



Salvation Army Style Guide

**National Publications Department
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SALVATION ARMY STYLE GUIDE (2015)
USA National Headquarters
National Publications Department

PURPOSE STATEMENT

The *Salvation Army Style Guide* is provided to assist in creating a uniform writing style for Salvation Army publications at the USA National Headquarters.

MANUSCRIPT FORMAT

Typing: Manuscripts should be double-spaced.

Editing: Minor changes to improve details, correct information or condense copy will be made by the copy editor, senior editor(s) or editor-in-chief (EIC).

STYLE

- Write clearly. Avoid large words when small ones will do. Keep language natural. Avoid clichés and jargon.
- Avoid unorthodox spelling: nite; thru.
- Don't over-explain. Words seldom used in conversation are seldom put on paper.
- Remember the 5 Ws—Who What When Why Where (and How).
- To lessen turn around time, place each manuscript in the corresponding file.
- Source material must stay with copy that has been deferred. All related material will be filed together in the month of actual publication.
- Hard copy of Internet information needs to be included with backup materials.
- Encourage writers to include Bible translations used, references, and attributions.

ABBREVIATIONS

- Salvation Army officer ranks should be spelled out: Commissioner, Lieutenant (**but** Lt. Colonel)
- Always write out director.
- Always write out assistant.
- Always write out secretary.
- All abbreviations are printed with periods including titles: Dr., Rev., Mr., Mrs., Jr., Sr.
- Name initials are allowed if that person prefers: G.B. Shaw.
- Abbreviating a saint is allowed: St. Francis of Assisi.
- Do not abbreviate months: August; December.
- Mixed abbreviations that begin and end with a capital letter do not take periods: PhD; PoW.
- States can be abbreviated as per the USPS list or written out: AL, LA, NY.
- Omit periods in all-capital abbreviations **unless** the abbreviation refers to a person: AD; VIP; US; J. R. Ewing.
- Books of the Bible are never abbreviated.

BIBLE VERSIONS

- For publication purposes, *New Living Translation (NLT)* of the Bible will be the preferred choice. All other versions and paraphrases will be annotated in copy.
- Most versions of the Bible have standard abbreviations (see above) that can be used. Always write out *The Message* in full (i.e. not MSG)

CALLOUTS

- Generally, there is **no period** at the end of a pullout. If it is a direct quote by someone outside of the story, indicate the name of the person who made the statement.

CAPITALIZATIONS

- Use lowercase for general references to corps, corps sections, Army centers, departments, advisory boards, etc.: The corps band was on duty. The community care ministries sponsored
- When referring to a specific corps section, print as follows: The Denver Citadel Band provided music.
- Capitalize Harbor Light when specifically identified: Jarvis Street Harbor Light.
- Group Names: When printing group names, capitalize the first letter of each word and do not use quotes: New Beginnings
- Published Works: The principal words of titles of books, plays, movies, paintings and the like (also titles of journals, TV programs, CDs, videos, musicals, songs, choruses, magazines, newspapers, band compositions) are capitalized (and italicized):
For example: *I recommend reading A Tale Of Two Cities.*
Scarlett O’Hara is a main character in Gone With the Wind.
Nat King Cole’s classic rendition of Unforgettable is, well, unforgettable.
When I was a boy, I enjoyed watching Leave It To Beaver on television.
The New York Times is the country’s paper-of-record.
- Both words of compound adjectives in titles are capped:
- Lowercase all e-mail addresses and URLs except where the URLs are extended past the “.com” and are deemed case sensitive: salvationist.ca/KeepConnected).
- National Commander is always capitalized; as is the General. Territorial commanders are not capitalized: Commissioner David Jeffrey is appointed National Commander.
The Queen of England will welcome the General to Buckingham Palace.
- ALL references to Deity, Heaven, and the Gospel, including Bible, are capitalized:
For example: *We are not ashamed in preaching the Gospel.*
For there is a God in Heaven.
I cannot count the times He has blessed me.

CAPTIONS

- These will be unique to each publication and handled on an individual basis. However, the criterion is that the style be consistent once established. Identify only people who are relevant to the story.

COMMAS

- Use commas between the elements of a series but not before the final “and” or “or” unless it avoids confusion.
- When in doubt, err on the side of too few commas.
- When giving a mailing address, use a comma between the city and the abbreviation: Philadelphia, PA.

COMPOUNDS

- Use hyphens to clarify meaning
- Compound adjectives are often hyphenated before a noun (A 12 year-old boy ...)
- When compound adjectives stand alone in sentences they are usually not hyphenated:
She worked there for two and a half years
- Check other sources or write a compound noun as separate words or one word
- Compound verbs are usually either hyphenated or single words
- Compound verbs ending in an adverb or a preposition are not hyphenated (run in) Note: the same two words used as nouns or adjectives are solid unless hard to read (run-in).
- For capitalized compounds do not cap the second word except in a title

COURTESY TITLES

- On first reference use first and last name: Claude Taylor is president of Delta Air Lines.
- Thereafter, use first names or last names alone, depending on the nature of the article, at the discretion of the editor: John Brown is chairman of the Boston Advisory Board. Brown said in an interview ...
- Generally, give names in the form in which they are normally used. Vary this with the use of “she says” or “the corps officer says.” Try to stay in the present tense: John Smith is the coach of the baseball team. He says that his players are great athletes.

CURRENCY

- Omit periods, except having to include cents: \$500, \$1.25, .37
- \$2 (not \$2.00), two dollars; two francs, 2.5 francs; \$1 million (one million people); \$2 billion, the
- 2-billion project; two-million-member federation; 2.2-million-member group.

DASHES

- Do not use a space before or after an em-dash within copy.
- Place a space before **and** after an em-dash used to attribute a quotation.
- [See items under COMPOUNDS for en-dash usages.]

DATES AND TIMES

- Dates: July 18, 2014 (**not** 18 July or July 18th), however, 18th anniversary is acceptable.
- Do not use a comma when the day is not included: January 2007 was mild.
- Time: 7 a.m. (**not** 7:00 a.m.) but 1:15 p.m.
- Write noon or midnight (**not** 12 noon or 12 midnight)
- Write days of the week out in full: Monday, Tuesday.

ELLIPSES

- Use three periods to indicate an omission from a text or quotation. Put spaces before and after the periods: The decision ... rests solely with your elected representatives, not with pollsters.
- In condensing a text, use an ellipsis at the beginning, inside or at the end of a sentence. If it is at the end, put the punctuation before the ellipsis. Hence four periods end a sentence:
... But the government won't ignore thoughtful suggestions.
The decision ... rests solely with your elected representatives....

The decision about the new law rests solely with your elective representatives.... But the government won't ignore thoughtful suggestions....

- In news stories, use an ellipsis only inside a sentence, not at the beginning or end: "The decision ... rests solely with your elected representatives," the prime minister said.

HEADLINES

- All words of headlines and subheadings are capitalized
- Ampersand: Generally use "and" instead of "&". However, in exceptional cases an ampersand may be used for design purposes: *Joni & Friends* is on the schedule tonight.
- Numbers: Same rule as for the body of the story—write out one to nine, use numerals for 10 and above. However, always spell out numbers that start sentences: Fifteen persons attended the gathering,

INCLUSIVE LANGUAGE

Inclusive language should avoid cumbersome language: poet—not poetess; actor—not actress; Jew—not Jewess.

ITALICS

- *Italics* are to be used for published works (SAS): titles of journals, books, plays, TV programs, CDs, videos, musicals, magazines, newspapers, songs, band compositions, etc. All words commence with capitals except definite and indefinite articles, prepositions and conjunctions of less than four letters: *When the Mists Have Rolled Away; The Grace of God and the Sin of Man in a World Run Amok*
- Italics are used for foreign words/terms and musical terms
- Do not italicize names of ships, workshops, speeches, chapters, the Bible, the Scriptures, or books of the Bible. Type as in titles of journals, books, plays, etc., commencing all words with
- capitals except definite and indefinite articles, prepositions and conjunctions of less than four letters (see first paragraph, this section)

MINISTRY UNITS

- When referring to the location of corps/centers, include the state on first reference. Examples: Charlotte Temple, NC Chatham Corps, Ont. (**not** Chatham, Ont., Corps)

NUMBERS

- Numbers up to nine are to be written out; those higher than nine are to be in numerals. Avoid using numbers at the beginning of a sentence **but** if they must be used, write them out
- Do not put commas or "and" between words forming a number: one million thirty-three thousand two hundred ninety-eight.
- Use: Six copies of *War Cry*, not six *War Crys*, but he delivered the *War Cry* in the barrooms.
- Generally do not use brackets for area codes: 800-425-2111.
- Use commas to set off numbers of four or more figures except house, telephone, page, year and other serial numbers.

PERSONNEL

Leadership

- Accepted style for ranks: Commissioner; Colonel; Lt. Colonel; Major; Captain; Aux. Captain; Lieutenant; Cadet; Envoy; Sergeant.
- Always write out in full the following: General André Cox; Commissioner Silvia Cox; Commissioner William A. Roberts, Chief of the Staff.
- Always write out in full the name and rank of territorial leaders: Commissioners Barry and Sue Swanson, territorial commander and territorial president of women’s ministries; Colonel William A. Bamford, chief secretary; Colonel G. Lorraine Bamford, territorial secretary for women’s ministries [Note: If middle initials are required (*e.g.* Commissioner William W. Francis), it is not necessary to use them after the first reference where name is repeated throughout an article; use full names with initials for pull quotes and in magazine mastheads.]
- Use: The divisional commander of the Texas Division, Lt. Colonel Kenneth Luyk.
Lt. Colonel Kenneth Luyk, Texas divisional commander.
- Designation for “retired” will be (Rtd), and will be used only for retired Generals: General Bramwell H. Tillsley (Rtd). All other retired officers’ names will appear with rank only.

Officers

- Ranks used as characters in stories are capitalized, as are Mother, Father, etc.: Hello, Captain.
- Always capitalize rank before the name: Major John Smith. All other references are lower case: The major spoke well.
- Names of people should be given in the form in which they are generally used: Major Ray Cooper—not Raymond [Lotus Notes e-mail addresses are often a good guide]
- As a general rule, officers should always be referred to by rank and name. After the initial reference, first names (*i.e.* John, Mary) or last names can be used with discretion, depending on the nature of the article and the position of the officer concerned. Last names only may be used in a more formal news article at the discretion of the editor.
- Officers in key leadership positions (*i.e.* divisional commanders, department heads, Cabinet members, territorial leaders) should be referred to by rank in every instance, unless the reference is more personal in nature (*e.g.* referring to a specific conversation within the context of a column rather than a feature article).
- There is only one commander to a division. Identify the correct person with the position: Major James Arrowood, divisional commander, and Major Linda Arrowood, divisional director of women’s ministries **or** divisional leaders, Majors James and Linda Arrowood.
- Always use lower case as follows: The corps officers, Captains Bill and Sally Brown. Captains Bill and Sally Brown, corps officers.
- In the case of an officer couple holding different ranks, the rule of order is according to rank: Major Eva Smith and Captain John Smith (not alphabetical or by gender)

Lay Personnel

- Where lay people are in charge of a corps/center: under the leadership of John and Barbara Smith.

Local Officers

- Reference to commissioned local officers should be made as follows: Sandra Johnson, corps sergeant-major, shared a Gospel message with those gathered. (or: Corps Sergeant-Major Sandra Johnson shared a Gospel message.)

Non-Local Officers

- Reference to non-local officers should be made as follows: home league member, CCM member, band member, songster, corps cadet, singing company member, YP band member, junior soldier.

QUOTES

- Quotes are generally preceded by a comma. Exceptions can be made for longer statements of more than a few lines, in which case a **colon** can be used at the discretion of the editor.

SCRIPTURAL REFERENCES

- Scripture references are to be in Arabic figures, with a period after the reference: “Jesus wept” (John 11:35). Use (John 11:38-44), not vv 38-44 or vv 38 to 44
- When only two verses are referred to use: John 11:38-39
- For partial verses use reference such as: John 3:16a or Mark 4:2b
- All references *New Living Translation (NLT)* except as identified otherwise
- Do not place a comma between the reference and the abbreviated, italicized version
- A paragraph of Scripture on its own appears in italics including the reference.
[Note: Italics cancel quotes]
- When the Book consists of only one chapter, indicate as: 3 John 10, 12-14. To refer to a single verse from a passage, as in a Bible study article, use: (v 5).
- Quotations within text appear in quotation marks without italics: We read that “Jesus said to her, ‘Your brother will rise again’ ” (John 11:23). When paraphrasing Scripture, follow with the reference: In Scripture we are told that God loved us so much that He sent His Son to die for us (see John 3:16).
- Spell out the names of books of the Bible: Matthew; Exodus.

GLOSSARY OF FREQUENTLY USED WORDS AND TERMS

A

AD {anno Domini: in the year of the Lord} AD 410 (Do not use BCE and CE instead of BC/AD.)
adherent
Advent, the {the first coming of Christ}
advisory board **but** Des Moines Advisory Board; National Advisory Board; Divisional
Advisory Board
afterward
aged {child aged six}
a lot (not alot)
Alpha (the program); **but** *Alpha* (the book or video series)
all right
Almighty, the
al-Qaeda
altar {religious structure}
alter {to change}
amid {in the middle of}
analyze, analyzing, analysis, analyses
anti-human trafficking, Anti-Human Trafficking {noun or adjective}
acquired immunodeficiency syndrome (AIDS thereafter)
apostle; Twelve Apostles; Apostle Paul; the Twelve
Army Mother {referring to Catherine Booth}
Articles of War; **use Soldier's Covenant**
Ascension, the {of Christ}
Aux-Captain William Smith
auxiliary-captain {general reference in body copy}

B

baby boomer, baby boom generation
Baby Jesus
band **but** the Miami Citadel Band
bandsman {both genders}
BC {before Christ}; 55 BC; the second century BC
bestseller, bestselling author
Bible
Bible study
biblical
birth {of Jesus}; Jesus' birth; Christ's birth
biweekly **use** semi-monthly
Blackberry; Blackberry devices (**not Blackberries**)
blood {of Christ used in a theological or symbolic sense}
blood {referring to physical, even Christ's}
body of Christ, the
body, the {of Christ}

Brengle Institute
brigade **but** Dallas Temple Citadel Songster

C

Cabinet, the {NHQ/THQ}
cadet **but** Cadet John Smith
cadet-lieutenant, the
call {i.e. call to officership}; calling
camp out {verb}; campout {noun}
caregiver
carol sing
caroling
cellblock
cellphone
census board **but** Waco Census Board
century {first century AD}; 20th century
Chief of the Staff, the
Christian
Christian Mission, The **but** the Mission
Christlike
church {a building, a place of worship, a congregation}
church {spiritual body of believers universal}
Church {when linked with a proper name: Methodist Church (also in reference to the Body of Christ)}
church, early {referring to First- and Second-century Church}
colors {the flag}
commissioning, **but** the Central Territorial Commissioning
cop out {verb}; cop-out {noun}
corps' {possessive singular and plural}
corps {singular and plural}
corps sergeant-major {abbr. CSM}
counsel; counselor; counseled
co-worker
cross {of Christ, His redemptive work}; general references to cross are also lowercase
Crucifixion {of Christ}; general references to crucifixion are lowercase
cyberspace; cyber-addiction

D

daycare {all uses}
Decision Sunday
deity {God}, {personal pronouns referring to the deity are capitalized: Me, My, Mine, You, Your, He, His, Him, Thee, Thou, Thine, Who, Whom, Whose; God; King of Kings; Lord of Lords; the Messiah; Prince of Peace; the Savior; the Son; Son of God; Son of Man; the Word; Sovereign God; Mighty God; Awesome God}
divine
divinity {God}

Doctrine 7

E

e-mail

en route {always two words, and italicized}

enroll; enrolls; enrollment; enrolled

eternal reward

F

farther {literal distance}; further {additional; metaphorical situations}

Fellowship of the Silver Star

focus, focuses, focused, focusing

follow-up {noun and adjective}

foreword {in a book}

Founders {ref. William and Catherine Booth}

front line {noun}

front-line ministry {adjective}

fulfill; fulfilled; fulfillment

full time

full-time job

fundraiser, fundraising

G

General {referring to a Salvation Army General}

Glory {as in Heaven}

godly

Good News {as in Gospel}

goodbye {**no** hyphen}

Gospel {he preached the Gospel}

Gospel {the Four Gospels} (i.e. the Gospel of Luke)

gospel {when used as an adjective, e.g.: a gospel singer}

Grade 7 **but** seventh grade

grassroots

Great Commandment, the

Great Commission, the

H

half sister

hallelujah, **but** capitalize if standing alone, *i.e.* Hallelujah!

Harbor Light {referring to The Salvation Army Harbor Light}

headquarters {always has "s"},

headquartered

health care {noun}, **but** health-care system {adjective}

Heaven,
heavens
Heavenly Father {deity}
Heavenly home
Hell {referring to the abode of the damned}
Holiness Meeting
Holiness Table
Holy Scripture (CPS)
home page
homecoming
hometown
honorary
human immunodeficiency virus (HIV, thereafter)

I

Incarnation
inner city, the {noun}
inner-city programs {adjective}
inquiry **not** enquiry
International College for Officers {abbr. ICO}
International Headquarters {abbr. IHQ}
Internet, the; the Net in second reference
intranet
iPad, iPhone, iPod, iTunes {capitalize lowercase names at the beginning of a sentence: IPod}

J

junior soldier

K

keynote {speaker} **no** hyphen
King David
Kingdom {of God; of Christ; of Heaven}

L

Last Supper
Law {of Moses}
lay {to place}; lie {to recline or be situated}
license {noun}
license {verb}
lifelong; lifetime
linage {advertising}; lineage {ancestry}
line up {verb}; lineup {noun}
Lord **but** lordship

Lord's Day {Sunday}
Lord's Prayer

M

Mercy Seat (SAS)
millennium (CS)
miniseries (CS)
Movement {referring to The Salvation Army}
Muslim {a follower of Islam; not to be confused with Islam, the religion of Muslims}

N

Nativity
New
newfound (adj.)
New Jerusalem
non-Christian

O

Oberammergau
okay {**not OK, OK'd, OK'ing**}
one-time {as an adjective}
online {all uses}
open-air meeting {**not open airs**}
Order of the Founder {OF}
Order of the Silver Star – **changed to Fellowship of the Silver Star**
orders and regulations

P

part time
part-time job {adjective}
Partners in Mission Appeal
passerby; passersby
Passion {of Christ}
payday
Pentecost {Day of; Feast of}
percent {word in text; use % for charts}
postmodern
practice {noun, adj}
practice {verb}
prerogative
presence {God's}
promoted to Glory
prophet(s) **but** Prophet Isaiah

Q

quarter century;

R

Red Shield (all references)

Redeemer {referring to Christ}

Resurrection {of Christ}; general references to resurrection are lowercase

S

Salvationism; Salvationist

Salvation Meeting

Savior {referring to Christ}

Scriptural {same as Biblical}

Scripture

Second Coming {of Christ}

self-denial {observe a period of self-denial}

Self-Denial (effort to support the Army's work overseas)

senior soldier

session **but** *Soldiers Of The Cross* Session (actual name italicized)

sessionmate

severe acute respiratory syndrome (SARS thereafter)

sing-along

sized (medium-sized)

Soldier's Covenant (**not** Articles of War) song book, *The Song Book of The Salvation Army*

spellcheck

stationary (not moving)

stationery (writing materials)

stony

swearing-in (of senior soldiers); also enrollment

Sunday school

sunshine bags

T

temple (all generic Biblical temples, **but** Herod's Temple)

Temple (specific corps: Baltimore Temple)

Territorial Headquarters; at territorial headquarters

The Salvation Army; the Army; the Salvation Army hall; The Salvation Army's camp

timbrelist (player)

timbrel (instrument)

travel; traveller; travelled

Twelve, the {referring to the Twelve Apostles}

U

unchristian **but** non-Christian (CS)
undersecretary

V

Virgin {Christ's mother}
Virgin birth
Virgin Mary
voice mail

W

War: First World War; Second World War **not** WWI; WWII
war-torn
Watch-Night Service
web, the
webmaster
web page
website
well-being
western world
will {God's}
will of God
Wise Men; Three Wise Men
Women's Ministries Department
worldwide {Army}
Word {referring to Christ}
Word of God {Bible}
worshipped; worshipping; worshippers; worshipful
World Wide Web

X, Y, Z

young people's sergeant-major {abbr. YPSM}

ABBREVIATIONS FOR US STATES/US TERRITORIES

Alabama	AL	Montana	MT
Alaska	AK	Nebraska	NE
American Samoa	AS	Nevada	NV
Arkansas	AR	New Hampshire	NH
Arizona	AZ	New Jersey	NJ
California	CA	New Mexico	NM
Colorado	CO	North Carolina	NC
Connecticut	CT	North Dakota	ND
Delaware	DE	Ohio	OH
Florida	FL	Oklahoma	OK
Georgia	GA	Oregon	OR
Guam	GU	Pennsylvania	PA
Hawaii	HI	Puerto Rico	PR
Idaho	ID	Rhode Island	RI
Illinois	IL	Saipan	MP*
Indiana	IN	South Carolina	SC
Iowa	IO	South Dakota	SD
Kansas	KS	Tennessee	TN
Kentucky	KY	Texas	TX
Louisiana	LA	Utah	UT
Maine	ME	Vermont	VT
Marshall Islands	MP*	Virginia	VA
Maryland	MD	Virgin Islands	VI
Massachusetts	MA	Washington	WA
Michigan	MI	Washington, DC	DC
Minnesota	MN	West Virginia	WV
Mississippi	MS	Wisconsin	WI
Missouri	MO	Wyoming	WY

*Marshall Islands and Saipan share the same abbreviation.

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