

STREET STYLE SPRANG 2018

Style and Such

Stuff You Should Memorize (all of Street Style, but especially this):

1. **DASHES. Dashes. DASHES. Dashes.** Small dash to connect words (en dash) = Option + hyphen. Em dash (long boi) for clauses = Shift + Option + hyphen. No spaces between em dashes. No hyphens. Ever. We don't know why. It's just a thing so DO IT. And don't fucking link an adverb and an adjective with an en dash.
Good: You have a squid—face.
Bad: You have a squid-face
Good: The girl farted loudly—she loves them beans—and then left Huntsman.
Bad: The girl farted loudly – she loves them beans – and then left Huntsman.
Good: Rihanna, a majorly talented bad bitch, has a new album coming out this month.
Bad: Rihanna, a majorly–talented bad bitch, has a new album coming out this month.
2. **Always Always Always** use the Oxford comma. Be consistent, my dudes!
Good: We want to be like Carrie, Miranda, Samantha, and Charlotte.
Bad: We want to be like Carrie, Miranda, Samantha and Charlotte
3. **Always use present tense no matter when events in the article took place.**
 - a. **Same for quotes** (“says” instead of “said”)
4. **Numbers.** Spell out 1–10. (One, two, three..) Then use the numerals. (340,034, 800, 69 etc.)
 - a. Use numerals for numbers with decimals
 - b. In text, it's five percent or 1.2 percent
 - c. If it's at the beginning of a sentence, always spell it out. If it's a long ass number, you should find a way to rewrite the sentence so the number is no longer in front. (e.g. “19,078,364 students showed up.” → “Nearly 20,000,000 students showed up.” or “The event had 19,078,364 students in attendance.”)
5. (*Ed. note: This is how you write an editor's note.*) Parenthesis, italics, *Ed. note* spelled like ←, period if complete sentence. B00m.
6. *No italics for emphasis* ← That's called irony, folks! But seriously, like, don't do that.
7. Movie, book, TV show, magazine, art piece/installation, podcast titles, and album titles in italics
Example: I got my mom *Fifty Shades of Grey* for her birthday.
Poems and short stories: quotes
Example: Fuck Robert Frost and “The Road Not Taken.”
Song titles, TV episodes, podcast episodes: quotes
Example: *Sex and the City* was my favorite show, but the episode “Boy, Girl, Boy, Girl...” was problematic.

On Subheads

1. Put periods in subheads that end with a full sentence. No periods with not full sentences
Good: We like sausage.
Good: Phallic food and fun
Bad: Phallic food and fun.

On Formatting Interviews & Quotes

1. **Interview formatting:** Bold questions, names and Street. On first reference, use the full name. On second reference, use initials.
Example:
Street: How long does it take you to iron your face in the morning?
Amy Gutmann: 3 hours and 4 minutes.
Street: Are you a lady in the Street (puns) and a freak in the sheets?
AG: Bitch what.
2. **Editing interviews:** This semester, we are doing away with ellipses in **Q&A** interviews. Instead, the quotes can be condensed and a note at the bottom will read: *Note: this interview has been condensed and edited.* When quotes are being **incorporated in a piece or profile**, ellipses should be used to not omitted pieces of quotes.
3. No quotes in Overheards. Bold the descriptors. For example:
Girl with really hard problems: I have four “super days” on Friday and don’t know what to do.
4. When we do use ellipses (very rarely and not in Ego) it’s like SPACE dot dot dot SPACE.
Like “yes, I love ... to eat dumplings.”

On Referencing Streettttt

1. In print, we call ourselves Street. Not 34th Street. Not 34th. Not Street Magazine. Just Street. When talking to a source for an interview, say 34th Street Magazine on first reference.
2. Don’t talk about how much you loooooove Street or make inside jokes that non–Street people wouldn’t appreciate. It’s good to be a visible community. It’s bad to look like an ego–stroking clique.

On Referencing Other People/Places/Things

1. **Schools**
School of Arts and Science: College (C)
School of Engineering: Engineering (E)
School of Nursing: Nursing (N)
the Wharton School: Wharton (W)
2. **Departments.** When referring to a specific department, we capitalize the title of the department. When speaking about that department, subject or major more generally, we

don't. *Specific* class names are put in quotes and more general class names are just written lower case.

For example: Fuck the Department of Criminology. I'm a criminology major. I'm taking "Introduction to Criminal Justice" and psychology.

3. **Titles.** You're giving your communications professor too much credit. We don't care about his PhD. His name is Vincent Price or Professor Price. If you get an interview with Tom Corbett, that's awesome—call him Gov. Corbett. Barack? Call him that or President Obama. But in general, we don't like titles. In most circumstances, titles like Dr. or Mrs. should be saved for Miss Cassandra (RIP).
4. **Students.** Mention school and year on first reference. For example: "Want to hear some gossip?" asked Corey Fader (W '18).
 - a. When referring to students, do not say "Wharton junior" or "M&T freshman." Just say their name and their school abbreviations in parentheses.
 - b. Ex: John Smith (W '18) or Mary White (W, E '19)
5. **Mentioning peeps multiple times?** When it's an admin/adult and you're mentioning their name a second time, use their last name. When it's a student, refer to them by their first name.
 - a. Ex: Corey Fader likes mac and cheese. Corey also likes Ben & Jerry's.
 - b. Ex: Eric Furda is the Dean of Admissions. Furda is also a College graduate.

Spelling & Word Choice

Funky spellings

1. **Man bun** = two words; no en dash.
2. It's **grey**, not gray. Because that's how they spell it in *50 Shades*. Just kidding. It's because British people are fancy as fuck and so are we.
3. Say **black** not African American.
4. **Email** is spelled email. The **internet** is not capitalized. Wifi is **wifi**. **Listserv** only has one –e and it's not at the end. Listserv. Welcome to the future.
5. **No periods in acronyms.** It's the UA. Not the U.A. And the UA is the Undergraduate Assembly. I don't know what they do, but they are a thing.
6. **Theos, Oz, Apes, Tri Delt.** No capslock here.
7. Smokey Joe's is abbreviated **Smokes'** (note the apostrophe!!!).h
8. Accents are now in. Olé!
9. **Amy Gutmann.** G–U–T–M–A–N–N. Don't fuck this one up. Generally **double check all names.**
10. It's **Allegro Pizza**, not Allegro's. Check their sign = mind blown. If you're trying to be factual, follow the correct spelling. If you meant it to say "Allegro's," tbh whatever fine idc.
11. **Alum** = anyone who graduated from Penn. But more specifically:

	male	female
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singular	alumnus	alumna
plural	alumni (also used for coed group of alums)	alumnae

12. Spring **break**, winter break, etc. = **not capitalized!**
13. Class boards capitalized when discussing a specific one. For example: She's on the **Junior Class Board**.
14. **East Coast** = capitalized
15. **Double major** is not hyphenated. Neither is **early decision**.
16. **Feb Club** is 2 words and capitalized
17. **Flyer** as in the people you avoid on Locust has a y not an i.
18. Spell out fractions with an en dash. For example: **one-half**.
19. **Hook up = verb; hookup = noun**. For example: Last night, I hooked up with my consistent hookup.
20. *phone* amounts should use the dollar sign (**\$7** not 7 dollars), but write out cents (**75 cents**).
21. It's **okay**, not OK (capitalized).
22. **Preprofessional**, not pre-professional.
23. **TikTok**—NOT Tik Tok.

On Clichés, Canned Phrases and Other Things You Can't Say:

1. "Sure, _____"
2. "Street sat down with _____"
3. "Contrary to popular belief, professors are people, too." Or any derivative thereof.
4. "Literally"
5. "Venture down to"
6. "Amongst" OR "amidst." Doesn't make you sound fancy; tth.
7. "Street does/did...."
8. "As I strolled down the Insta-perfect Locust Walk...." No Locust Walk imagery. No LOVE statue, no leaves falling, no cobblestones. This is played out. Get creative.
9. "Street does/did..." Tired. Try harder.
10. "Complete with..."
11. "Worth the trip"
12. "Doesn't disappoint"
13. "On point"
14. "Nestled on the corner...."
15. "Penn kids"

Grammar

Common Mistakes

1. **Misplaced modifiers.** Careful with these. **Wrong:** Covered with cold, moldy cheese, we ate the DPizza. Why? Hopefully you are not covered with cold, moldy cheese. **Right:** We ate the DPizza covered in cold, moldy cheese. **Also right:** Covered with cold, moldy cheese, the DPizza gave us food poisoning.
2. Comprised of = **NOT** a grammatically correct phrase. Say composed of.
3. Know the difference between **less than** and **fewer than**.
 - a. Less than → non-countable objects. Example: Less than half the pie was left.
 - b. Fewer than → countable objects. Example: Fewer than a third of the students actually signed up.
4. Quotation marks and punctuations. Check [here](#).
5. When in doubt, the [Purdue OWL guide](#) and good ol' Google are your best friends.

On Sentence Construction:

1. Omit needless words. These can include: adverbs (wistfully, hopefully, etc.), qualifying words (maybe, really, so etc.) and the word 'that'.
2. And on that note: a comma is not a replacement for punctuation, and when you write sentences that go on for miles and miles and just connect them with extra clauses or semicolons or conjunctions, you may be emulating Faulkner, but your reader will have lost interest or get confused, and that is not good because we love our readers; they are the reason we exist. **TL;DR: Be concise. Never use 15 words when you can use five. Be smart and to the point.**
3. Semicolons: use them sparingly and purposefully. Periods are your friends. They make your writing more digestible and prove that you're not pregnant.
4. Contract like a woman in labor. It's it's, not it is. Isn't it?

Miscellaneous

1. **Addresses:** If you cite both intersections both streets and refer to them as streets. If you cite a specific address, provide the street number, name of the street, and street abbreviation. For example: The University City branch of Copabanana is at **40th and Spruce streets**. Visit Copabanana, **4000 Spruce St**.
2. **Dates:** Today, yesterday, tomorrow are fine for print. But online, this becomes confusing when someone looks at a piece that references a concert happening "today" that actually happened yesterday.
 - a. Also it's Thursday, Sept. 15, 2015
 - b. NOT Thursday, September 15th, 2015
3. **Time:** a.m., p.m.
4. Don't put the <http://www> in any web addresses.
5. Also known as aka, not AKA, not a.k.a.
6. The alc is spelled "Banker's" **with an apostrophe**, not "Bankers"

7. Talking about numerical decades: there are never apostrophes between the year number and the “s.” Shorthand decades DO have an apostrophe BEFORE the number where the millennium and century would have gone. This drives me fuckin nuts.

Bad: I was born in the mid-1990’s; therefore, I am a 90’s kid.

Good: I was born in the mid-1990s; therefore, I am a ‘90s kid.

****If there are any other rules you believe must be added based on experience (i.e. mistakes you come across repetitively): let Lea know and we’ll figure this out together. <333****

bit.ly/dpstyle for more info :)