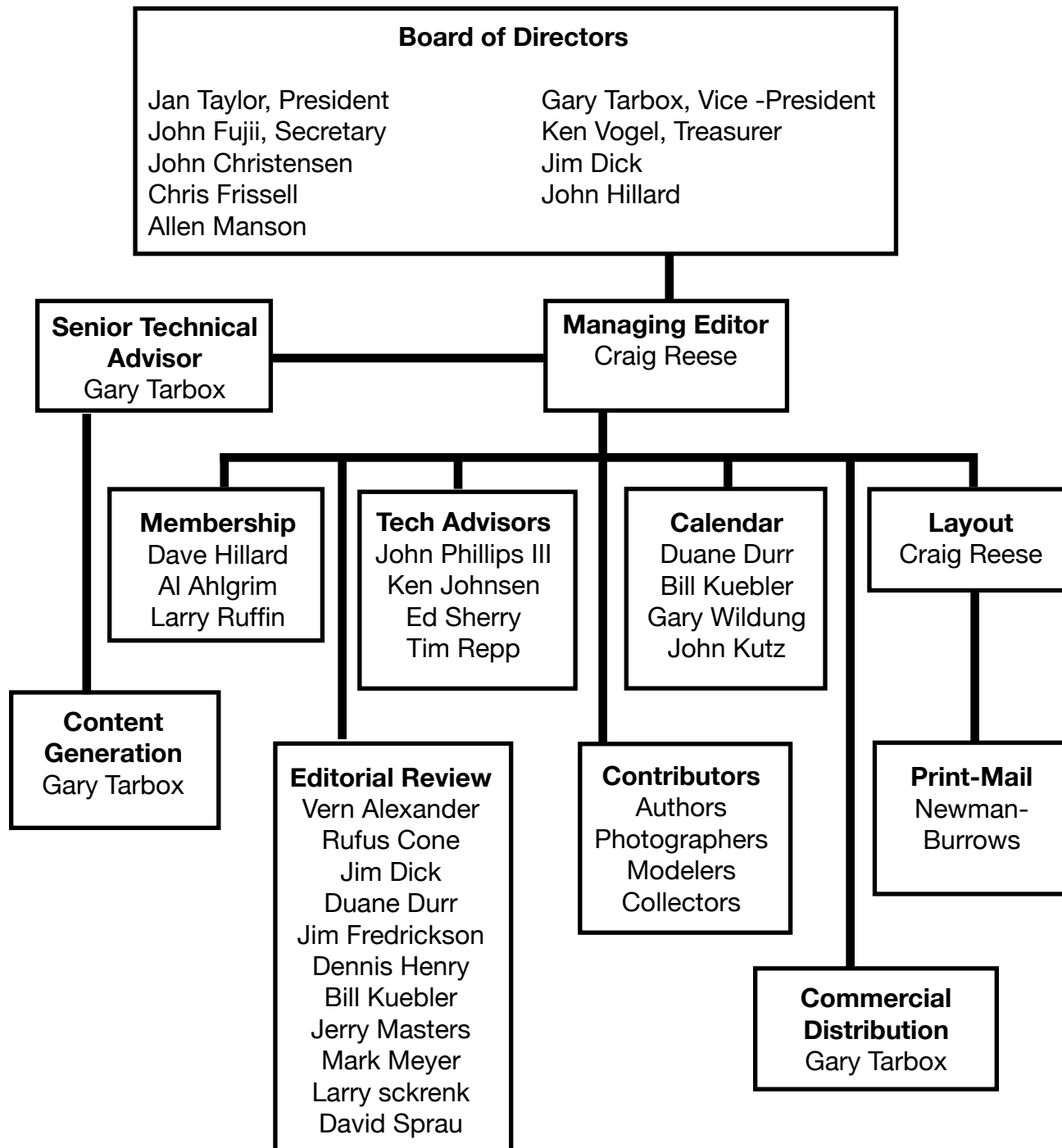


# NPRHA Publishing Guidelines

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# Organization Chart (2010)



Revised January 2010. Original with Jan Taylor

# **NPRHA Publishing Guidelines**

## **Job Descriptions**

### ***Board of Directors***

Provide resources required and general direction to the Managing Editor; periodically, accumulate and document changes made to the process; approve an annual budget including provisions for the limited use of color, a standard page count with provisions for discretionary increases, and an expense account budget for the function, including the Annual Calendar;

### ***Managing Editor***

Provides general oversight of entire process of producing the NPRHA Mainstreeter and Calendar; manages the publication function within the budget approved by the BOD; reports progress to BOD quarterly; receives and processes progress reports and requests from Issue Editors; assures compliance with objectives; reaches agreement with Issue Editors on schedule of themes, by issue; monitors backlog of articles to ensure timely publication of worthy material; acts as a repository for material not submitted for any particular issue; solicits new material for themes not yet assigned to an Issue Editor; and provides oversight of the Annual Calendar Committee.

### ***Senior Technical Advisor***

Provides guidance to Managing Editor, both spontaneously and when requested; assists with establishing standards for electronic transmission of copy and photos between parties involved.

### ***Issue Editor***

Forms a 'team' comprised of self, reviewers, and contributors to accumulate written and photographic material required to fill each issue; communicates with contributing authors to assure promptness of submission; arranges for submission of high-resolution electronic files of photographs whenever possible; returns all contributors' original hard copy and photographs promptly; keeps Managing Editor advised periodically of status of issue content and progress toward completion; utilizes electronic communications wherever practicable.

### ***Technical Advisor***

Provides technical advice to Issue Editors on both content and publication matters; through the Issue Editor, provides or arrange for support for Contributors on technical or historical matters.

### ***Layout***

Once the content for an issue has been compiled by the Issue Editor and approved by the Managing Editor, completes the necessary steps to assure an attractive publication and make the best use of available space; completes this step as expeditiously as possible; returns finished product to the Issue Editor and Managing Editor for their review and approval; schedules and approves photos scans; reviews final printer's proofs for technical accuracy.

# **NPRHA Publishing Guidelines**

## ***Scanning/Printing/Mailing***

Once the Managing Editor and Layout has approved an issue for publication, completes the steps required to assure timely receipt by the NPRHA membership; provides information and feedback to others in the process to enhance quality and improve efficiency.

## ***Annual Calendar Committee***

Seeks appropriate photographs and captions for publication; coordinates calendar publication schedule with the Managing Editor; reviews daily captions and searches for new entries; reviews material on back covers, inside and out, with appropriate parties for updated information.

## ***Membership Chair***

Maintains current status records of NPRHA membership and forwards address lists, amended as appropriate, to the Mailer; receives undeliverable issues, researches the reasons for the failure, takes appropriate steps to determine the current address, and re-mails an issue to that address, if feasible.

## ***Commercial Distribution***

Mails or delivers an adequate supply to those hobby shops and other establishments which have agreed to sell *The Mainstreeter*; maintains an awareness of the 'fair market value' of *The Mainstreeter*, and makes recommendations to the Managing Editor for a change in the 'cover price' when appropriate.

## ***Contributors***

Wherever possible, contributors should be encouraged to submit their work for review electronically – where this is not practical they should be encouraged to use 'expedited' mail delivery; photographers should be encouraged to have their photos scanned, at the requested resolution, onto hard discs, thereby facilitating the mailing process and minimizing the amount of electronic conversion required by the production team.

## ***Editorial Review Board***

A group of NPRHA members, who have operating, writing or publishing experience and agree to review articles submitted for publication. They should be contacted in advance to assure their availability, and should agree to return articles by a date agreed to between themselves and the Issue Editor. The articles should be reviewed primarily for accuracy of content and, if time permits, suggestions made to the author, through the Issue Editor, for any substantive changes to the content. It has been suggested that manuscripts be sent to one or two individuals, in each case. The names of the reviewers should not be published in the issue.

## **Key Objectives**

The objectives of the publishing team, as set forth below by the Board of Directors and are ranked as Must Haves or preferences of relatively High, Medium, and Low importance:

# **NPRHA Publishing Guidelines**

## ***Must Have***

- Stay within approved budget
- Adhere to Style Conventions throughout
- Maintain high levels of factual accuracy
- Mail issues on Publication dates:
  - Issue 1 on March 1
  - Issue 2 on June 1
  - Issue 3 Sept. 1
  - Issue 4 Dec. 1

## ***High Importance***

- Maintain consistency of appearance between issues
- Avoid 'wearing out' Issue Editors
- Maintain high linguistic accuracy
- Satisfy a wide variety of reader interests in each issue

## ***Medium Importance***

- Utilize thematic issues, focusing on a topic or limited geographic area
- Include a modeling article or prototype information in each issue
- Design the magazine as an aid to increasing membership
- Include locations of service facilities, e.g. water tower, ash pit, depot, on site drawings

## ***Low Importance***

- Include color pictures and 'highlights' in each issue
- Maximize the use of color for the front cover
- Publish information listing future content
- Include fold-outs where appropriate

## **Mainstreeter Content Items**

### ***Quarterly Mainstreeter Columns***

1. Cover artwork (relating to main story, or general interest) with content headlines
2. President's Column
3. Table of Contents, including author's name & brief content description
4. Managing Editor's Column
5. Articles with photos. Maps, diagrams, personal recollections
6. Modeling News (new items, layouts, projects, 'wish list', mfr. contact info)
7. Upcoming Articles, and requests for assistance
8. Company Store offerings
9. Membership info (how to join, dues, available services, local get-togethers)
10. Web Site info
11. Classified ads for members
12. Letters to Managing Editor/Errata/Feedback

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## ***Items as Required or Available:***

- Annual membership tally
- Convention Info (before and after)
- Historic photos
- Media Reviews & Recent Publications (books/magazines/radio/videos)
- NP-related news/announcements
- Railroadiana
- Trivia/amazing facts

## **Mainstreeter Editorial Content Breakdown**

Percentages shown are intended as guidelines, not requirements.

### ***Coverage of Eras***

- 1864-1899 .....10%
- 1900-1940 .....20%
- 1940-1960 .....30%
- 1960-1970 .....30%
- 1970+ .....10%

### ***Equipment***

The coverage goal for the following equipment subjects is 20%.

- Locomotives
- Passenger Cars
- Freight Cars
- Other Rolling Stock

### ***Facilities & Track***

The coverage goal for the following facilities and track subjects is 15%.

- Track and Related Equipment & Yards
- Depots
- Bridges & Tunnels
- Repair and Other Facilities
- Divisions and Sub-divisions
- Affiliated Lines

### ***Management***

The coverage goal for the following management subjects is 5%.

- Construction
- Engineering
- Finance
- Operations, field
- Operations, staff
- Unions

# **NPRHA Publishing Guidelines**

## ***NP History***

The coverage goal for the following history subjects is 20%.

- General NP history
- Geographic
- Individuals
- Other Railroads and the NP
- Technology and the NP

## ***Operations***

The coverage goal for the following operations subjects is 25%.

- Excursions
- Helpers
- Interchanges with other railroads
- Joint operations (e.g., Camas Prairie, Tacoma-Portland)
- Locals
- Mainline Freight
- Mixed Trains
- Passenger Trains
- Unit Trains

## **Mainstreeter Format & Style Rules**

The following is a listing of Mainstreeter Format and Style Rules that have been developed over the years. Some of the items have evolved over time and there may be some inconsistency between earlier and later issues. However, there has been an attempt to be consistent within each issue. Use the current edition of the Chicago Manual of Style to resolve any questions not covered specifically in this document.

All the text should be entered into a standard word processing program and sized as discussed below. The final text will go straight to the layout person on a CD. Layout will convert it to fit their version of Adobe PageMaker for final layout to your instructions. Thus, it is important to make sure that the text can be converted by layout.

## ***Abbreviations***

Names that are abbreviated should be spelled out for the first usage in articles, followed by the abbreviation in parentheses. Example: Buffalo Pass, Scalplock and Divide (BPS&D).

Alternately, the abbreviation can be used very shortly after it was spelled out. Then either the name or the abbreviation can be used as required to be clear to a reader who is not familiar with the subject. This is especially important with railroads or names that are not well known. This procedure need not be followed with those abbreviations commonly found in the Mainstreeter, Such as NPRHA, NCL, NP, CB&Q, GN, SP&S, BN, MRL, and other relatively large modern railroads. Abbreviated railroad names are shown without periods - NP, GN, etc. States and countries should be abbreviated per the Chicago Manual of Style.

Abbreviate the North Coast Limited as NCL, without periods, e.g. do not use 'North Coast'. Abbreviate no other train name unless it is long and unwieldy, such as the Brainerd and

# NPRHA Publishing Guidelines

International Falls Express. Instead, the train number can be used. Some roads have nicknames or shortened names that are usable instead of abbreviations, Such as the Pennsy or Santa Fe. Caution is advised when abbreviating the Camas Prairie and the Central Pacific or the Canadian Pacific in the same article. Make sure all references are clear.

The word 'number' should be abbreviated No. (singular), or Nos. (plural), but not Nbr. or the symbol # when referring to trains or locomotives. Always use an upper case N. Also never use symbols for %, & [except in railroad name abbreviations], @, ' (feet), and " (inches). They should be spelled out.

## **Capitalization**

Do not use all caps or underlining on any word, whether used as titles or for emphasis. Use 'Bold' or single quotes instead of either of these, as it looks better in our 'Times Roman' type style.

All ordinary proper nouns, including names of people, places, publications, railroads, other companies, and named trains should have the first letter capitalized.

NPRHA events and offices are capitalized, such as NPRHA Board of Directors Meetings, Conventions, and President. NP and other railroads' officers' titles are capitalized.

The word Pullman used to name the company, or as a brand name for the cars, should be capitalized. The word pullman used meaning sleeper need not be capitalized.

Names of steam locomotive types such as Mikado, Northern, etc. should be capitalized.

The word 'by' in bylines, and the abbreviation 'etc.' are not capitalized.

## **Centering**

Titles and bylines only are centered. Section titles in articles are 'Left Justified,' not centered.

## **Context**

Assume that the readers of the article have little or no understanding of standard railroad or NP jargon. Thus, an article on steam locomotives should tell the reader, at least once, that S-4s, Ten-Wheelers, 1350s and 4-6-0s are the same. Ideally, this should be done in a casual way. This applies equally to diesels, passenger and freight cars, operating practices, and anything else not obvious to the layman. Remember, this is an educational publication and should not confuse the reader with jargon.

## **Emphasis**

No words should be completely capitalized or underlined. For emphasis, use 'Bold' type face in both upper and lower case and single quotes.

Single quotes should be used within text to emphasize or explain phrases. Double quotes should only be used to set off what someone says.



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Use bold face for titles, by-lines, major headings, minor or subheadings, names of publications, publishers, important train names, and manufacturers of products for sale or of interest to the membership.

The titles of books and magazines should be emphasized with bold type face in both upper and lower case type, like the {bold} Mainstreeter.

Do not underline text for emphasis or headings anywhere.

Avoid parentheses for explanations as much as possible. Rewrite the sentence to set off the point being made in the parentheses as the text will flow better. Parentheses are appropriate, however, to define abbreviations.

## **Headings**

Headings should be provided for changes in sub-topics within an article or column to breakup the text and make it easier to read. There are two types of headings used:

Major Headings - These are used to set off a change in subjects within an article. They are bold, upper and lower case, left justified, no ending punctuation as shown above as 'Headings.'

Minor Headings - These are used to set off different categories of information under a major heading. Minor headings are useful when short of space in a column. They are bold, upper and lower case, indented at the beginning of a paragraph, no ending punctuation, but followed with space, hyphen, space, and then the beginning of the first sentence as shown at the beginning of this paragraph.

## **Hyphens**

Use hyphens without spaces to indicate groups, separation and continuation between the various combinations of words, letters and numbers in dates, classes, wheel arrangements, and numbers, like May-June, Z-5, 2-8-8-4, 5000-5011, 2.5-mile, baggage-coach.

Use hyphens with spaces after minor headings and between related phrases.

## **Italics**

Add editor's notes before and after each article and column if you feel it will help set the stage. They should be done in Italics as you will see from issue 11-3. They are indicated by adding a parentheses in front of what you want in Italics. (Italics)

Just type the text normally and the layout person will put the Italics in from the PageMaker program. At the end of the Italics, put a return note in another line, like: (Regular Type)

## **Layout Sizing**

130 lines of text typed with fixed letter spacing at 10 characters per inch, 6.5 inches or 65 characters to the line fills a three-column Mainstreeter page, with about a 3% error. Each Mainstreeter page column is 9.5 inches long. Column width and tab distance may be specified by the Managing Editor.

# **NPRHA Publishing Guidelines**

Photos bleed off the page on the four covers and the first page of each major article. Photos which bleed should be 8.6 inches wide. The photo for the front cover should be able to be cropped to a square format with dimensions of 8.6 inches. Photos and drawings within articles have a 0.5 inch margin between the photo and the text containing the caption if one is required.

Photo widths are 7.515, 4.945 and 2.390 inches to correspond to the width of 1, 2, or 3 columns with margins. You will need to get a clear plastic ruler with 0.1 inch divisions to accurately measure the photos for sizing with your spreadsheet. Start by making a photocopy of all photos. The photocopy is used to show how to crop the photos and to mark the resizing percentage plus the measured and final dimensions for use by the layout and screening people.

With photo scanning techniques, photos and line drawings can be enlarged to 200% if they are clear. Also, the scanning process can reverse a blue-print drawing (white lines on blue or black) to give black lines on a white background. If the blue or black background is broken up, you may need to black out the bad spots.

Allow 0.8 inch space for article and column titles. Column titles are one column wide, while article titles are three columns wide.

## ***Numbers***

Any whole number below 100 should be spelled out. It is appropriate to use 'fifty-four cars' instead of '54 cars', for example. In most cases, dimensions are shown as ten inches. However, Decimals imply a degree of accuracy. When no such accuracy is required, the use of fractions would be appropriate, especially if they are already available in the font. Any number used to begin a sentence should be spelled out, although this usage should be minimized.

## ***Parentheses***

Avoid parentheses for explanations. Rewrite the sentence to include the information. Parentheses are used, however, to define abbreviations.

## ***Quotes***

Single quotes are used for emphasis. Double quotes set off a person's quotations only.

## ***Spaces and Indenting***

Indenting should be 0.2 inch at the beginning of a paragraph.

Space Characters – Single-space after periods, commas, colons, or semicolons. No blank lines at the end of a paragraph.

Blank Line Spacing - Use a single blank line before and after major headers. Any additional blank lines required will be added during final layout.

# **NPRHA Publishing Guidelines**

## ***Text Entry***

Type all text continuously, fifty-four lines or nine inches per page, left justified. Break pages where the word processor provides the page breaks. Do not hyphenate words at the ends of lines. Provide spacing lines only before and after major headings.

## ***Train Numbers***

Per NP train dispatcher instructions for train orders, references to train numbers always referred to all sections of a schedule or to the only section when there was only one. Thus, when a train order was addressed to 'No. 26,' it would be delivered to each section of Train 26. However, the sections of the NCL were addressed as 'First 26,' 'Second 26,' and 'Third 26,' not 'First No. 26.'

## ***Whyte System***

Steam locomotive wheel arrangements should be described using the standard Whyte system using numbers and dashes, with no intervening spaces. Plus signs should not be used to describe articulation on North American locomotives.

Compiled and adopted by the NPRHA Board of Directors, May 2004