Commas cont.
• Between names of states and nations used with cities
  – Los Angeles, California, is a big city.
• For dates with month, day, and year
  – October 30, 2007
• When the day of the month is omitted, so is the comma
  – June 2007

Apostrophes
• Singular possessive - PTA’s office
• Plural possessive nouns not ending in “s”
  – children’s books
• “It’s” means “it is”; not the possessive, “its size.”
• Plural possessive nouns ending in “s”
  – unit PTAs’ collaboration
• Not with plural nouns, figures
  – PTAs advocated for arts education
  – legislation in the 2000s

WRITING STYLE

Use:
• Active tenses, not passive;
• Verbs, not adverbs;
• 4 p.m., 10-11 a.m., noon and midnight;
• Chairman, not chair or chairperson;
• People, not persons;
• Family engagement;
• Either Dr. Jane Jones or Jane Jones, Ed.D.,
  not Dr. Jane Jones, Ed.D.;
• United States as a noun, U.S. as an adjective.

Tips:
• Rewrite to avoid using etc., and/or, he/she, s/he. (Usually, a plural form does the trick:
  “A student likes his/her homework” becomes “Students like their homework.”)
• Beware singular noun plural pronoun problems. “Speak with the teacher about your child’s homework.
  Their success depends on it.” This is incorrect because the antecedent of “their” is the singular
  “child.” Better: “Speak with the teacher about your child. Your student’s success depends on it.”
• The term disability is preferred to handicap.
• Use “people first” style – “a student with a disability,” rather than “a disabled student.”
• Include year of passage with names of all laws except those passed in current legislative session.
• No all cap headlines (except CALL to Convention).
• Conform to time, date, place format: meeting is at 10 a.m., May 4, at the Capitol.

OFTEN-USED PTA WORDS

after-school programs  fundraising activities  president-elect
at-risk  fundraiser (noun)  president
back-to-school  handout (noun)  school-based
bylaws  health-care clinics  seat belt
caregiver  HIV/AIDS  self-esteem
citywide  Internet  statewide
curricula (plural)  kindergarten  teenage/teenager
curriculum (singular)  nationwide  T-shirt
day care (noun)  noncommercial  vice president
day-care (adjective)  nonpartisan  Washington, D.C.
dropout  nonprofit  website
email  nonsectarian  well-being
extracurricular  online  year-round
flier (NOT flier)  preschool

PTA’S VISUAL IDENTITY

Phoebe Apperson Hearst

PTA®
everychild. onevoice.

See the National PTA website www.pta.org regarding use guidelines for the logo and tagline. Customize the logo for the unit, council or district PTA using Arial Black or Helvetica Black font for the PTA name. Use Times Roman font for the tagline. Black or dark blue color is preferred, or reverse white on a colored background.

Mission Statement of the California State PTA

The mission of the California State PTA is to positively impact the lives of all children and families by representing our members, and empowering and supporting them with skills in advocacy, leadership and communications.

California State PTA Board of Managers, October 2009

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www.capta.org • info@capta.org

June 2013
in an independent phrase. The gave me an apple, and I ate it.”

He gave me an

Before an independent phrase:

• Use a comma:

• The flag is red, white and blue.

OR

• Before the conjunction only when the series of items or phrases is complicated or lengthy.

Note: More than 100 (not over 100) and fewer than 100 state, nation, federal, flag.

California State PTA Toolkit – 2013

Use Numerals for

- Numbers

- The infinitive “to” should be capitalized.

- The first word after a colon if it is a proper noun or the start of a complete sentence.

- Do not use a colon after a verb.

- Capitalize the first word after a colon if it is a proper noun.

- Use a colon only if the introductory phrase can still stand alone as a sentence.

- Do not capitalize association or unit, council, district PTA, or board of directors.

- Do not capitalize school of a university, but not courses or departments.

- When To Spell Out Numbers

- Before an independent phrase:

- Large numbers such as million and billion

Use words for

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