

## Pacific Institute Style & References Sheet

**Our basic style guide is the Associated Press (AP) Stylebook** (with exceptions, such as the use of a serial comma): <https://www.apstylebook.com>

AP style quick reference guide:

<http://writingcenter.appstate.edu/sites/writingcenter.appstate.edu/files/AP%20Style-Quick%20Reference%20Guide-New.pdf>

This AP style guide is also helpful: <https://owl.english.purdue.edu/owl/resource/735/02/>

Webster's Dictionary:

<http://www.merriam-webster.com>

**Our references follow the Chicago Manual of Style.**

### Style

#### Numbers

Use figures for exact numbers that are greater than nine and words for whole numbers nine and below. The same applies when using whole numbers with hundred, thousand, million, etc. An exception would be for monetary amounts, which would always use figures.

Numbers in a pair or series should be treated consistently. Use the larger number to determine the appropriate form, e.g. 3 to 15 million acre-feet.

Never begin a sentence with a figure, except for sentences that begin with a year.

Some ordinal numbers, such as those indicating political or geographic order, should use figures in all cases. Examples: 3rd District Court, 9th ward.

When referring to money, use numerals. For cents or amounts of \$1 million or more, spell the words cents, million, billion, trillion etc. Examples: \$26.52, \$100, 200, \$8 million, 6 cents.

(For information on percents, see the “Hyphens” section on the next page.)

#### Capitalization

##### Regions

Question: northern California or Northern California?

Regional terms (often based on points of the compass) that are accepted as proper names but do not normally appear on maps are usually capitalized.

*Northern and Southern California.*

## **Titles and Offices**

Generally, civil, military, religious, and professional titles are capitalized when they immediately precede a personal name (when used as part of the name). IF they precede a personal name but are a descriptive tag, they are lowercased.

Governor Schwarzenegger

The study's director Tim Barnett

They are capitalized when following a name if they are referring to a person's official job title.

Rachael Broadmaster, Director of the Mermaid Institute...

They are lowercased when following the name if they are merely a descriptor, or when used in place of a name.

Rachael Broadmaster, the director of the Mermaid Institute...

Dr. Pachauri, head of the IPCC...

The director of the IPCC told reporters...

"River" is not capitalized when it follows a list of rivers. It is, of course, capitalized when it refers to a single river.

The Mississippi and Missouri rivers are popular destinations.

We went kayaking on the Mississippi River.

## **"Scare Quotes"**

Quotation marks are often used to alert the readers that a term is used in a nonstandard, ironic, or other special sense. They imply, "This is not my term" or "This is not how the term is usually applied."

## **Quotation Marks**

Commas and periods go *within* quotation marks.

"I did nothing wrong," he said. She said, "Let's go to the Warriors game."

This increase has been driven by hydraulic fracturing, or "fracking."

Thirteen percent of water used for well stimulation was "produced water," or recycled wastewater from oil and gas production.

In addition, another form of low-volume fracturing, referred to as "frack-packing," is often performed.

The reporting categories may be composed partly or entirely of freshwater, including "water combined with chemicals such as polymers," "another kind of water," and "not reported."

Except in the case of acronyms such as in this example:

One of the largest uses of water in petroleum production is for "enhanced oil recovery" (EOR).

## **Acronyms**

In the case of organizations, agencies, etc., define the acronym after the first instance of usage. Thereafter, even if the next usage appears many pages later, refer to the organization using the acronym only.

The U.S. Environmental Protection Agency (EPA) first issued guidelines on the use of this chemical in 1996.

This contradicts the EPA's guidelines.

Do not use an acronym for Pacific Institute. Instead, in all external communications refer to it as "Pacific Institute."

Do not use acronyms in the Executive Summary.

## Seasons

In most cases, seasons and their derivatives should be lowercased. This means that spring, summer, fall, and winter should all be lowercase along with any words that are formed from them, such as springtime, summertime, etc.

My favorite season is either *summer* or *fall*.

It finally is starting to feel like *springtime* out here.

There are exceptions, such as when the season appears in a proper name.

I go to the *Winter* Olympics every four years.

The Muskegon *Winter* Sports Complex is a great place to go skiing.

Or when the season is combined with a year.

The region experienced groundwater decline between Fall 2011 and Fall 2015.

## Hyphens

### Age

Hyphenate when it is a modifier: a *three-year-old* infrastructure project

Hyphenate when it is a noun (referring to a person): a *three-year-old*

BUT: the plan is three years old.

## Percent

Both the noun and adjective forms are always open compounds (no hyphens).

Use figures and spell out the word:

"50 percent of the people were there."

Use the number figure as opposed to the word for scientific works, but spell out numbers under ten for website and media copy.

Scientific works:

*5 percent*

A *9 percent* increase

Website and media copy:

*Five percent*

A *nine percent* increase

Repeat percent with each individual figure: "He said 10 percent to 30 percent would attend."

## Spelling

Words with more than one accepted spelling should use the primary spelling listed in the dictionary.

## Dependent Clauses

If the subject does not appear in front of the second verb, a comma is generally unnecessary.

He thought quickly but still did not answer correctly.  
She went to the park and then went swimming.

But sometimes a comma in this situation is necessary to avoid confusion.

*Confusing:* I saw that she was busy and prepared to leave.  
*Clearer with comma:* I saw that she was busy, and prepared to leave.

Without a comma, the reader is liable to think that "she" was the one who was prepared to leave.

## Compound-Modifiers

In general, compound modifiers should be hyphenated. Exceptions are when we've decided that it is a **solid compound** (one word), or if the open compound (two words) is largely accepted and will not be confusing.

Two words are *not* hyphenated when they are used as an adjective *after* a noun.

It is important to ensure that drinking fountains are clean and well maintained.

Object/noun	Modifier	Comments
acre-feet		Second use: af OR afy if appropriate
Bay-Delta	Bay-Delta	Full name: Sacramento-San Joaquin River Delta
brownfields	brownfields	as a topic/modifier, we will use the plural form, i.e. brownfields redevelopment
CALFED		
	citywide	
cleanup	cleanup	if verb, use clean up
Cold War	Cold War	
	community-based	
	consensus-based	
community-	community-	

building	building	
decisionmaker		
decision making	decision-making	
fact sheet		
farm worker		
freshwater	freshwater	
fund-raising	fundraising	
fund-raiser		
	grassroots	
greywater	greywater	
groundwater	groundwater	
Internet		
	instream	
land use	land-use	
nonprofit	nonprofit	
	offstream	
	ongoing	
online	online	
per capita	per capita	
policymaker		
policy making	policy-making	
reoperation	reoperate	
roundtable	roundtable	
salt water	saltwater	
sea water	seawater	
	socioeconomic	
	socioecological	
storm water	stormwater	
surface water	surface-water	
wastewater	wastewater	
water use	water-use	
website		
well-being		
	Worldwide	

## Abbreviations

It is correct to either include or omit periods for the following: BA, BS, MA, MS, PhD

Abbreviate names of states when used after the names of cities and towns, but spell out when referring to the state generally.

Ala. Fla. Md. Neb. N.D. Tenn.  
 Ariz. Ga. Mass. Nev. Okla. Vt.  
 Ark. Ill. Mich. N.H. Ore. Va.  
 Calif. Ind. Minn. N.J. Pa. Wash.  
 Colo. Kan. Miss. N.M. R.I. W.Va.  
 Conn. Ky. Mo. N.Y. S.C. Wis.

Del. La. Mont. N.C. S.D. Wyo.  
DO NOT abbreviate Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Utah, Texas.

### **I.e. and e.g.**

I.e. and e.g. both get commas after them

i.e.,

e.g.,

### **Serial Comma**

Use a comma between all elements, including before the “and” or “or” before the last element:

CORRECT: We are growing apples, peaches, and oranges.

NOT: We are growing apples, peaches and oranges.

USE A SEMI-COLON as a separator when some of the items in the string have other punctuation in them:

We are growing vegetables; apples, peaches, and oranges; and flowers.

We are growing apples; vegetables (like carrots and celery); and flowers.

### **Footnotes**

The footnote font is futura book in 8.5

### **Photo Captions**

Captions are optional, but be consistent throughout the publication. Cite the source when possible:

Low water-use landscape in Oakland, California.

High-efficiency clothes washer.

*Source:* [iStockphoto.com/polasen](https://www.istockphoto.com/polasen).

Recycled water pipeline in San Rafael, California.

*Source:* Data Instincts.

## Citation and Reference Style Guide

### Chicago Manual of Style (Author-Date):

[http://www.chicagomanualofstyle.org/tools\\_citationguide.html](http://www.chicagomanualofstyle.org/tools_citationguide.html)

#### Book

Lovelace, B.B., C.D. Jones, and E.F. Smith. 2007. *Title of Book*. City, State of Publisher: Publisher.

#### Chapter or other part of a book

Kelly, John D. 2010. "Title of Chapter in Uppercase." In *Title of Book also Capitalized*, edited by John D. Kelly, Beatrice Jauregui, Sean T. Mitchell, and Jeremy Walton, 67–83. Chicago: University of Chicago Press.

#### Online Journal

*Use the author's full name when available:*

Kossinets, Gueorgi, and Duncan J. Watts. "Origins of Homophily in an Evolving Social Network." *American Journal of Sociology* 115 (2009): 405–50. Accessed February 28, 2010. doi:10.1086/599247.

#### Print Journal

Weinstein, Joshua I. "The Market in Plato's *Republic*." *Classical Philology* 104 (2009): 439–58.

#### Pacific Institute report

Cooley, H., P. Gleick, and R. Wilkinson. 2014. *Water Reuse Potential in California*. Oakland, Calif.: Pacific Institute.

#### Newspaper/radio/tv source

Krinkmerp, B. 2007. "Brain-eating Amoeba Found in Tucson Water Supply." *Arizona Daily Star*, Month Day.

#### From website or online

*Because such content is subject to change, include an access date or, if available, a date that the site was last modified. In the absence of a date of publication, use the access date or last-modified date as the basis of the citation.*

Google. 2009. "Google Privacy Policy." Last modified March 11.

<http://www.google.com/intl/en/privacypolicy.html>.

McDonald's Corporation. 2008. "McDonald's Happy Meal Toy Safety Facts." Accessed July 19.

<http://www.mcdonalds.com/corp/about/factsheets.html>.

#### GIS Map

Author. 2007. "Map title" [format]. Scale. Computer database title [format]. Edition. Place of production: Producer, Date of copyright or production. Using: Author. Computer software title [format]. Edition. Place of production: Producer, Date of copyright or production.

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## **In-text Citations**

Put the citation at the end of the sentence, unless included it mid-sentence is necessary for clarity:

Income is a known driver of water demand (Headley 1963; Gregory and Di Leo 2003; Stoker and Rothfeder 2014), and low-income households typically have some of the lowest levels of water use.

Use author-date system: (Alonzo 1999)

*Long author:* If the author's name is really long, you can use abbreviations if they are included in reference (SNWA 2005). In the citation, this should look like: Southern Nevada Water Authority (SNWA), (2005)

*More than three authors:* only the name of the first author is used followed by et al. (et al. is not italicized in citation)

*Multiple references:* When citing two references at the end of the same sentence: (Alonzo 1999; Gleick et al. 2003)

*Personal communications:* Personal communications such as email, letters, phone conversations, and undocumented interviews can be cited in text: (J. Doley, professor emeritus, University of Arizona, personal communication, Oct. 5, 2004). They can also be included in a footnote where you can list the type of communication, person's name, position, organization, and communication date.

*Page numbers:* If it makes sense to include page numbers in the citation, separate with a comma: (Gleick 2006, 37-46; SNWA 2005)

## Charts, Graphs, Figures, and Boxes

### Charts, Graphs, Figures, and Boxes

Titles for tables, graphs, figures, and boxes end with a period.

Charts, graphs, figures, and boxes should all be listed in the Table of Contents.

Font information for charts, graphs, figures, and boxes:

The font is futura book in 9pt

The axis labels are futura bold in 9pt

The titles are futura heavy in 10.5 pt.

### Charts and Graphs

If you are going to be sending your work to a graphic designer, it's probably best to check with them about what format is most useful. Typically we send them a single excel file with each figure/table on its own tab, named according to the corresponding figure/table number from the report. But if the file has too much data to do that, multiple files are fine (just be sure each is clearly labeled with the corresponding figure/table # from the report).

Be mindful of the type of graph you choose ([this website](#) is informative and there are certainly others). Matt has the entire Tufte series in his office, if you want a classic primer on data visualization.

If your data is in a graph, try to include the actual figures in a table (within the report or as an appendix), so that others can access them. If it's just a few numbers, you could put them in the graph itself (above the line or bar); however, this is more likely to crowd the graph and makes it difficult for anyone who wants to use the data.

The y-axis should start at 0, unless you have a good reason not to (specifically, if the trend you are trying to show is not clear with a graph that starts at 0).

Include the units in parentheses on the y-axis label.

If you have more than one y-axis on the same chart, be sure the tic marks on the y-axis line up appropriately. (e.g. Fig 1, not fig. 2)

For line graphs, position the x-axis on the tic marks. That is, the line should start and end at the first and last number on the x-axis. (e.g. Fig 3, not fig 4)

If you can, put the legend in the graph, rather than next to it, to save space. (e.g Fig. 5). Make sure the colors are sufficiently different so that readers aren't confused and use a color-blind sensitive pallet if you can.

If you do a lot of your graph/table design in excel, you can retain all of that formatting when pasting the graph into your document by pasting with the “keep source formatting” option.

Remove the border around the graph that word adds automatically whenever you paste something in (right click on the graph area and then select “format plot area” and “border color”, “no line”)

Mark the figure/table title with a caption using the “insert caption” option under “references” in word. Then be sure to reference the figure/table within the text using the “cross-reference” option. Then, whenever you insert or delete figures/tables, the numbers will all be automatically updated, regardless to where they appear. I don’t think there’s a formal way to force the system to update the numbers, so the way I do it is to do a print preview, which updates all of the marked text in a document.

Whenever possible, use the same units of measurement in all the figures/tables in a set.

### Examples

Fig 1 good:

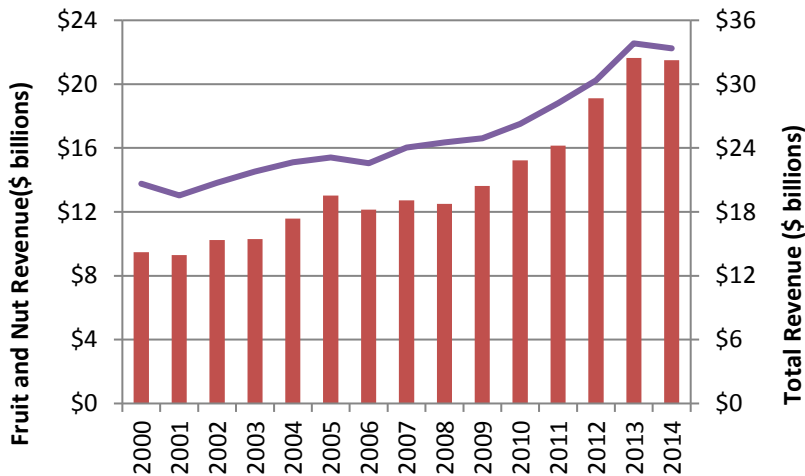


Fig 2 not good:

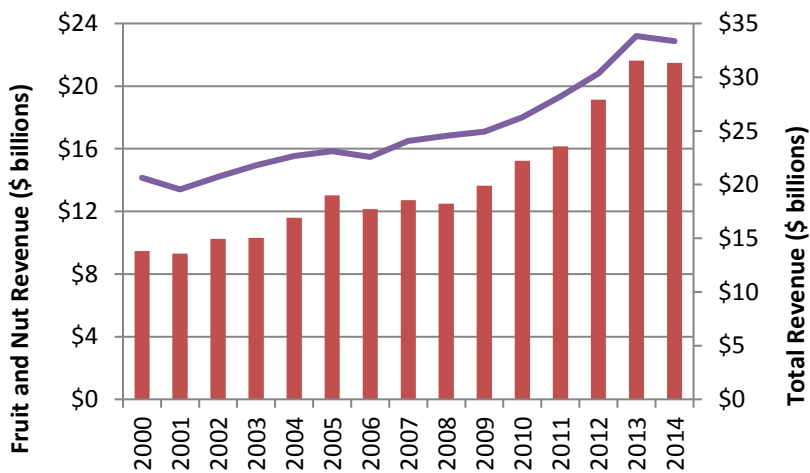


Fig 3 good:

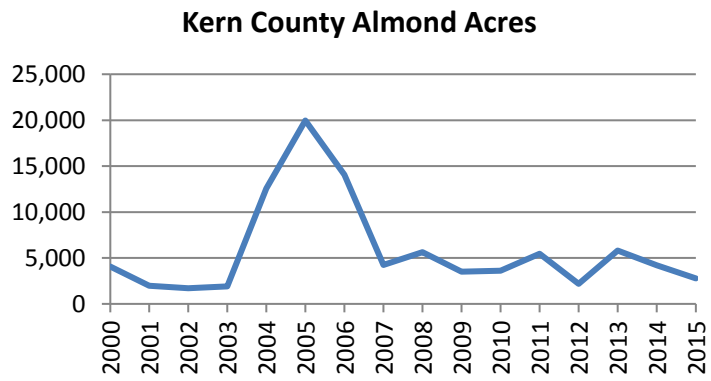


Fig 4 not good:

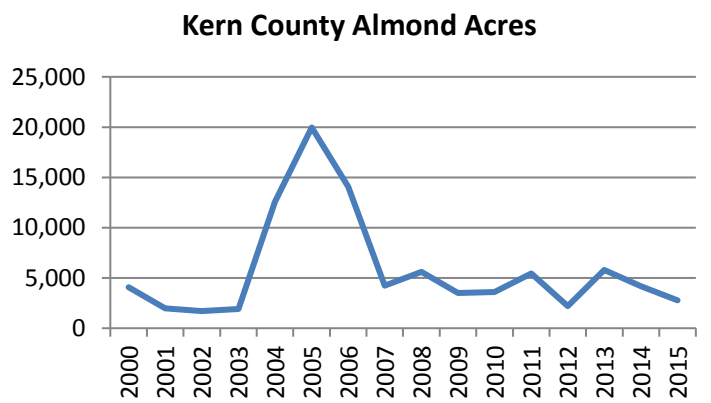


Fig 5:

