

# Style Guide

When editing blog posts, avoid using the comment feature; this sends an alert to the writer, who may try to respond. If you have a question or a comment, email [copychief@ooliganpress.pdx.edu](mailto:copychief@ooliganpress.pdx.edu).

Blog posts should follow the *Chicago Manual of Style (CMOS)* 17th edition, *Merriam-Webster's Collegiate Dictionary* 11th edition, and Ooligan Press style conventions. Follow [social media guidelines](#) for HTML tagging found on the "Blogging References" card on the social media Trello board. The following are departures from these styles or important reiterations.

## Important HTML Notes

1. The Oregon Authors Blog does not recognize the `<cite>` tag for italics, and thus this tag cannot be used for OA posts specifically. Instead, all OA posts with italics in the body should use the `<em>` tag instead. This only applies to OA posts; all other posts for the regular blog may use the `<cite>`, `<em>`, or `<i>` tags for italics.
2. Italics **cannot** be used in the front matter of blog posts, and thus book titles or other titles that need to be italicized must be in all caps in the title, hook, or excerpt of a blog post. Italics for emphasis cannot be used in the front matter.
3. In an ordered list, `<li>` tags should be outside all other tags that come after in order for Wordpress to read the list properly. (i.e., `<li><b><a href="https://www.goodreads.com/book/show/29010395-i-am-not-your-perfect-mexican-daughter"><cite>I Am Not Your Perfect Mexican Daughter</cite></a></li>`).

## Numbers

Spell out numbers one through one hundred, including monetary values. If there are many numbers or statistics, then digits are acceptable.

e.g., one, twelve, 203, five dollars, \$135

# Names

The first time someone is mentioned, use first and last names, and then refer to them by last name in subsequent references.

e.g., Janet Smith is an important publishing person. Smith has a lot of ideas about books.

Avoid using courtesy titles, such as Mr. or Mrs., unless in direct quotes or to distinguish people with the same last name.

e.g., I visited Norman and Heidi Jones yesterday. Mr. Jones cooked omelets while Mrs. Jones told stories.

## A

alt text (not alt-text or ALT text)

amid (not amidst)

a.m.

audiobook

## B

BCE

best seller (not bestseller)

best-seller list

best-selling

Big Five

blond (not "blonde," which is the UK variant)

bookseller (not book seller)

bookselling

bookstagram

BookTube

## C

catalog

CE

coronavirus (Coronavirus at the beginning of a sentence)

COVID-19 (not Covid-19)

coworker