

'Headline' of article

Please send articles to me by e-mail or as 3.5" floppy disk in DOS/Windows format. I can cope with any file format which Microsoft Word 7.0 (Word 95) can read, specifically, Word (.DOC), Rich Text Format (.RTF), Works 3.0 or 4.0 for Windows (.WPS), WordStar 1.0–7.0 (.WS*). WordPerfect 5.x or 6.x (.DOC or .WPD), Windows Write (.WPD) and, of course, good old plain ASCII text. Word 97 and Word 2000 files are usually OK.

Please write the bulk of the article in style '**Body Text**' like this paragraph. Pressworks ignores line spacing and similar parts of the paragraph style, so it doesn't matter much what layout or typeface you use. For sub-editing, though, 1½ or double line spacing is easier. Please don't use tables in Word, because they don't translate well to Pressworks. Please provide pictures separately from the text, as they have to be processed separately (grey-scale for printed and colour for Internet versions of the Newsletter).

To get a rough idea of how much you have written, allow about 750 words for each page of the finished Newsletter. If I didn't use headlines or pictures, it would be nearer 1800 words per page, and the figure varies between about 500 and 900. The whole Newsletter is rarely over 20 pages, and it has to be an important subject to merit as much as three pages (2 250 words).

Style 'Subhead' – for sub-headings

House style uses 'smart quotes' (different opening and closing quotation marks, 'thus' rather than 'thus').

Please use single quotation marks in general, and double quotation marks for quotes within quotes. For example, 'the Minister said "Give more money to cycling" in last week's conference,' according to somebody.

Please use an en rule for most dashes. That's a bit longer than a hyphen, and – on Microsoft Word for Windows 95 – can be entered using Control Numeric Hyphen. If you don't, the editor has to change your hyphen to a dash. I've been using space, en rule, space rather than em rule where the dash is equivalent to a parenthesis or a colon, and en rule (unspaced) between names to describe routes or junctions (such as *Cambridge–Ipswich* or *Radegund Road–Davy Road*).

For emphasis, use bold or italic text. Please don't use underlined text, and don't use bold and italic together unless you have to. (I use them together for notes to the editor, which are deleted before the work's printed.)

Picture captions should be in a style called 'Caption' like this. Please provide a caption for every picture, rather than expecting a picture to be inserted at a precise point in an article. Readers in a hurry often just look at the pictures and read their captions, and it is easier to lay out a page if the picture and the main text can be moved around independently.

‘Suggestions for call-outs should be in style “Callout” like this, and preferably collected together at the end of the article.’

Block quotes are in a style called Quote. In Pressworks I have this defined as italic, indented 5 mm at each side; in Word it is just indented a bit at the left.

If you have a spell checker, it saves a bit of time if you use it. If you would like a copy of my spell-checker word list, full of the correct spellings for local names like Addenbrooke’s, please ask.

Write each article as a separate document, if you can. It’s easier to choose an order and a newsletter layout that way. A long chain of related short items (such as ‘help wanted’) may be better as a single document.

For a bulleted list, please use the style

- ‘**Bullet**’ like this
- Each item is a separate paragraph

I’ve tried to reserve City (with initial capital) for

- The City of London, or its financial institutions
- as part of a proper name, especially Cambridge City Council
- as City Centre where this has a precise and consistent boundary with the definition used on road signs, meaning (for Cambridge) the same place as *Historic City Centre*

Specifically, please use *city* without any capital to mean Cambridge as a whole, or use *Cambridge* unless that word has appeared too often in the same article already. Don’t use *City* for that or as an abbreviation of *Cambridge City Council* or *City of Cambridge*. Shorten ‘Cambridge City Council’ to ‘the city council’ if necessary.

Our own name is *Cambridge Cycling Campaign* or *the Cycling Campaign*, or (if you’ve already used the full name) *the Campaign*. Please use the capital Cs. Please check that you have used Cycling rather than Cycle.

For dates, use ‘1 April’ or ‘1 April 2002’ rather than ‘April 1st.’ Add the day of the week (Monday 1 April) if it’s likely to matter to the reader – for example, for a meeting we want people to attend. Omit the weekday otherwise – the date a law comes into force, for example.

For distances, generally use metres, with Imperial equivalents if these make it easier to follow. Leave a space between the number and the unit. For example, a cycle lane should be a minimum of 1.5 m (5’) wide.

Diary events need two specialised styles, like this:

‘Month’ – centred

Tuesday 3 7 p.m. Each line’s entry is of style ‘Table’

To sign off, please use a one-line item of style **Byline**, something like this.

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