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This Week's Aside

Final call to join us in Chicago!



Proofread NOW and the IABC are putting on a terrific writing conference at the historic Allerton Hotel in Chicago next week. It's not too late to register. This conference is for people who write press releases, annual reports, brochures, corporate bios, and more. Click the IABC logo for more information. **Get \$150 off the registration fee by using "ProofreadNOW" when registering!**

Weekly Challenge

April showers bring May flowers...early.



Here in the Northern Hemisphere (yes, we sometimes feel we leave out our SH

friends, who are heading into the thick of wintertime about now...perhaps we will do a snow issue in July just for you) April showers are bringing out the May flowers early. Try today's list and see if your vocabulary is budding.

1. **bizarre** : (a) a shallow depression in which water collects after rain; (b) a flower with atypical striped marking; (c) a storm in which falling rain freezes on contact; (d) a small

Weekly Grammar Tip

AP Style Guide Tips



We're going with some useful tips from the handy *Associated Press Stylebook*. Heed these helpful hints when you next find yourself honing a handout or rehabbing a half-baked headline.

- **Her Majesty** Capitalize when it appears in quotations or is appropriate before a name as the long form of a formal title. For other purposes, use the woman's name or *the queen*.
- **historical periods and events** Capitalize the names of widely recognized epochs in anthropology, archaeology, geology and history: *the Bronze Age, the Dark Ages, the Middle Ages, the Pliocene Epoch*. Capitalize also widely recognized popular names for the periods and events: *the Atomic Age, the Boston Tea Party, the Civil War, [the War Between the States, the War of Northern Aggression,] the Exodus (of the Israelites from Egypt), the Great Depression, Prohibition*. Lowercase *century*: *the 18th century*. Capitalize only the proper nouns or adjectives in general descriptions of a period: *ancient Greece, classical Rome, the Victorian era, the fall of Rome*.
- **historic, historical** A *historic* event is an important occurrence, one that stands out in history. Any occurrence in the past is a *historical* event.
- **hang, hanged, hung** One *hangs* a picture, a criminal or oneself. For past tense or the passive, use *hanged* when referring to executions or suicides, *hung* for other actions.
- **hanger, hangar** A *hangar* is a building, usually associated with aircraft. A *hanger* is used for holding clothes.
- **half-mast, half-staff** On ships or at naval stations ashore, flags are flown at *half-mast*. Elsewhere ashore, flags are flown at *half-staff*.
- **habeas corpus** A writ ordering a person in custody to be brought before a court. It places the burden of proof on those detaining the

or secondary bulb.

2. ikebana : **(a)** the Japanese art of flower arranging that emphasizes form and balance; **(b)** any of various birds (especially of the family Cuculidae) whose cries are popularly believed to forecast rain; **(c)** any of various soluble glycoside pigments producing blue to red coloring in flowers and plants; **(d)** any of numerous plants with small bright-colored flowers.

3. freshet : **(a)** a hormone or hormonal agent that promotes flowering; **(b)** to thin out flower buds in order to improve the quality of bloom of; **(c)** a great rise or overflowing of a stream caused by heavy rains or melted snow; **(d)** a sculptured basket of flowers or fruit as an architectural decoration.

4. pluvial : **(a)** left wet and limp by or as if by rain; **(b)** suitable for planting in large groups in flower beds to produce a mass display; **(c)** resembling a flower petal; **(d)** of or relating to rain.

5. concha : **(a)** the cup-shaped interior of a flower; **(b)** a drenching rain; **(c)** an ornamental disk (as on clothing or tack) of American Indian origin featuring a shell or flower design; **(d)** product (as fog, rain, or hail) formed by the condensation of atmospheric water vapor.

6. concrete : **(a)** the base of a plant from which the roots spring; **(b)** a trench which was originally worn in the earth by running water and through which water often runs after rains; **(c)** a fall (as of rain or snow) sufficient to cover a surface or to fill a gauge to the depth of one inch; **(d)** a waxy essence of flowers prepared by extraction and evaporation and used in perfumery.

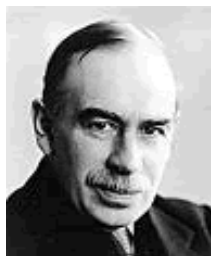
person to justify detention. When *habeas corpus* is used in a story, define it.

- **handmade** but **hand-picked**
- **Hispanic** The preferred term for those whose ethnic origin is in a Spanish-speaking country. *Latino* is acceptable for *Hispanics* who prefer that term. Use a more specific identification when possible, such as *Cuban*, *Puerto Rican* or *Mexican-American* or the name of an indigenous group in a Latin American country. Avoid *Chicano* as a synonym for *Mexican-American*. Refer to people of Brazilian or Portuguese origin as such, not as *Hispanic*.
- **his, her** Do not presume maleness in constructing a sentence, but use the pronoun *his* when an indefinite antecedent may be male or female: *A reporter attempts to protect his sources.* (Not *his or her* sources, but note the use of the word *reporter* rather than *newsman*.) Frequently, however, the best choice is a slight revision of the sentence: *Reporters attempt to protect their sources.*

Source: *The Associated Press Stylebook and Briefing on Media Law*

Word of the Week

Keynesian



Pronunciation: KANE-zee-in

Function: noun

Etymology: John Maynard Keynes, 1883-1946, 1st Baron Keynes of Tilton, English economist

Date: 1946

Definition: proponent of the economic theories and programs ascribed to John M. Keynes and his followers; specifically: the advocacy

of monetary and fiscal programs by government to increase employment and spending

Example: "The savings rate also rose, which must horrify the Keynesians at the White House who want Americans to spend, spend, spend."

- *Wall Street Journal*, p. A14, 4/30/09.

Definition source: *Merriam-Webster's Eleventh Collegiate Dictionary*.

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used in perennials.

7. mizzle : (a) to rain in very fine drops; (b) a flower that never fades; (c) a small bunch of flowers; (d) a spirea (*Spiraea prunifolia*) widely grown for its umbels of small white flowers borne in spring.

8. epiphyte : (a) a low dark layer of gray cloud usually producing light continuous rain or snow; (b) a deposit on the earth of hail, mist, rain, sleet, or snow; (c) a plant that derives its moisture and nutrients from the air and rain and grows usually on another plant; (d) a tall late-flowering tulip with the flowers single and of one color.

9. calyx : (a) a sudden violent wind often with rain or snow; (b) the usually green outer whorl of a flower consisting of sepals; (c) water in the form of particles floating or falling in the atmosphere at or near the surface of the earth and approaching the form of rain; (d) pollination of a flower by its own pollen.

10. anthophilous : (a) feeding upon or living among flowers; (b) the transfer of pollen from one flower to the stigma of another; (c) precipitation (as rain or snow) having increased acidity caused by environmental factors (as atmospheric pollutants); (d) the act or an instance of sprinkling; especially: a light rain.

If errors in printed publications are making your readers think of *you* at the mention of the word *deadheading*, Proofread NOW has the perfect collection of gardening tips to make your prose bloom into a stunningly attractive demonstration of the written word. We examine the spelling, punctuation, and clarity of your ad, proposal, Web page, brochure, or anything else in print. We're cultivating a culture of perfection that you

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Please rate this *GrammarTip* (10=high, 0=low):

10 - Mister Lincoln rose.

7 - Red snapdragons.

3 - Begonias.

0 - Dandelions.

can show off to everyone.

1:b 2:a 3:c 4:d 5:c 6:d 7:a 8:c 9:b 10:a

Rate Yourself:

• **1 to 2 correct:**

Lifeless soil indeed.

• **3 to 5 correct:**

Weed-infested.

• **6 to 7 correct:**

A few dandelions to deal with.

• **8 to 9 correct:**

Your green thumb is showing.

• **All 10 correct:**

You take the Garden Club
award.

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