

Editorial Standards Quick-Sheet

The Communicator™

These standards are based on the Hands & Voices¹ philosophy and mission, as well as the *Associated Press Stylebook*, and *The Heath Handbook of Grammar & Syntax, 13th Edition*. Please review the article you are contributing to us and make sure it reflects these standards:

1. **The name of our newspaper is *The Communicator* and it must always be italicized.** It's also appropriate to write *The Hands & Voices Communicator*, but always include "The" and capitalize it as part of the name. *The Communicator* is a *newspaper*, not a newsletter.
2. **The name Hands & Voices always appears with the "&" symbol.** Avoid using "and" between the words Hands and Voices, except for website URLs or emails where this ampersand symbol can't be used.
3. The name **Hands & Voices is automatically plural possessive**, and does not require an apostrophe when it appears before one of our programs, products or services, in the same way, the U.S. doesn't require possessive punctuation to say "United States citizens can vote," for example). Example:
 - a. **RIGHT:** A growing number of states are implementing Hands & Voices Guide By Your Side programs.
 - b. **WRONG:** Hands & Voices' motto is "what works for your child is what makes the choice right."
4. **"Sniff Test":** Check your article over to see that it passes the Hands & Voices sniff test for bias. Not sure? Read up on this on our website at http://www.handsandvoices.org/articles/fam_perspectives/wo_bias_V8-2.htm
 - a. In general, if you are sharing your own story, represent it personally. Use personal pronouns like "our family experienced this..." or "that is how I feel." It can be helpful to point that that you are representing only your experience and there are different views on the topic. Family stories are generally included under the headings *One Family's Journey*, *Deaf/HH Infusion* or *Deaf/HH Plus*.
 - b. If you are writing objectively about an issue, such as "reported problems with cochlear implants", your story needs to feature balanced perspectives.
 - c. If the primary motivation of the article is product marketing, consider submitting an ad for the next issue. See <http://www.handsandvoices.org/resources/advertise.htm>. Our advertising rates are very reasonable, reach all states in the USA and several countries, and feature a more appropriate way to spread your message. Otherwise, balanced perspectives on the use of the product should be included in the article. Products should

¹ **Hands & Voices**, the Headquarters (HQ) of the organization will be identified in this document as Hands & Voices.

be mentioned, especially by brand, when important to an article's content on a broader topic.

5. **Deaf or deaf?** Use capital **D** for Deaf when referring to Deaf culture. Use D/HH as an abbreviation for Deaf/Hard of hearing. Otherwise, deaf can be lower-case. Avoid "hearing impaired" unless it's appropriate in context. Authors are encouraged to self-identify in personal stories. For more information, we like the media guidelines from the National Association of the Deaf (NAD). <https://www.nad.org/resources/media/>
6. **Numbers must be written out as a word from one through ten**, or when a number is the start of the sentence. After ten, you should write the numeric version (i.e., 11....)
7. **Headlines and titles of articles should not use articles** (a, an, the) **or conjunctions** (and, or, but, nor). Please propose a short eye-catching headline for articles you submit. Less than five words are best. We may have to edit for layout purposes.
8. **Quotation marks on words used in a special sense are placed inside the period** if appearing at the end of a sentence. Example: H&V coined the term "WASK". Otherwise, see #9.
9. **Periods and commas always appear inside quotes**. Example: He told me I could have everything I wanted on the IEP, so I said, "then let's start with carpeting the entire classroom."
10. **Colons and semicolons are always placed outside quotation marks**. Example: The principal's face began to turn purple when he said, "By 'everything', I meant you could expect us to allow your child to sit in the classroom during music"; immediately, I began dialing my H&V advocate.
11. **Single possessive:** Hers; family's **Plural possessive:** Theirs; families'
12. **Don't end a sentence with a preposition**, (of, for, to, with, under, through, beside, around, between, etc...).
13. **Make sure your pronouns match their possessive pronouns**. Example:
 - a. **RIGHT:** She brought her own laptop. They forget theirs.
 - b. **WRONG:** Any parent would like their child to succeed at anything they do.
 - c. **RIGHT:** Any **parent** would like **his/her child** to succeed at anything **she/he** does.
14. **Photos:** We love them! Please include suggested captions with any attached photos, and be sure you have permission to use the photograph from all pictured, with parents giving permission for minors. Photos must be at least two inches wide at 300 pixels per inch, or 600 pixels in width, minimum. If you don't speak "pixel" then think of it this way: If the photo is in focus, digital, easy to see and understand (subjects close up rather than far away), it probably has a good shot of making it into our paper. **Note:** Never submit photos directly from a website. They won't reproduce well and will have copyright problems.
 - a. Photos of your child or another individual: If you would like to recognize a child's achievements or honor another individual, consider a Kids & Kudos ad. [See http://www.handsandvoices.org/kidsandkudos/](http://www.handsandvoices.org/kidsandkudos/)
15. **Soft Carriage returns:** Please avoid "soft carriage returns" that can occur when pulling text off e-mails or websites; they create unnecessary breaks that usually appear in the middle of sentences. You can find these in WORD by clicking the little ¶ button. So clean them out of your document before submitting. Only single-spacing is required after periods.

16. **Title and Byline:** Submit your article with a suggested short, eye-catching title to us with the author's (or authors') credit in this format: by Name, Chapter (or organization).
Example: Stories from the Parking Lot at the IEP
By Jane Evans, Alaska H&V
17. **Length:** We have a limit of 1000 words. Most Chapter updates are one-two paragraphs. Family experience articles can range up to about eight paragraphs.
Topical, objective articles may be longer, but limited to 1000 words. Sidebars, pullout quotes, subheadings and references or links to more information may be needed for longer articles to help clarify points and extend the word limit. Submit early or contact the editor as needed.
18. **Tidbits:** Very short news or product items may be submitted as "tidbits" and do not require a byline. See examples of articles already published on the website at http://www.handsandvoices.org/articles/articles_index.html
19. **Submission format: Please submit articles in this way:**
 - as attached WORD documents, with black Times New Roman size 12 font,
 - single-spaced
 - with a short title, byline, and a suggested short caption for any pictures.
 - Pictures should be separate attachments.
 - Please keep all formatting simple. Tables and bullets can be used for large articles when clarity is needed.
20. **Deadlines:** Copy is **DUE TO THE EDITOR** on **Jan 15, April 15, August 15** and **November 15** of each calendar year at editor@handsandvoices.org. If the editor has not replied to the submission, feel free to inquire. Newspapers are released in paper form five to six weeks following the copy deadline to members of Chapter and HQ mailing lists. One digital newspaper is published each year. Publishing is at the discretion of the editor. Authors may be requested to submit additional information or participate in editing.

We value parent and professional experience and content over perfect grammar. We want to help get your story out to the world to effect change in the system and to other parents. If you need assistance with an article, or even need us to conduct an interview and write the article itself, please contact the editor at editor@handsandvoices.org.

THANK YOU FOR HELPING US MAKE

The Hands & Voices Communicator™

A GREAT READ!