



Style Sheet and Writing Guidelines for CAI – Orange County Regional Chapter *OC View Magazine*

Thank you for making *OC View* one of the finest publications for Homeowner Leaders, Community Managers and Business Partners throughout Orange County, CA. Every two months our readers learn more and more about common interest developments by reading your interesting and informative articles in the *OC View*.

The purpose of the *OC View* and your article is to be educational, instructional, informative and interesting. Therefore, when writing your article, please do not include any self-promotional information about yourself or your company.

To maintain a sense of uniform writing style among the magazine's articles, please consider the style and spelling tips provided in this document. We have also provided instructions for submitting your articles and will only consider those that adhere to that format. You may refer to the "Sample Article Layout" provided at the end of this document.

Due to space constraints and other editorial concerns, final edits and adjustments may be made to your article.

Thank you again for all your help in making *OC View* such a great magazine. It is greatly appreciated.

If you have any questions, please contact:

CAI Orange County Regional Chapter

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Instructions on Submitting Articles

We only accept articles in WORD and TEXT-ONLY formats (no PDFs). Please e-mail your article along with any relevant pictures to **the committee chairs and ocview@caioc.org**. Faxed articles will not be considered. Please also inform us if the article you are submitting has previously been published elsewhere and include the date, place and name of the publication.

As a guideline, articles should be between 700 and 1,200 words.

Do not format (bold, colors, underlines, etc.) or layout your article in any way. Everything needs to be flush left and the same font size. See the "Sample Article Layout" at the end of this document.

Do not add pictures or graphs directly into your WORD document. All pictures and graphs you would like to include in your article need to be attached as a separate JPG file. You may want to supply a photo or two representing the subject matter of your article. Include only 300 dpi high-resolution pictures and graphs, please.

All articles must include the following:

1. A Short Descriptive Title - use an active voice to grab the readers' attention
Example: Tennis Anyone? How To Rebuild Your Old Courts
2. A byline with your name, CAI designation(s), and company name. Your byline **MUST** be in the actual WORD doc, and not simply in your email.
Example: By: Robert Smith, CMCA, PCAM, Follow The Bouncing Ball Construction
3. A short "pull quote" from the article. Copy a brief eye-catching line directly from the article and paste it at the end of the article.



Sample Article Layout

Tennis Anyone?

By: Robert Smith, CMCA, PCAM

Follow The Bouncing Ball Construction

The article begins here. Notice that nothing is centered, highlighted, bold, or abbreviated, not even the title. Just keep adding your text until the paragraph is complete.

To start a new paragraph, skip a line after the paragraph above and continue on, keeping everything flushed left. A paragraph should be at least three complete sentences.

A new paragraph should look like this. Do not indent. Your article will eventually come to its end.

PULL QUOTE (copied directly from article text): "Every tennis court should be playable and safe, even in the rain."

Industry-Related Writing and Spelling Tips

The: Do not use “the” before CAI or Community Associations Institute unless you are writing specifically about *the CAI board* or *the CAI conference*, etc.

CAI: CAI is a membership organization, not a company.

Order of Certification Designations: CMCA, AMS, LSM, PCAM, RS, CIRMS

CMCA certification is awarded by CAMICB.

AMS, LSM, PCAM, RS, CIRMS designations are awarded by CAI.

Assessments: Homeowners pay assessments not dues. When a homeowner is late paying assessments, they are delinquent.

Condominiums and Homeowners Associations: Condominiums have *common elements*; HOAs have *common areas*.

Capitalization: These words, when used in the body of the article, should be capitalized when speaking specifically. NO UPPER CASE WORDS, not even within the title.

Example: Ocean Sky Board of Directors, Ocean Sky Association, Ocean Sky's Community Manager. HOA, CC&Rs, CAI, Internet.

Example: Capitalize Southern California, but not southern Irvine. Capitalize Midwest, West, South, Southland and Southwest.

Lower Case Words: These words, when used in the body of the article, should be lower case when speaking in general terms.

Example: bylaws, chapter, governing documents, community manager, community association, association, board of directors, a board, business partner (unless part of a title or a bulleted list of member types), spring, summer, winter, and fall

Abbreviations:

1. Do not abbreviate condominium as condo nor cooperative as co-op.
2. United States is abbreviated as U.S. not US.
3. Esq. is not necessary if the individual in question has previously been identified as an attorney in the article
4. “i.e.” means “in other words”; “e.g.” means “for example”

Lists:

1. Capitalize the first letter of each word in a bulleted or numbered list.
2. Do not use periods at the end of a bulleted item unless the item as it stands alone is a complete sentence. Do not use a period at the end of a bulleted item even if the item completes the sentence introducing the bulleted list.

3. Do not use a semi-colon at the end of bulleted items.

Plural Words: Dogs, 1980s, HOAs, CDs, DVDs, homeowners associations (not homeowner's associations)

Example: The number of HOAs in California has increased every year. I have 27 CDs in my car.

Possessive Words: Dog's, 1980's, HOA's, CD's, DVD's, Its

Example: The HOA's sidewalks were colorful. The CD's artwork was colorful. Its artwork was colorful.

Websites:

1. Do not use http:// when listing web addresses unless it is necessary to access the site.

Example: www.caionline.org

2. Do not use a hyphen for "online."
3. "Website" is one word.

Self-Serving Thoughts To Avoid: "In my experience..." or "At our company we advise..." or "The best valve to buy is the ReadyMade brand..." (which the author sells or promotes.)

Hyphens, Dashes, and Spaces:

1. Use a hyphen when writing "large-scale" "low-rise" "mid-rise"

Example: Large-scale manager/community/workshop...

2. Do not place a space between dashes and the words on either side of the dash.

Numbers and Dates:

1. Spell out numbers one through nine, unless the same object appears in a sentence with an object 10 or over (5 apples and 100 oranges). Use figures for numbers 10 and above.

2. Spell out numbers when they start a sentence. When a number or a date is required to open a sentence, spell it out.

Example: One hundred five girls and sixteen boys tried out for the varsity soccer team.

3. Spell out percent in text, do not use %

Example: Fifty percent of homeowners are part of a community association.

4. Hyphenate numbers from twenty-one through ninety-nine, but *only* those numbers:

Example: one hundred eighty-three.

5. When using referencing the year of an event, place the year before the title of the event as it is not part of the title itself.

Example: The 2016 CAI Annual Conference and Exposition.

6. Spell the number if you spell the currency – twenty-five dollars.

Do not:

1. Add the numeral in parentheses after you have written it in words: seven thousand nine hundred fifty-two (~~7,952~~).
2. Place an apostrophe before the "s" in a plural year or century: The 1960s, or the 1800s.

Italics:

1. Keywords. Emphasize a keyword or phrase in your text by placing it in italics. The next time the term or phrase is used it should be in plain text.
2. Titles. Use italics for titles of books and names of periodicals in your text and references, including when referencing statutes.
Example: Davis-Stirling Common Interest Development Act, Civil Code Section 4710
(Use the word "Section" or the symbol § by inserting the special character in the symbol font)
3. Words as words. Words and letters that are referred to as words or letters are set in italics.
Example: the term American Indian is inclusive of over 500 ethnic communities.
4. Foreign terms. Non-English words or terms used in your text are set in italics.
Example: Hola is a form of greeting in the Spanish language. This practice excludes those words that have become incorporated in the English language, such as laissez-faire.

Quotation Marks:

1. Periods and commas go inside quotation marks. All other punctuation (i.e., question marks, semi-colons, colons, and exclamation points) should be outside quotation marks, unless it is a part of the original source.
2. Place quotation marks around a word or phrase given in a special sense or purposefully misused.
Example: The City Council criticized the "outrageous" position of the store owner on his sidewalk signage.
3. Use quotation marks for nicknames.
Example: George "Babe" Ruth

Punctuation

1. Use the Oxford comma before "and" in uncomplicated lists.
Example: The United States flag is red, white, and blue.

I hope this document has been helpful to you. If you have any questions or comments, please contact me. Thanks again for all your help in making *OC View* such a great magazine.

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