

Most Worshipful Prince Hall Grand Lodge
of
Texas and Jurisdiction
Free and Accepted Masons
Texas Prince Hall Freemason
Handbook and Style Guide
Living Document, July 2010

Learning the Basics

Defining plagiarism (from “Plagiarism: Curricular Materials for History Instructors”) By Michael Rawson, University of Wisconsin at Madison, for the American Historical Association

The American Historical Association’s *Statement on Standards of Professional Conduct* defines plagiarism as the appropriation of “the exact wording of another author without attribution,” and the borrowing of “distinctive and significant research findings or interpretations” without proper citation. Most cases of plagiarism represent a failure to properly paraphrase, quote, and cite sources.

Forms of plagiarism

The most obvious form of inappropriate borrowing involves the verbatim pirating of paragraphs, pages, or entire papers or chapters without quotation or attribution. The large amount of copying involved in such cases makes the occurrence of plagiarism undeniable.

Most plagiarism is more subtle. Writers plagiarize, for example, when they fail to use quotation marks around borrowed material and to cite the source, use an inadequate paraphrase that makes only superficial changes to a text, or neglect to cite the source of a paraphrase. The result is often a patchwork of original and plagiarized texts that echoes the original sources in recognizable ways.

COMMON ERRORS

Fabricating facts or story – A story that is false because the author made up a quote or information.

Misspelled name – Misspelling the name of any person who appears in a submission.

Misspelled word – Misspelling of a word(s)

Error in fact – A wrong Who, What, Where, When, Why or How element of a submission.

Non-attribution – Not citing sources of information

Style Guide

You must become familiar with the Texas Prince Hall Freemason Style Guide. We offer you this primer of style guide basics. You will use them so frequently that you should know them -- cold -- without having to look.

REFERENCES AND SOURCES

Most Worshipful Prince Hall Grand Lodge of Texas Protocol Manual
Most Worshipful Prince Hall Grand Lodge of Texas Constitution 2005 Revision
Department of Defense Information School
Associated Press Stylebook, 38th edition.

MASONIC TITLES

This Style Guide shows you the proper style for the Grand Lodge Publication. No Mason or member of the Prince Hall Family will be listed by last name only. Abbreviate titles on second reference before a name. Although this is done differently in journalism and in other Jurisdictions, we've have to standardize the process in Texas.

Grand Lodge Officers of Texas Jurisdiction

First Reference:

Most Worshipful Prince Hall Grand Lodge
Free and Accepted Masons
Most Worshipful Grand Master
Grand Master
Deputy Grand Master
Grand Senior Warden
Grand Junior Warden
Past Grand Master
Honorary Past Grand Master
Grand Secretary
Grand Treasurer
Grand Tyler
Grand Auditor
Chairman, Committee on
Foreign Correspondence
Grand Recorder
Grand Chaplain
Grand Senior Deacon
Grand Junior Deacon
Grand Senior Steward
Grand Junior Steward
Grand Marshal
Grand Historian
Grand Legal Advisor
Grand Organist
Grand Pursuivant
Grand Lecturer

Last update: July 2010

Second Reference:

MWPHGL
F.&A.M.
M.W.G.M.
G.M.
D.G.M.
G.S.W.
G.J.W.
P.G.M.
H.P.G.M.
G.Sec.
G.Treas.
G.Tyl.
G.A.

C.C.F.C.
G.Rec.
G.Chap.
G.S.D.
G.J.D.
G.S.S.
G.J.S.
G.Mar.
G.H.
G.L.A.
G.O.
G.P.
G.L.

Grand Worthy Patron
Grand Joshua
Grand Webmaster
Grand Editor

G.W.P.
G.J.
G.W.
G.E.

Lodge Officers

First Reference:

Worshipful Master
Senior Warden
Junior Warden
Past Master
Honorary Past Master
Secretary
Treasurer
Senior Deacon
Junior Deacon
Senior Steward
Junior Steward
Chaplain
Marshall
Tyler
Brother

Second Reference:

W.M.
S.W.
J.W.
P.M.
H.P.M.
Sec.
Treas.
S.D.
J.D.
S.S.
J.S.
Chap.
Mar.
Tyl.
Bro.

First Reference:

District Officers

Second Reference:

District Deputy Grand Master
District Deputy
Special District Deputy Grand Master
Special District Deputy

D.D.G.M.
D.D.
S.D.D.G.M.
S.D.D.

Note: Except for District Deputies and Special District Deputies, no District officer is a Grand Lodge officer.

PROPER NOUNS

The following are commonly used Masonic words which will always be capitalized for use in the Grand Lodge Publication.

Freemasonry	Dispensation	1st Degree	Holy Bible
Masonry	Initiation	2nd Degree	Square
Mason	Passing	3rd Degree	Compasses
Master Mason	Raising	Demit	Alter
Fellow Craft	Order	Charity	Warrant
Entered Apprentice	Communication	Brotherly Love	Masonic Titles
Eastern Star	Charter	Relief	Petition
Constitution	Proceedings	District	Chapter
Craft	Grand Lodge	York Rite	Brethren
Lodge	Minutes	Scottish Rite	

NUMBERS

Where there are no specific guidelines, the rule of thumb is this:

- Spell out zero to nine; 10 and above are numerals.
- Above three figures, use commas: 1,217
- It's 4,789, but 36 million, \$1 million.
- Spell out numbers at the beginning of a sentence. Use numerals for:
 - Age (3-year-old girl)
 - Dimensions (5 feet 6 inches tall)
 - Sports gains (3-2; 4-yard plunge, 2 wins, 1 loss)
 - In a series, apply the rule of thumb, e.g., 10 station wagons, two buses and 18 pickups.

TITLES & CAPITALIZATION

It's Grand Master Curtis, but the Grand Master returned from the Grand Lodge Tuesday. The same rules apply with all Masonic Titles. Is it a formal title, e.g., District Deputy Grand Master, Worshipful Master, Junior Deacon, etc.

DATES

When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov. and Dec. Spell out months when used alone or with a year only. September 1982 (abbreviate and use commas only with a specific date, Sept. 12, 1982.)

TIME

4 p.m., 5:30 a.m.

CITIES IN DATELINES AND STORIES

A city in the Dateline is where the actual action of the story took place, not where you wrote the story.

The following cities need no state since no confusion would result.

Atlanta	Dallas	Los Angeles	Oklahoma City	San Diego
Baltimore	Denver	Miami	Philadelphia	San Francisco
Boston	Detroit	Milwaukee	Phoenix	Seattle
Chicago	Honolulu	Minneapolis	Pittsburgh	Washington
Cincinnati	Houston	New Orleans	St. Louis	
Cleveland	Indianapolis	New York	Salt Lake City	
	Las Vegas		San Antonio	

The following are not in the AP Style Guide but will be used for the Grand Lodge Publication.

Austin Ft. Worth El Paso

Three-step Copy-editing Process

THREE-STEP COPY-EDITING PROCESS

1. Copy-edit for tone
2. Copy-edit for content
3. Copy-edit for mechanics

COPY-EDITING FOR TONE

Eliminate violations in security, policy, propriety

Types of security violations

- A. Secret information

Policy

- A. Grand Lodge Policy
- B. Libelous statements
- C. Political statements

Propriety

- A. Bad taste
- B. Sexism
- C. Racism

COPY-EDITING FOR CONTENT

Accuracy

1. Name, titles, orgs
2. Numbers/statistics
3. Facts

Brevity

1. Cut unneeded words/data
2. Eliminate redundancies

Clarity

1. Answer all the reader's questions
2. Put numbers/statistics in context
3. Explain jargon/technical terms
4. Use informal style
5. Use simple words/sentences
6. Organize logically

COPY-EDITING FOR MECHANICS

Spelling
Stylebook
Punctuation
Grammar
Sentence structure

News Writing Criteria & Tips

Format. Be sure articles are in the proper format. Arial 11 Font, double spaces between paragraphs. A headline and byline should accompany the article.

Datelines. When writing a story with a dateline, you may refer to the “where” element in your lead by simply writing “here” or place where (i.e. a convention center) that story happened. The reader must be able to clearly understand that “here” refers to the location of the story action; if the location is not the same as the dateline, then the action location must be specifically named.

Newspaper Dateweek. Will be referred to by the month and date. Don’t use “today,” “tonight,” “yesterday,” “tomorrow,” “next” and “last.”

News Peg. What’s so important about this story? Whose perspective should you take? Are you covering the latest significant development?

Leads. The summary lead is based on the five W’s and H -- Who, What, When, Where, Why and How. Answer as many of the key questions in as few words as possible specifically and concisely -- normally at least four W’s (Who, What, When and Where) in a one-sentence paragraph, 30-word maximum.

Lead Emphasis. These are the first few words in a lead. Which of the W’s does the reader want answered first? The Who? Perhaps. Name the Who if prominent; use impersonal ID (job title, not rank) and unit. The What? Often the correct choice, if the event is more important than who is saying or doing it. Consider those two W’s before others in a straight news story.

Bridge. Conform bridge to **WAITS**: **W** -- Why & How, usually are not in the lead; **A** -- Attribution, who said it; **I** -- Identification, after an Impersonal Who lead; **T** -- Tie-back to an earlier story to put the facts into perspective; **S** -- Secondary facts/additional information not in the lead but complementing it.

Immediately, fully identify in the bridge any Impersonal Who used in the lead (name and title are necessary in any first reference.) In articles, a person’s hometown is also needed and a person’s age may be important in a story.

Body. Expand on information in the lead; add facts in diminishing order of importance; use facts that support the lead; full attribution for authority and credibility; after using the necessary facts in the story -- STOP. No need to “sum up” a straight news article at the end.

Attribution. Keep yourself and the Grand Lodge Publication out of trouble by citing specific sources of information when it is subject to argument, change or involves policy. Attribute at least once per paragraph when such data is suggested.

- Write the meat of the sentence first, followed by who said it. Usually what is said is more important than who said it. For variety, insert attribution between sentences or phrases.
- Direct quotes and paraphrases always need attribution. Never use first-person pronouns in indirect quotes (e.g. *I, me, our, we*).

- A direct quote should never be “fixed” to correct improper English. If speakers use improper English, use only a partial or indirect quote.
- Pay close attention when receiving quotes, if the quote sounds awkward or confusing, restate the exact quote or restate in way that fits your story and ask the person’s if the restated quote is satisfactory.
- Use **past tense** unless action or statement is still being executed. Save “says” for features.
- Use **“said”** as many times as you wish. Limit, for the most part, substitute words that are emotionally slanted (e.g. “asserted,” “stated,” “commended,” “charged” and “argued”). Keep yourself out of the story. Avoid “this reporter,” “when asked,” “in an interview today,” etc.

Style & Organization. Get it right. Factual accuracy is critical.

- Organize your story by answering questions most important to your readers first.
- Keep news paragraphs short -- one to two sentences. Vary sentence beginnings and limit sentences to single thoughts. Start a new paragraph whenever a speaker changes.
- Don’t repeat words or facts. If you said it in your lead, move on.
- Smooth out your writing. Eliminate words that don’t add to the meaning.
- Go for detail. If readers get past your lead and bridge, they want particulars. Let the editor decide what to discard. However, if a phrase is speculative and lacks authority, throw it out.
- Avoid such words as “very” and “outstanding” unless you show someone saying it.
- Keep it objective.

The Summary News Lead

Leads Checklist

- _____ 1. Is the summary news lead a one-sentence paragraph of no more than 30 words?
- _____ 2. Does the lead contain the four main elements of the news peg (Who, What, When, Where)?
- _____ 3. Is the dateweek used correctly?
- _____ 4. Is the proper lead emphasis used?
- _____ 5. Is the lead emphasis contained in the first five to six words of the lead?
- _____ 6. If a Who is used, is it an Impersonal Who, unless the person is well-known?
- _____ 7. Have you avoided using words like *today*, *tonight*, *yesterday*, *tomorrow*, *next* and *last* with the time element?
- _____ 8. Did you follow rules of grammar?
- _____ 9. Are Style Guide rules followed?
- _____ 10. Are SAPP (Security, Accuracy, Policy and Propriety) guidelines adhered to?

Transitions

One of the best ways to transition from one idea to another is the use of a transitional sentence. Usually these sentences begin with a transitional word or phrase. Below are a few examples of transitional words and phrases to use when trying to give the reader a specific idea.

News Story

News Story Checklist

- _____ 1. Does the story have a headline?
- _____ 2. Does the release begin with a proper dateline?
- _____ 3. Does the 30-word, one-sentence summary lead contain the local angle and military tie with a Who, What, When and Where? Is the Who impersonal unless the person is widely recognized?
- _____ 4. Is the date week used correctly?
- _____ 5. Is the proper lead emphasis used in the first five to six words of the lead?
- _____ 6. Does the 30-word, one-sentence bridge contain at least one of the five elements in the acronym WAITS (other W's, Attribution, Identification, Tie-back and Secondary facts)?
- _____ 7. If an Impersonal Who is used in the lead, is the person fully identified IMMEDIATELY in the bridge?
- _____ 8. Is the body organized in the inverted pyramid structure?
- _____ 9. Is everyone in the story fully identified (title, full name, age [if pertinent], and organization)?
- _____ 10. Are all names spelled correctly?
- _____ 11. Is attribution used correctly throughout the story?
- _____ 12. Have you copy edited effectively for grammar, style guide and SAPP?
- _____ 13. Is the story no more than 1 page long?
- _____ 14. Is the story in Microsoft Word, Arial 11 and doubled spaced between paragraphs?
- _____ 15. Has the author identified himself and the Lodge/organization he represents?
- _____ 16. Has the story been forwarded to the D.D.G.M . or representative?

Feature Writing

Feature-writing terms

Structure. This is the organization pattern of a story. The inverted pyramid, for example, is a structure. In it, information is organized in descending order of importance through a lead, bridge and body. The hourglass structure (Lead, focus transition, body and conclusion) is the feature structure you'll learn and use at DINFOS.

Nut paragraph. Like the news lead, the nut paragraph tells the reader what the story is about. Simply put, the nut paragraph says to the reader, "Now that you're hooked into the story, here's what you're going to read about."

Transition. A word or phrase that smoothly leads the reader from one idea to another. News stories don't require transitions; features do.

Format. The type of story: its characteristics. Examples include straight news, news feature, human interest feature, news story and feature sidebar, personality feature, editorial, review, historical or travel piece. The list goes on.

Techniques. The literary devices writers use: the tools of writing. Good writers spend a lifetime mastering as many techniques as possible to control their writing. Some of the most common feature techniques are:

- a. **Figurative language** -- As it implies, not literal. It "illustrates." Techniques of figurative language include:
 - **Metaphor.** An implied comparison between two unlike things.
 - **Simile.** A stated comparison, using "like" or "as"
 - **Personification.** Giving lifelike characteristics to something lifeless.
 - **Hyperbole.** Emphasizes by deliberately exaggerating or understating.
- b. **Anecdote** -- Short stories within stories that give insight to the subject. They give an example or capture the essence of the point.
- c. **Description** -- Vivid, active verbs paint a picture; they show, versus tell. Style should be informal, conversational, and smooth. Avoid editorializing – SHOW, don't TELL.
- d. **Attributive verbs** -- Describe the manner in which something was said. Helps the reader see the speaker and hear the words. For example: You can't say, "she smiled." Use instead, "She said with a smile."
- e. **Quotes** -- Direct quotes bring the people to life and dramatize the story. Use only the best ones; paraphrase the rest. Look for quotes that are unusual, unusually said or said by an unusual source.
- f. **Interior monologue** - Puts the reader very close to the subject by telling what a person is thinking. Should never be fabricated -- just ask what they were thinking.

Feature Checklist

- _____ 1. Is the feature topic appropriate for the Grand Lodge Publication?
- _____ 2. Does the lead attract the reader and fit the tone of the story?
- _____ 3. Does the “nut paragraph” clearly tell the reader what the story is about?
- _____ 4. Is the focus narrow and maintained throughout the story?
- _____ 5. Does the story contain the following feature writing techniques:
 - ample quotes to humanize story
 - figurative language (metaphor, simile, personification or hyperbole)
 - description
 - action verbs
 - analogies/anecdotes/illustrations
- _____ 6. Are transitions used effectively so the story flows smoothly from topic to topic within the body?
- _____ 7. Does the story contain at least one primary source and one secondary source, and are they subject matter experts?
- _____ 8. Does the story answer the questions readers normally would expect to be answered in a complete story on the chosen subject?
- _____ 9. Does the story have an appropriate feature conclusion?
- _____ 10. Are all names spelled correctly?
- _____ 11. Is attribution used correctly?
- _____ 12. Have you copy edited effectively for grammar, style guide and SAPP?
- _____ 13. Is the story no more than two pages long?
- _____ 14. Is the story in Microsoft Word, Arial 11 and doubled spaced between paragraphs?
- _____ 15. Has the author identified himself and the Lodge/organization he represents?
- _____ 16. Has the feature been forwarded to the D.D.G.M. or representative?

Editorials

Editorial Structure

Your editorial should conform to this structure to be successful. Use this outline as a skeleton to organize your thoughts and materials.

1. What's the problem?
2. Why are you writing about this now?
3. State your or lodge/organization's position
4. 1st Counter Argument
5. Refute
6. 2nd Counter Argument
7. Refute
8. 3rd Counter Argument
9. Refute
10. Transition, restate your or lodge/organization's position (use different words)
11. Strong Call to Action (*If this is not present, it's not an editorial!!*)

Remember to incorporate research into your editorial. This can be used in the counter-arguments, refutation of those arguments, or both! Each refute MUST have a subject matter expert source. Including such facts enhances your credibility – remember, the reader will always be asking, “Why should I read this?”

Editorial Checklist

- _____ 1. Is the editorial topic appropriate for the Grand Lodge Publication?
- _____ 2. Does the lead attract the reader, and is the tone appropriate for the editorial?
- _____ 3. Is the author/lodge/organization position clearly stated?
- _____ 4. Have you included counter arguments?
- _____ 5. Have you used correct facts, statistics and/or testimony from qualified subject matter experts to refute each counter argument in detail?
- _____ 6. Are the facts, statistics and/or testimony properly attributed to the sources?
- _____ 7. Is the tone of the editorial properly conversational, rather than preachy?
- _____ 8. Might statements in the editorial confuse or make readers ask how or why?
- _____ 9. Do effective transitions lead the reader through the editorial smoothly?
- _____ 10. Have you used feature writing techniques (direct quotes, figurative language, description, action verbs, analogies/anecdotes, etc.) to make the editorial interesting and entertaining for the reader?
- _____ 11. Has the author/lodge/organization position been clearly restated after all arguments are refuted?
- _____ 12. Is the concluding call to action strong and consistent with the rest of the story?
- _____ 13. Is the editorial no more than 2 pages in length?
- _____ 14. Have you copy edited effectively for grammar, style guide and SAPP?
- _____ 15. Is the story in Microsoft Word, Arial 11 and doubled spaced between paragraphs?
- _____ 16. Has the author identified himself and the Lodge/organization he represents?
- _____ 17. Has the editorial been forwarded to the D.D.G.M. or representative?

Photo Captioning

Captions are the most read body type in a publication. Of all the news content, only the titles of stories or headlines have higher readership than captions. It follows the standards of SAPP. As with headlines, captions and must be crisp. As with stories, they must be readable and informative.

Captions are a phrase, sentence, or short paragraph describing the contents of an illustration such as photos or charts. Photo captions are usually placed directly below of the pictures they describe.

Photo Captioning Checklist

- _____ 1. Does the photo have an accompany article?
- _____ 2. Does the caption list the Who and What from the photo?
- _____ 3. Does the caption list Where the photo was taken?
- _____ 4. Does the caption list When the photo was taken?
- _____ 5. Does the caption list Who took the photo?
- _____ 6. Is the proper lead emphasis used in the first five to six words of the lead?
- _____ 7. Are all titles and names spelled correctly?
- _____ 8. Have you copy edited effectively for grammar, style guide and SAPP?
- _____ 9. Is the caption no more than 2 sentences?
- _____ 10. Is the caption in Microsoft Word, Times New Roman 11 Italicized?
- _____ 11. Has the Photo w/caption been forwarded to the D.D.G.M . or representative?

Example:



Project Director Larry A. Thomas delivers mementos to Bro. Danny M. Pryor and other descendents after the unveiling of the 19th Century Black Legislators and Constitutional Delegates monument at the Texas State Cemetery, March 30.