



State of Texas  
Type 3 All Hazard Incident Management Team  
**PUBLIC INFORMATION OFFICER**  
Standard Operating Procedures

**PURPOSE:** This document outlines procedures to be used by Texas Type 3 AHIMT Public Information Officers (PIO) as related to specific AHIMT media interaction and necessary corresponding interface with the Texas Forest Service (TFS) Communications Office at Headquarters (HQ) in College Station, TX.

*Implemented June 11, 2010*

*Revised July 5, 2012*

## TYPICAL SCENARIOS INVOLVING A TYPE 3 AHIMT PIO

- ▶ Deployment on an incident and/or a planned event  
The Type 3 PIO will most likely be assigned to Texas Department of Public Safety (TXDPS) Disaster District Chair (DDC) and interface with the TXDPS Safety Education/Public Information Trooper. Contact information on media releases will be determined by the DDC.
- ▶ Assignment as a PIO to a local jurisdiction/agency while on a deployment  
The Type 3 PIO assigned to a jurisdiction will use contact information and protocols as determined by the local jurisdiction.
- ▶ Marketing/publicity for regional Type 3 AHIMTs  
The Type 3 PIO generating publicity for the Type 3 regional IMT will use the TFS State IMT Coordinator as contact information.

## DEPLOYMENT BASICS

1. Upon any type of deployment, the Type 3 PIO is to contact TFS HQ Communications ([newsmedia@tfs.tamu.edu](mailto:newsmedia@tfs.tamu.edu)) and provide her/his contact information (cell number, email). On larger scale incidents such as a hurricane response or multiple active wildfires when there are multiple Type 3 IMTs assigned, a Type 3 PIO-Liaison may be assigned to the IMT response to coordinate information flow to TFS HQ Communications. Type 3 PIOs on the incident will check-in and coordinate with the PIO-Liaison instead of TFS HQ. The PIO-Liaison will coordinate this information with TFS HQ Communications.
2. The TFS State IMT Coordinator or a TFS HQ Communication representative will be the only contact name used for any disseminated Type 3 PIO media releases *as related to Type 3 IMT activities or the Type 3 Program*. Type 3 PIOs working for a jurisdiction are to use contact information as requested by the local jurisdiction.
3. Type 3 PIO media releases *other than jurisdictional media releases* must be approved by the Incident Commander (IC)/Team Leader (TL) prior to submission for approval by the TFS State Incident Management (IMT) Coordinator or his/her designee. Upon the State IMT Coordinator's approval, media releases are to be forwarded to TFS HQ Communications for review ([newsmedia@tfs.tamu.edu](mailto:newsmedia@tfs.tamu.edu)).
4. TFS HQ Communications will review to provide and recommend revisions as well as correcting form, style, grammar and spelling and then coordinate with either the Type 3 PIO or Type 3 PIO-Liaison (if one is assigned) *before* final dissemination.

5. The Type 3 PIO or Type 3 PIO-Liaison is to review TFS HQ Communications' revisions and inform IC/TL as appropriate.
6. Significant, unresolved concerns regarding Type 3 PIO releases are to be referred to the IC/TL who is to consult with the TFS State IMT Coordinator.

## FORM / STYLE / DISSEMINATION / DOCUMENTATION FOR RELEASES PERTAINING TO IMT ACTIVITIES

1. Type 3 PIO media releases are to be generated **only** in the approved format (Attachment #1). Releases will at all times include the Lone Star State Incident Management Team (LSSIMT) logo. No other jurisdiction/agency logos are to be used on Type 3 PIO media releases.
2. Type 3 PIO media releases are to follow the Associated Press Stylebook and Libel Manual in addition to associated TFS and Texas A&M University (TAMU) System use requirements (Attachment #2).
3. TFS HQ Communications is responsible for disseminating Type 3 PIO media releases. The Type 3 PIO is responsible for determining and advising TFS HQ Communications a geographic area to be used for media dissemination of the Type 3 PIO releases.
4. All media contacts/interviews are to be recorded on the Type 3 PIO Unit Log (ICS 214). A copy of the unit log is to be forwarded daily to the Type 3 PIO-Liaison (if assigned) or to TFS HQ Communications (newsmedia@tfs.tamu.edu).
5. TFS HQ Communications will provide the Type 3 PIO and TFS State IMT Coordinator a final revision of media releases upon dissemination.
6. The Type 3 PIO will provide copies of all media releases and PIO correspondence to the incident Planning Section Chief (PSC) or the Documentation Unit Leader (DOCL).

## FORM / STYLE / DISSEMINATION / DOCUMENTATION FOR RELEASES PERTAINING TO IMT ACTIVITIES WHEN ASSIGNED TO A LOCAL JURISDICTION

1. Type 3 PIOs assigned to a local jurisdiction will use the jurisdiction's preferred methods for release of information. The LSSIMT logo is **not** to be used on jurisdictional media releases.

2. Although disseminated by the local jurisdiction, the IC/TL will review the contents of local releases for situational awareness purposes.
3. If local connectivity and resources are overwhelmed, the Type 3 PIO may contact TFS HQ Communications for assistance in disseminating media releases.

## SPECIAL OCCURRENCES

1. Any sensitive, controversial or political media contacts/interviews are to be relayed immediately to the IC/TL and then verbally communicated to PIO-Liaison (if assigned) or TFS HQ Communications. This does NOT include instances in which a Type 3 PIO is functioning as a PIO for a local jurisdiction. **In addition, the IC/TL is to immediately relay this information to the TFS State IMT Coordinator.**

TFS HQ Communications Manager/Specialist contact numbers:

Normal business hours	979-458-6606, 979-458-6650
After hours	<a href="mailto:newsmedia@tfs.tamu.edu">newsmedia@tfs.tamu.edu</a> , 979-450-1160
TFS Emergency Operations Center (EOC)	979-458-7307

2. If urgent dissemination of a media release is necessary, the Type 3 PIO is to make immediate written and verbal attempts to contact the Type 3 PIO-Liaison (if assigned) or TFS HQ Communications. The Type 3 PIO is to advise the IC/TL of the situation. It is then the responsibility of the IC/TL to contact the TFS State IMT Coordinator for approval to disseminate.
3. Any and all Type 3 interviews/releases/comments regarding an accident, serious injury or death **shall at all times** be referred directly to the TFS State IMT Coordinator. There are no exceptions. TFS State IMT Coordinator will refer appropriate information to TFS HQ Communications regarding such.
4. Establishment and use of "social media" accounts are prohibited for posting of any Type 3 PIO media releases or products. TFS HQ Communications will post Type 3 PIO incident news on already established TFS web venues (TFS main web site, TFS Facebook, etc.) as appropriate.
5. All Open Records Requests (ORR) under the Freedom of Information Act (FOIA) regarding TFS or the Type 3 AHIMT should be referred immediately to the TFS State IMT Coordinator. The Type 3 PIO should also make prompt notification of any ORR received to the Type 3 IC/TL.

6. It is the responsibility of the Type 3 PIO to confirm PIO directives contained in an incident Delegation of Authority (DOA) or Letter of Expectations immediately upon arrival at the incident.

## MARKETING/PUBLICITY

1. Any Type 3 PIO-generated publicity or marketing must be approved by the TFS State IMT before being sent to TFS HQ Communications for final review and dissemination.
2. The same guidelines as noted in above sections (Form/Style/Dissemination) apply to Type 3 PIO-generated publicity or marketing.
3. Type 3 PIOs are encouraged to seek out human interest stories regarding AHIMT members. News release approvals and dissemination will follow the same guidelines as noted above. This includes the posting of blogs, "tweets," Facebook pages, etc.
4. Any creation/development of a regional Type 3 AHIMT web site must have approval of the TFS State IMT Coordinator.

***Texas Type 3 All Hazard Incident Management Teams (AHIMTs) serve under the direction of the Texas Forest Service (TFS). As the sponsoring agency for the Texas Type 3 AHIMT program, the Texas Forest Service is solely responsible for approving all Type 3 AHIMT media releases. Questions or concerns regarding the Texas Type 3 AHIMT PIO procedures are to be referred to the TFS State IMT Coordinator (979-450-8659).***



# Type 3 All Hazard Incident Management Team

**PUBLIC INFORMATION OFFICER**

**Attachment #1**





# Type 3 All Hazard Incident Management Team

**PUBLIC INFORMATION OFFICER**

**Attachment #2**



***Much of the following information is contained in the Associated Press Stylebook and Libel Manual. The following is a synopsis of that information and also contains guidelines as related to specific Texas Forest Service term usage, abbreviations, references, etc.***

## **Capitalization**

In general, avoid unnecessary capitals. Use a capital letter only if you can justify it by one of the principles listed here.

PROPER NOUNS: Capitalize nouns that constitute the unique identification for a specific person, place, or thing: *John, Mary, American, Houston, Texas*.

Some words, such as those just given, are always proper nouns. Some common nouns receive proper noun status when they are used as the name of a particular entity: *General Electric, Gulf Oil*.

PROPER NAMES: Capitalize common nouns such as *party, river, street* and *west* when they are an integral part of the full name of a person, place or thing: *Democratic Party, Mississippi River, Fleet Street, West Virginia*.

Lowercase these common nouns when they stand alone in subsequent references: *the party, the river, the street*.

Lowercase the common noun elements of names in all plural uses: *the Democratic and Republican parties, Main and State streets, lakes Erie and Ontario*.

Among entries that provide additional guidelines are:

animals	historical periods and events
brand names	holidays and holy days
building	legislature
committee	months
congress	monuments
datelines	nationalities and races
days of the week	nicknames
directions and regions	organizations and institutions
family names	planets
food	plants
foreign governmental bodies	police department
foreign legislative bodies	religious references
geographic names	seasons
governmental bodies	unions
heavenly bodies	

POPULAR NAMES: Some places and events lack officially designated proper names but have popular names that are the effective equivalent *the Combat Zone* (a section of downtown Boston), *the Main Line* (a group of Philadelphia suburbs), *the South Side* (of Chicago), *the Badlands* (of South Dakota), *the Street* (the financial community in the Wall Street area of New York).

The principle applies also to shortened versions of the proper names of one-of-a-kind events: *the Series* (for the World Series), *the Derby* (for the Kentucky Derby). This practice should not, however, be interpreted as a license to ignore the general practice of lowercasing the common noun elements of a name when they stand alone.

DERIVATIVES: Capitalize words that are derived from a proper noun and still depend on it for their meaning: *American, Christian, Christianity, English, French, Marxism, Shakespearean*.  
Lowercase words that are derived from a proper noun but no longer depend on it for their meaning: *french fries, herculean, manhattan cocktail, malapropism, pasteurize, quixotic, venetian blind*.  
TITLES: Capitalize formal titles when used immediately before a name. Lowercase formal titles when used alone or in constructive that set them off from a name by commas.

## County

Capitalize when an integral part of a proper name: *Dade County, Nassau County, Harris County*.

Capitalize the full names of county governmental units: *the Harris County Commission, the Bexar County Department of Social Service, the Travis County Legislature*.

Retain capitalization for the name of a county body if the proper noun is not needed in the context; lowercase the word *county* if it is used to distinguish an agency from state or federal counterparts: *the Board of Supervisors, the county Board of Supervisors, the Department of Social Services, the county Department of Social Services*. Lowercase *the board, the department, etc.* whenever they stand alone.

Capitalize *county* if it is an integral part of a specific body's name even without the proper noun: *the County Commission, the County Legislature*. Lowercase *the commission, the legislature, etc.* when not preceded by the word *county*.

Capitalize as part of a formal title before a name: *County Manager John Smith*. Lowercase when it is not part of the formal title: *county Health Commissioner Frank Jones*.

Avoid *county of* phrases where possible, but when necessary, always lowercase: *the county of Sabine*.

Lowercase plural combinations: *Reeves and Pecos counties*.

Apply the same rules to similar terms such as *parish*.

## Courtesy titles

Refer to both men and women by first and last name, without courtesy titles, on first reference: *Susan Smith* or *Robert Smith*. Refer to both men and women by last name, without courtesy titles, in subsequent references. Use the courtesy titles *Mr., Miss, Ms.* or *Mrs.* only in direct quotations or after first reference when a woman specifically requests it: for example, where a woman prefers to be known as *Mrs. Smith* or *Ms. Smith*.

When it is necessary to distinguish between two people who use the same last name, as in married couples or brothers and sisters, use the first and last name, without courtesy title.

In cases where a person's gender is not clear from the first name or from the story's context, indicate the gender by using *he* or *she* in subsequent references.

## Datelines

October 13, 2008--COLLEGE STATION, Texas--Text

Cities that do not need a state name to follow:

Atlanta	Houston	Philadelphia
Baltimore	Indianapolis	Phoenix
Boston	Las Vegas	Pittsburgh
Chicago	Los Angeles	St. Louis
Cincinnati	Miami	Salt Lake City
Cleveland	Milwaukee	San Antonio

Dallas  
Denver  
Detroit  
Honolulu

Minneapolis  
New Orleans  
New York  
Oklahoma City

San Diego  
San Francisco  
Seattle  
Washington

Use *New York state* when necessary to distinguish from *New York City*. Use *state of Washington* or *Washington state* when necessary to distinguish from District of Columbia. (be careful with *Washington State* as it is a university in Washington).

## **Directions and Regions**

In general, lowercase north, south, northeast, northern, etc., when they indicate compass direction; capitalize these words when they designate regions. Some examples:

COMPASS DIRECTIONS: *He drove west. The cold front is moving east*

TFS REGIONS: Capitalize North Texas, South Texas, West Texas, East Texas, the Panhandle, Central Texas, High Plains, Trans Pecos, Hill Country, Rio Grande Plains, Pineywoods, (See the predictive services graph for more information on counties in these areas [http://www.tamu.edu/ticc/erc\\_map.htm](http://www.tamu.edu/ticc/erc_map.htm).)

## **Fire**

TFS uses wildfire in all references.

## **Fire department**

FULL NAME: Capitalize the full proper names of fire departments: *the Houston Fire Department*.

WITHOUT JURISDICTION: Retain capitalization in referring to a specific body if the dateline or context makes the name of the nation, state, county, city, etc. unnecessary: *the Fire Department* or *the city Fire Department* (in a story from Houston).

## **Firefighter**

TFS uses wildland firefighter/fireman in all references. Use these abbreviations for firefighter titles: *fire Lt. David Jones, fire Chief Todd Leddy, fire Capt. John Doe, fire Battalion Chief Tom Kreel, fire Assistant Chief Lonny Frey*.

## **Headlines**

Only capitalize the first word in a headline: *High wildfire danger alert for Central Texas* or *Tax workshop detail incentives for timber landowners*

## **Jargon**

The special vocabulary and idioms of a particular class or occupational group.

In general, avoid jargon. When it is appropriate in a special context, include an explanation of any words likely to be unfamiliar to most readers.

## Months

Capitalize the names of months in all uses. When a month is used with a specific date, abbreviate only *Jan., Feb., Aug., Sept., Oct., Nov.* and *Dec.* Spell out when using alone, or with a year alone.

When a phrase lists only a month and a year, do not separate the year with commas. When a phrase refers to a month, day and year, set off the year with commas. Example: *January 1972 was a cold month. Jan. 2 was the coldest day of the month. Feb. 14, 1987, was the target date. She testified that it was Friday, Dec. 3, when the accident occurred. His birthday is May 8.*

## Names

In general, use only last names on second reference.

When it is necessary to distinguish between two people who use the same last name, use first and last name. See **courtesy titles**.

In stories involving juveniles, generally refer to them on second reference by surname if they are 16 or older and by first name if they are 15 or younger. Exceptions would be if they are involved in serious crimes or are athletes or entertainers.

## Numbers

SENTENCE START: Spell out a numeral at the beginning of a sentence. If necessary, recast the sentence. There is one exception – a numeral that identifies a calendar year à *Last year 993 freshmen entered the college.* OR *1976 was a very good year.*

CASUAL USES: Spell out casual expressions à *A thousand times! Thanks a million. He walked a quarter of a mile.*

PROPER NAMES: Use words or numerals according to an organization's practice: *3M, Twentieth Century Fund, Big Ten*

FIGURES or WORDS?

Spell out first through ninth when they indicate sequence in time or location: *first base, the First Amendment, he was first in line.* Starting with *10<sup>th</sup>* use figures.

Use *1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup>*, etc. when the sequence has been assigned in forming names. The principal examples are geographic, military and political designation such as the *1<sup>st</sup> Ward, 7<sup>th</sup> Fleet* and *1<sup>st</sup> Sgt.*

Spell out whole numbers below 10, use figures for 10 and above. Typical examples: *They had three sons and two daughters. They had a fleet of 10 station wagons and two buses.*

IN A SERIES: Apply the appropriate guidelines: *They had 10 dogs, six cats and 97 hamsters. They had four four-room houses, 10 three-room houses and 12 10-room houses.*

## Punctuation

- **apostrophe (')**
  - o PLURAL NOUNS NOT ENDING IN S: Add 's: *alumni's contribution, firefighter's PPE*
  - o PLURAL NOUNS ENDING IN S: Add only an apostrophe: *the girls' toys, states' rights*
  - o SINGULAR NOUNS NOT ENDING IN S: Add 's: *the horse's food, the VIP's seats*
  - o SINGULAR COMMON NOUNS ENDING IN S: Add 's unless the next word begins with s: *the witness's answer, the witness' story*
- **brackets [ ]** – they cannot be transmitted over news wires. Use parenthesis or recast material.
- **colon (:)** – The most frequent use of a colon is at the end of a sentence to introduce lists, tabulations, text, etc.
  - o EMPHASIS: The colon often can be effective in giving emphasis: *He had only one hobby: eating.*
  - o LISTINGS: Use the colon in such listings as time elapsed (*0:31:07.2*), time of day (*8:31 p.m.*), biblical and legal citations (*2 Kings 2:14; Missouri Code 3:245-2560*)
- **comma (,)** – The following guidelines treat some of the most frequent questions about the use of commas.
  - o IN A SERIES: Use commas to separate elements in a series, but do not put a comma before the conjunction in a simple series: *The flag is red, white and blue. They planted pines, oaks and cedars.*
    - § Do put a comma before the concluding conjunction in a series if an integral element of the series requires a conjunction: *I had orange juice, toast, and ham and eggs for breakfast.*
    - § Use a comma before the concluding conjunction in a complex series of phrases: *The main points to consider are whether the athletes are skillful enough to compete, whether they have the stamina to endure the training, and whether they have the proper mental attitude.*
  - o WITH INTRODUCTORY CLAUSES AND PHRASES:
    - § A comma is used to separate an introductory clause or phrase from the main clause: *When he had tired of the mad pace of New York, he moved to Dubuque.*
    - § The comma may be omitted after short introductory phrases if no ambiguity would result: *During the night he heard many noises.*
    - § Use the comma if its omission would slow comprehension: *On the street below, the curious gathered.*
  - o WITH CONJUNCTIONS:
    - § When a conjunction such as *and, but* or *for* links two clauses that could stand alone as separate sentences, use a comma before the conjunction in most cases: *She was glad she had looked, for a man was approaching the house.*
    - § As a rule of thumb, use a comma if the subject of each clause is expressly stated: *We are visiting Washington, and we also plan a side trip to Williamsburg. We visited Washington, and our senator greeted us personally.* But no comma when the subject of the two clauses is the same and is not repeated in the second: *We are visiting Washington and plan to see the White House.*

- INTRODUCING DIRECT QUOTES:
    - § Use a comma to introduce a complete one-sentence quotation within a paragraph: *Wallace said, "She spent six months in Argentina and came back speaking English with a Spanish accent."*
    - § Do not use a comma at the start of an indirect or partial quotation: *He said the victory put him "firmly on the road to a first-ballot nomination."*
  - BEFORE ATTRIBUTION:
    - § Use a comma instead of a period at the end of a quote that is followed by attribution: *"Rub my shoulders," Mss Crawley said.*
    - § Do not use a comma, however, if the quoted statement ends with a question mark or exclamation point: *"Why should I?" he asked.*
  - WITH HOMETOWNS AND AGES:
    - § Use a comma to set off an individual's hometown when it is placed in apposition to a name (whether *of* is used or not): *Mary Richards, Houston, and Maude Findlay, Bryan, Texas, where there.*
    - § If an individual's age is used, set it off by commas: *Maude Findlay, 48, Bryan, Texas, was present.*
  - NAMES OF STATES AND NATIONS USED WITH CITY NAMES: *His journey will take him from Dublin, Ireland, to Fargo, N.D., and back. The Brownwood, Texas, group saw the governor.*
  - WITH YES AND NO: *Yes, I will be there.*
  - IN DIRECT ADDRESS: *Mother, I will be home late. No, sir, I did not take it.*
  - PLACEMENT WITHIN QUOTES: Commas always go inside the quotation marks.
- **ellipsis (...)**
- QUOTATIONS: In writing at story, do not use ellipses at the beginning and end of direct quotes:
    - § *"It has become evident to me that I no longer have a strong political base," Nixon said*
    - § NOT *"...it has become evident to me that I no longer have a strong political base..." Nixon said.*
- **exclamation point (!)** – Follow these guidelines:
- EMPHATIC EXPRESSION: Use the mark to express a high degree of surprise, incredulity or other strong emotion.
  - AVOID OVERUSE: Use a comma after mild interjections. End mildly exclamatory sentences with a period.
  - PLACEMENT WITHIN QUOTES: Place the mark inside quotations marks when it is part of the quoted material: *"How wonderful!" he said. "Never!" she shouted.*
    - § Place the mark outside the quotation marks when it is not part of the quoted material: *I hated reading Spenser's "Faerie Queen"!*
  - MISCELLANEOUS: Do not use a comma or a period after the exclamation mark/
    - § WRONG: *"Halt!", the corporal cried.*

- § RIGHT: *"Halt!" the corporal cried.*
- **parentheses ()** – In general, use parentheses around logos, but otherwise be sparing with them.
    - RIGHT: *She worked for Texas Forest Service (TFS).*
  - **periods (.)** – Follow these guidelines:
    - END OF DECLARATIVE SENTENCE: *The fire is out.*
    - END OF MILDLY IMPERATIVE SENTENCE: *Shut the door.*
      - § Use an exclamation point if greater emphasis is desired: *Be careful!*
    - END OF SOME RHETORICAL QUESTIONS: A period is preferable if a statement is more a suggestion than a question: *Why don't we go.*
    - END OF AN INDIRECT QUESTION: *He asked what the score was.*
    - INITIALS: *John F. Kennedy, T.S. Eliot* (No spacing between T. and S., to prevent them from being placed on two lines in typesetting.)
      - § Abbreviations using only the initials of a name do not take periods: *JFK, LBJ.*
    - ENUMERATIONS: After numbers or letters in enumerating elements of a summary: *1. Wash the car. 2. Clean the basement.* Or: *A. Punctuate property. B. Write simply.*
    - PLACEMENT WITH QUOTATION MARKS: Periods always go inside quotation marks.
    - SPACING: Use a single space after a period at the end of a sentence.
  - **question mark (?)** – Follow these guidelines:
    - END OF A DIRECT QUESTION: *Who started the riot?*
      - § *Did he ask who started the riot?* (The sentence as a whole is a direct question despite the indirect question at the end.)
      - § *You started the riot?* (A question in the form of a declarative statement.)
    - INTERPOLATED QUESTION: *You told me – Did I hear you correctly? – that you started the riot?*
    - MULTIPLE QUESTION: Use a single question mark at the end of the full sentence:
      - § *Did you hear him say, "What right have you to ask about the riot?"*
      - § *Did he plan the riot, employ assistants, and give the signal to begin?*
      - § Or, to cause full stops and throw emphasis on each element, break into separate sentences: *Did he plan the riot? Employ assistants? Give the signal to begin?*
    - CAUTION: Do not use question marks to indicate the end of indirect questions:
      - § *He asked who started the riot. To ask why the riot started is unnecessary. I want to know what the cause of the riot was. How foolish it is to ask what caused the riot.*
    - QUESTION AND ANSWER FORMAT: Do not use quotation marks. Paragraph each speaker's words:
      - Q: *Where did you keep it?*
      - A: *In a little tin box.*
    - PLACEMENT WITH QUOTATION MARKS: Inside or outside, depending on the meaning:
      - § *Who wrote "Gone With the Wind"?*
      - § *He asked, "How long will it take?"*

- MISCELLANEOUS: The question mark supersedes the comma that normally is used when supplying attribution for a question: *"Who is there?" she asked.*
- **quotation marks (" ")** – The basic guidelines for open=quote marks (") and closed-quote marks ("):
  - FOR DIRECT QUOTATIONS: To surround the exact words of a speaker or writer when reported in a story:
    - § *"I have no intention of staying," he replied.*
    - § *"I do not object," he said, "to the tenor of the report."*
    - § *Franklin said, "A penny saved is a penny earned."*
    - § *A speculator said the practice is "too conservative for inflationary times."*
  - RUNNING QUOTATIONS:
    - § If a full paragraph of quoted material is followed by a paragraph that continues that quotation, do not put close-quote marks at the end of the first paragraph. Do, however, put open-quote marks at the start of the second paragraph. Continue in this fashion for any succeeding paragraphs, using close-quote marks only at the end of the quoted material.
    - § If a paragraph does not start with quotation marks but ends with a quotation that is continues in the next paragraph, do not use close-quote marks at the end of the introductory paragraph if the quoted material constitutes a full sentence. Use close-quote marks, however, if the quoted material does not constitute a full sentence. For example:
      - *He said, "I am shocked and horrified by the incident.  
"I am so horrified, in fact, that I will ask for the death penalty."*
      - *But: He said he was "shocked and horrified by the incident."  
"I am so horrified, in fact, that I will ask for the death penalty," he said.*
  - DIALOGUE OR CONVERSATION: Each person's words, no matter how brief, are placed in a separate paragraph, with quotation marks at the beginning and the end of each person's speech:
    - "Will you go?"*
    - "Yes."*
    - "When?"*
    - "Thursday."*
  - NOT IN Q-AND-A: Quotation marks are not required in formats that identify questions and answers by *Q:* and *A:*.
  - NOT IN TEXTS: Quotation marks are not required in full texts, condensed texts or textual exerts.
  - IRONY: Put quotation marks around a word or words used in an ironical sense: *The "debate" turned into a free-for-all.*
  - UNFAMILIAR TERMS: A word or words being introduced to readers may be placed in quotation marks on first reference: *Broadcast frequencies are measured in "kilohertz."*
    - § Do not put subsequent references to *kilohertz* in quotation marks.



- AVOID UNNECESSARY FRAGMENTS: Do not use quotation marks to report a few ordinary words that a speaker or writer has used:
  - § Wrong: *The senator said he would "go home to Michigan" if he lost the election.*
  - § Right: *The senator said he would go home to Michigan if he lost the election.*
- PARTIAL QUOTES: When a partial quote is used, do not put quotation marks around words that the speaker could not have used.
  - § Suppose the individual said, *"I am horrified at your slovenly manners."*
  - § Wrong: *She said she "was horrified at their slovenly manners."*
  - § Right: *She said she was horrified at their "slovenly manners."*
  - § Better when practical: Use the full quote.
- QUOTES WITHIN QUOTES: Alternate between double quotation marks ("or") and single marks ('or'):
  - § *She said, "I quote from his letter, 'I agree with Kipling that "the female of the species is more deadly than the male," but the phenomenon is not an unchangeable law of nature,' a remark he did not explain."*
  - § Use three marks together if two quoted elements end at the same time: *She said, "He told me, "I love you.'"*
- PLACEMENT WITH OTHER PUNCTUATION: Follow these long-established printers' rules:
  - § The period and the comma always go within the quotation marks.
  - § The dash, the semicolon, the question mark and the exclamation point go within the quotation marks when they apply to the quoted matter only. They go outside when they apply to the whole sentence.
- **semicolon (;)** – In general, use the semicolon to indicate a greater separation of thought and information than a comma can convey but less than the separation that a period implies.
  - TO CLARIFY A SERIES: Use semicolons to separate elements of a series when the items in the series are long or when individual segments contain material that also must be set off by commas:
    - § *He is survived by a son, John Smith, of Chicago; three daughters, Jane Smith, of Wichita, Kan., Mary Smith, of Denver, and Susan Smith, of Boston; and a sister, Martha Smith, of Omaha, Neb.* (Note that the semicolon is used before the final *and* in such a series.)
  - TO LINK INDEPENDENT CLAUSES: Use semicolon when a coordinating conjunction such as *and*, *but* or *for* is not present: *The package was due last week; it arrived today.*
    - § If a coordinating conjunction is present, use a semicolon before it only if extensive punctuation also is required in one or more of the individual clauses: *They pulled their boats from the water, sandbagged the retaining walls, and boarded up the windows; but even with these precautions, the island was hard-hit by the hurricane.*
    - § Unless a particular literary effect is desired, however, the better approach in these circumstances is to break the independent clauses into separate sentences.
  - PLACEMENT WITH QUOTES: Place semicolons outside quotation marks.

## Smokejumper

One word, lowercase

## Smokey Bear

Do not use Smokey the Bear

## States

EIGHT NEVER ABBREVIATED:

- Alaska
- Hawaii
- Idaho
- Iowa
- Maine
- Ohio
- Texas
- Utah

ABBREVIATIONS FOR OTHER 42:

Even in datelines, you use these abbreviations

Ala.	Md.	N.D.
Ariz.	Mass.	Okla.
Ark.	Mich.	Ore.
Calif.	Minn.	Pa.
Colo.	Miss.	R.I.
Conn.	Mo.	S.C.
Del.	Mont.	S.D.
Fla.	Neb.	Tenn.
Ga.	Nev.	Vt.
Ill.	N.H.	Va.
Ind.	N.J.	Wash.
Kan.	N.M.	W.Va.
Ky.	N.Y.	Wis.
La.	N.C.	Wyo.

## Texas Forest Service

Reference the agency as *Texas Forest Service*, not *TFS* or *the Texas Forest Service*. In long reports, articles and feature stories use of *Texas Forest Service (TFS)* upon first reference is acceptable. Second reference may be *TFS* in the same report, article or feature. Do not use *Forest Service* and *TX Forest Service*.

## Titles

Capitalize people's title when it comes before the name, lowercase after the name (*TFS Interim Director Tom Boggus, Mark Stanford, fire operations chief*)

## Trees

In general, lowercase the names of trees, but capitalize proper nouns or adjectives that occur in a name (*tree, fir, white fir, Douglas fir, Scotch pine*).

If a botanical name is used, capitalize the first word; lowercase others (*pine tree (Pinus), red cedar (Juniperus virginiana), Kentucky coffee tree (Gymnocladus dioica)*).

## Weather

The following are based on definitions used by the National Weather Service. All temperatures are Fahrenheit.

- **Blizzards** – Wind speeds of 35 mph or more and considerable falling and/or blowing of snow with visibility near zero. *Severe blizzard*, winds of 45 mph, temperature at or below 10 F and visibility reduced to near zero.
- **Coastal waters** – The waters within about 20 miles of the coast, including bays, harbors and sounds.
- **Cyclone** -- A storm with strong winds rotating about a moving center of low pressure. The word sometimes is used in the United States to mean *tornado* and in the Indian Ocean area to mean *hurricane*.
- **Dust storm** – Visibility of one-half mile or less due to dust, wind speeds of 30 mph or more.
- **Flash flood** – A sudden, violent flood. It typically occurs after a heavy rain or the melting of a heavy snow.
- **Flash flood warning** – Warns that flash flooding is imminent or in progress. Those in the affected area should take necessary precautions immediately.
- **Flash flood watch** – Alerts the public that flash flooding is possible. Those in the affected area are urged to be ready to take additional precautions if a flash flood warning is issued or if flooding is observed.
- **Flood** – Stories about floods usually tell how high the water is and where it is expected to crest. Such a story should also, for comparison, list flood stage and how high the water is above, or below, flood stage.
  - o **Wrong** – *The river is expected to crest at 39 feet.*
  - o **Right** – *The river is expected to crest at 39 feet, 12 feet above flood stage.*
- **Freeze** – Describes conditions when the temperature at or near the surface is expected to be below 32 degrees during the growing season. Adjectives such as *severe* or *hard* are used if a cold spell exceeding two days is expected.

A freeze may or may not be accompanied by the formation of frost. However, use of the term *freeze* usually is restricted for occasions when wind or other conditions prevent frost.

- **Frost** – Describes the formation of very small ice crystals, which might develop under conditions similar to dew except for the minimum temperatures involved. Phrases such as *frost in low places* or *scattered frost* are used when appropriate.
- **High wind** – Normally indicates that sustained winds of 39 mph or greater are expected to persist for one hour or longer.
- **Hurricane categories** – Hurricanes are ranked 1 to 5 according to what is known as the Saffir-Simpson scale of strength
  - o **Category 1** – Hurricane has central barometric pressure of 28.94 inches or more and winds of 75 to 95 mph, is accompanied by a 4 to 5 foot storm surge and causes minimal damage.
  - o **Category 2** – Pressure of 28.50 to 28.93 inches, winds from 96 to 110 mph, storm surge 6 to 8 feet, damage moderate.
  - o **Category 3** – Pressure of 27.91 to 28.49 inches, winds from 111 to 130 mph, storm surge 9 to 12 feet, damage extensive.
  - o **Category 4** – Pressure of 27.17 to 27.90 inches, winds from 131 to 155 mph, storm surge 13 to 18 feet, damage extreme.
  - o **Category 5** – Pressure of 27.17 inches, winds greater than 155 mph, storm surge higher than 18 feet, damage catastrophic.
    - § Only three *Category 5* storms have hit the United States since record-keeping began: the 1935 Labor Day hurricane that hit the Florida Keys and killed 600 people; Hurricane Camille, which devastated the Mississippi coast in 1969, killing 256 and leaving \$1.4 billion damage; and Hurricane Andrew, which hit South Florida in 1992, killing 43 and causing \$30.5 billion in damage.
- **Hurricane eye** – The relatively calm area in the center of the storm. In this area winds are light and the sky often is covered only partly by clouds.
- **Hurricane or typhoon** – A warm-core tropical cyclone in which the minimum sustained surface wind is 75 mph or more.
  - o Hurricanes are spawned east of the international date line. Typhoons develop west of the line. They are cyclones in the Indian Ocean.
  - o When a hurricane or typhoon loses strength (wind speed), usually after landfall, it is reduced to a *tropical storm* status.
- **Hurricane season** – The portion of the year that has a relatively high incidence of hurricanes. In the Atlantic, Caribbean and Gulf of Mexico, this is from June through November. In the eastern Pacific, it is May 15 through Nov. 30. In the central Pacific, it is June 1 through Nov. 30.
- **Hurricane warning** – Warns that one or both of these dangerous effects of a hurricane are expected in specified areas in 24 hours or less:
  - o Sustained winds of 74 mph (64 knots) or higher, and/or
  - o Dangerously high water or a combination of dangerously high water and exceptionally high waves, even though winds expected may be less than hurricane force.
- **Hurricane watch** – An announcement for specific areas that a hurricane or incipient hurricane conditions may pose a threat to coastal and inland communities.

- **Ice storm warning** – Reserved for occasions when significant and possibly damaging, accumulations of ice are expected.
- **Ice storm, freezing drizzle, freezing rain** – Describes the freezing of drizzle or rain on objects as it strikes them. *Freezing drizzle* and *freezing rain* are synonyms for *ice storm*.
- **National Hurricane Center** – The National Weather Service’s National Hurricane Center in Miami has overall responsibility for tracking and providing information about tropical depressions, tropical storms and hurricanes in the Atlantic Ocean, Gulf of Mexico, Caribbean Sea and eastern Pacific Ocean.
  - o The service’s Central Pacific Hurricane Center in Honolulu is responsible for hurricane information in the Pacific Ocean area north of the equator from 140 degrees west longitude to 180 degrees.
  - o On the Net: [www.nhc.noaa.gov](http://www.nhc.noaa.gov)
- **Nearshore waters** – The waters extended to five miles from shore.
- **Nor’easter** –The term used by the National Weather Service for storms that either exit or move north along the East Coast, producing winds blowing from the northeast.
- **Offshore waters** – The waters extending to about 250 miles from shore.
- **Sandstorm** – Visibility of one-half mile or less due to sand blown by winds of 30 mph or more.
- **Severe thunderstorm** – Describes either of the following:
  - o **Winds** – Thunderstorm-related surface winds sustained or gusts 50 knots or greater
  - o **Hail** – Surface hail three-quarters of an inch in diameter or larger. The word *hail* in a watch implies hail at the surface and aloft unless qualifying phrases such as *hail aloft* are used.
- **Sleet** (one form of ice pellet) – Describes generally solid grains of ice formed by the freezing of raindrops or the refreezing of largely melted snowflakes. Sleet, like small hail, usually bounces when hitting a hard surface.
- **Sleet (heavy)** – Heavy sleet is a fairly rare event in which the ground is covered to a depth of significance to motorists and others.
- **Storm tide** – Directional wave(s) caused by a severe atmospheric disturbance.
- **Tornado** – A violent rotating column of air forming a pendant usually from a cumulonimbus cloud, and touching the ground. It usually starts as a funnel cloud and is accompanied by a loud roaring noise. On a local scale, it is the most destructive of all atmospheric phenomena. Plural is *tornadoes*.
- **Tornado warning** – Warns the public of an existing tornado or one suspected to be in existence.
- **Tornado watch** – Alerts the public to the possibility of a tornado.
- **Tropical depression** – A tropical cyclone in which the maximum sustained surface wind is 38 mph (33 knots) or less.
- **Tropical storm** – A warm-core tropical cyclone in which the maximum sustained surface winds range from 39 to 73 mph (34 to 63 knots) inclusive.
- **Wind shear** – *Wind shear* is a sudden shift in wind direction and speed. It can prevent development of some storms and is sometimes visible when the wind shears off the top of a cloud to form an anvil.

- **Winter storm warning** – Notifies the public that severe winter weather conditions are almost certain to occur.
- **Winter storm watch** – Alerts the public to the possibility of severe winter weather conditions.

### Website

The web site address should always be listed as *texasforestsservice.tamu.edu* or *http://texasforestsservice.tamu.edu/*

### Years

Use figures, without commas: *1975*. Use commas only with a month and day: *Dec. 18, 1994, was a special day*. Use an *s* without an apostrophe to indicate spans of decades or centuries: *the 1890s, the 1800s*.

Years are the lone exception to the general rule in numerals that a figure is not used to start a sentence: *1976 was a very good year*.