o eBook(s)
  o eAudiobook(s)
- eMagazine(s)
- eMusic
- eVideo(s)

- database
- debug
- email (one word, not hyphenated)
- hard copy
- home page
- input
- Internet (capitalized)
- Intranet (capitalized) = (PPLD Staff Wiki)
- log on
- online (one word)
- Overdrive: virtual materials management software (for internal reference only)
- Patron Management System = PMS
- personal computer = PC
- Portable Document Format = PDF
- Public Access Catalog = PAC
- print-out or print out: hyphenated if used as a noun; two words if used as a verb
- SIRSI: circulation management software (for internal reference only, as with iBistro)
- web page
- website (one word)
- WiFi

**PPLD Databases**

- When the name of the database is used with the word *database*, capitalize them both:
  
  *Agencies Database*
  
  *Local Authors Database*

- When the word database is used alone, do not capitalize it.
- In addition to the two databases we maintain (listed above), PPLD also provides its patrons access to many subscription databases. These contain a wide variety of research tools in many subjects.

**Libraries and Mobile Libraries**

PPLD libraries incorporate that distinction in their names. *Fountain Library*

- Bookmobiles and bookmobile service are called Mobile Libraries and Mobile Library Service.
- City Mobile Library (urban route) do not use numeric distinction.
- County Mobile Library (rural route) do not use numeric distinction.
- Mobile Library Service = MLS
- Lobby Stops: The Mobile Library Service offers Lobby Stops for patrons at assisted living centers.

**Adult Literacy and ESL**

- GED Classes: helps students attain their General Education Development diploma
- Learn English: small group tutoring
- Read English Study Group
- Speak English: informal conversation groups
- Write English Study Group
- One-to-One tutoring program
- Family Literacy Kits
Meeting Rooms

- Evanced = PPLD’s meeting room management software
- When referencing a meeting in print, state facility first, followed by meeting room and address. Meeting rooms do not need to be capitalized.

  The meeting will be held at Penrose Library in the adult meeting room, 20 N. Cascade Ave.
- References to meeting times and dates should always include the day of the week.

  Star Group • Wednesday, May 4 at 3 p.m.
  - Library 21c rooms:
    - Alcove
    - Atrium
    - Cherwell C³ Entrepreneurial Center
    - Ent Community Conference Center
    - Gallery @ 21c
    - Petritz Learning Lab
    - Venue @ 21c

Security

- Use Suspension of Library Privileges for patrons whose access to library services and facilities has been curtailed. Do not use the words banned or barred.
- Use incident when referencing any altercation or event requiring security or police intervention.

Special Collections in the 1905 Carnegie (SC)

- 1905 Carnegie Library at Penrose Library
- Digital Archives
  - Pikes Peak NewsFinder is a searchable database index of full-text Gazette articles.
- 1905 Carnegie Garden refers to the xeriscape garden on West Kiowa.
- Pikes Peak Regional History Symposium: annual day-long event focused on regional history topics.
- Regional History Series: books and DVDs based on Pikes Peak Regional History Symposium topics.

Teen Services

- Booktalk (one word)
- East Teen Center (ETC)
- Teen Advisory Board (TAB)
  - Teen Zone is the official name used for designated spaces and on the teen web page.
- Summer Reading Program (SRP)

Training

- CPR/AED: Cardiopulmonary Resuscitation/Automated External Defibrillator
- Munis ESS (Employee Self Service) is the PPLD learning management software system.
- Staff Development Day