

SAS Press Author Guidelines

Guidelines for Formatting Style and Writing Style

Audience	SAS Press authors.
Prerequisites	The following items will be provided by your acquisitions editor: <ul style="list-style-type: none">• Microsoft Office Word 2003 software must be installed on the PC you will use to write your book.• Word or LaTeX style template, as appropriate
Deliverables	Sample chapters, draft manuscript, and final manuscript.
Style References	SAS Press books follow style conventions documented in <ul style="list-style-type: none">• <i>The Chicago Manual of Style</i>• <i>Microsoft Manual of Style for Technical Publications</i>• <i>Merriam-Webster's Collegiate Dictionary</i> Additionally, SAS technical editors follow guidelines documented in the <i>SAS Style Guide</i> , which is an internal SAS document.
Sections in This Document	This document includes two major sections: <ul style="list-style-type: none">• Formatting Style• Writing Style

Formatting Style

Formatting style is the combination of font style and size, page size and layout, and other physical publishing elements that give your book a specific look and feel. To help establish a formatting style for your book, SAS Press has developed templates for use with Microsoft Office Word files and LaTeX files. In addition to providing a specific look, these formatting elements provide a consistent framework that can help readers navigate through your book.

For example, you might choose to separate your book into chapters to organize information into meaningful or logical sections. You might also organize and group chapters into parts to further organize your information. A careful organization of your material will help the reader understand your content in the way you intended.

By using formatting elements consistently, your readers will not be distracted by inconsistencies in style and will therefore be able to focus on the content.

Acronyms and Initialisms

- Spell out acronyms and initialisms upon first occurrence.
- If a term is a common noun, then do not capitalize the full form of the term; for example, access control list (ACL), analysis of variance (ANOVA), application programming interface (API), central processing unit (CPU), data control block (DCB), local area network (LAN), multidimensional database (MDDDB), and partitioned data set (PDS).
- If a term is a proper noun, meaning that it is the name of a particular thing, then capitalize the full form of the term; for example, Common Gateway Interface (CGI), Common Object

Request Broker Architecture (CORBA), Lightweight Directory Access Protocol (LDAP), File Transfer Protocol (FTP), and Open Database Connectivity (ODBC).

Capitalization

- When referring to a proper name, capitalize the first letter of each word in the name.
- For user interfaces, match the casing that is used in the interface, window, tab, field, check box, list box, and any other element names. If the element name is lowercase, then use bold face to make the name stand out in text.

Captions

- Captions include three parts: the label, the number, and the title. If you include any of the following items, number and label them as follows. Be sure to include a unique title for each caption.

Type of Caption	Caption Label	Caption Number	Caption Title	Example
programs (code)	Program	1.1, 1.2, etc. ¹	Adding PROC PRINT	Program 1.1 Adding PROC PRINT
displays (screen captures)	Display	1.1, 1.2, etc.	SAS AppDev Studio Opening Window	Display 1.1 SAS AppDev Studio Opening Window
examples	Example	1.1, 1.2, etc.	Examining Specific Data Set Characteristics	Example 1.1 Examining Specific Data Set Characteristics
figures (line drawings and flow charts)	Figure	1.1, 1.2, etc.	Process Flow of the Application Dispatcher	Figure 1.1 Process Flow of the Application Dispatcher
output	Output	1.1, 1.2, etc.	Output from Program 1.1	Output 1.1 Output from Program 1.1
tables	Table	1.1, 1.2, etc.	Macro Language Statements	Table 1.1 Macro Language Statements

- The sequence number should restart in each chapter. For example, the first two figures in chapter 2 would be Figure 2.1 <title> and Figure 2.2 <title>.

Code (use the label *Program*)

- Code should be formatted in SAS Monospace font. Let your acquisitions editor know if you want you code to be reformatted using another font.
- Format your code in the final manuscript as you want it to appear in the final copy.
- Be consistent with indentures, capitalization, spacing, and use of special fonts (such as bold or italic).
- Do not refer to sections of code by color. Your book will be printed in black and white and color references will be confusing. Use bold face for sections of code that you want to highlight or discuss elsewhere.
- Include code comments or callouts when you need to explain sections of code. Code comments can be presented as blocks, such as `/*...*/`, or as one-line comments, such as `*`.

¹ The first digit is the chapter number and the second digit is the sequence number.

- Alternatively, code callouts can explain the code in a list that follows the program. Which ever form you use to explain your code, be consistent. See the following example, which uses code callouts:

```

%updateStatus ❶
  (statusDataSet = &statusDataSet,
   msg = Request Beginning Execution
  )

data _null_;
  x = sleep(&refresh); ❷
run;

```

❶ The updateStatus macro adds an observation to a SAS data set containing an update on the program’s status. The name of the data set is made available as a macro variable. The macro should be called, with an appropriate value for the Msg parameter, at key checkpoints in the program. This call to the macro generates the observation in the status data set shown in Figures 19.4 and 19.5 (the first row is inserted by the sample framework that spawns the independent SAS session).

❷ Use the Sleep function to simulate a long-running process.

Cross-References

- If you include cross-references to other sections in your book, to SAS OnlineDoc, or to SAS Help and Documentation, use the following formats:

Type of Cross-Reference	Form of Cross-Reference
Cross-reference to another chapter in your book	See Chapter 4, "Data Set Options by Category."
Cross-reference to an unnumbered section in your book	See the "Data Set Options by Category" section.
Cross-reference to a numbered section in your book	See Section 2.2.1, "Data Set Options by Category."
For cross-references to other books	For details about the PRINT Procedure, see the <i>Base SAS Procedures Guide</i> .
Cross-reference to SAS OnlineDoc	For more information, see SAS OnlineDoc.
Cross-reference to SAS Help and Documentation (available from within Base SAS)	For details, see SAS Help and Documentation.

Displays (screen captures use the label *Display*)

- Displays are images of the windows or items in a window, which the software contains or creates.
- Use FullShot to capture your screens, save each capture in a separate TIF file, and deliver all of your graphics files in a single directory to your acquisitions editor.
- When you want to emphasize a portion of a window, you can use a partial screen capture.

Equations

- Let your acquisitions editor know which software you used to create your equations, as well as any other concerns you might have about the equations. If you used a specific font or set of fonts, let us know what they were.

Graphics, Figures and Diagrams (use the label *Figure*)

- Our production team can help you create graphics. If you need this type of assistance, let your acquisitions editor know.
- Graphics illustrate concepts that are presented in the text. Graphics, figures, and diagrams can often explain concepts more effectively than words can. Figure types include flow charts and conceptual diagrams.
- Let your acquisitions editor know which software you used to create your graphics, as well as any other concerns you might have about the graphics.

Index

- We will arrange for the indexing of your book. This will take place during weeks 8 and 9 of the book's production schedule.
- You will have an opportunity to review the index.

Lists

- Use numbered or unnumbered lists as needed. Numbered lists suggest ordered steps. Bulleted (unnumbered) lists identify individual items in no particular sequence.
- Introduce your list with a complete sentence.
- Make sure all the list items are parallel within a list. For example, use either complete sentences for each item in a list, or use incomplete sentences (phrases) for each item in a list.
- Capitalize and punctuate list items consistently. For example, if you use complete sentences, then capitalize the first letter of the first word of each list item and use end punctuation for each list item. If you use incomplete sentences, then use a lowercase letter for the first letter of the first word of each list item and do not use end punctuation for any of the list items.

Numbering

- If your book style uses numbered headings, use them consistently.
- If you choose to leave some headings numbered and some headings unnumbered do so consistently. For example, you might choose to number first-, second-, and third-level headings (1.1, 2.1.1, 3.2.4.1), but then leave fourth-level headings unnumbered. That is okay, as long as all chapters use that same convention.
- As a general rule, all display items (programs, figures, tables, output, etc.) should be labeled and numbered. However, if your text contains many steps and shows resulting output as screen captures, the screen captures within steps do not need to be labeled or numbered.

Output (use the label *Output*)

- Output is an image of the results of SAS programs. Output is usually "captured" by the writer using FullShot or another capture tool. See the SAS Press author guidelines for capturing screens.
- If you create your own output, make sure that your text and code match your output.

References

- References give the sources of information, such as books or journal articles, that you refer to in your book. References that are cited in text must be included in a list at the end of the book or section.
- It is your responsibility as the author to provide complete and accurate references. Your editor will edit your references for style if needed. The following examples identify the information that you need to provide and the format that you need to use for several types of references.

Type of Reference	Reference Format
For references to books with one author	Aster, Rick. 1992. <i>Professional SAS User Interfaces</i> . Blue Ridge Summit, PA: Windcrest/McGraw-Hill.
For references to books with two authors	Aster, Rick, and Rhena Seidman. 1991. <i>Professional SAS Programming Secrets</i> . Blue Ridge Summit, PA: Windcrest Books.
For references to articles in conference proceedings	Batkhan, Leonid. 2006. "Document-Driven Techniques for Building SAS® Data Warehouses." <i>Proceedings of the Thirty-first Annual SAS Users Group International Conference</i> . Cary, NC: SAS Institute Inc. Available at www2.sas.com/proceedings/sugi31/033-31.pdf .
For references to journal articles	Cleveland, W. S., and R. McGill. 1984a. "Graphical Perception: Theory, Experimentation, and Application to the Development of Graphical Methods." <i>Journal of the American Statistical Association</i> 79:531-554.
For references to SAS hardcopy books	SAS Institute Inc. 1989. <i>SAS/FSP Software: Usage and Reference, Version 6</i> . 2d ed. Cary, NC: SAS Institute Inc.
For references to SAS OnlineDoc	SAS Institute Inc. 2002-2006. <i>Base SAS 9.1.3 Procedures Guide</i> . SAS OnlineDoc 9.1.3. Available at http://support.sas.com/documentation/onlinedoc/sas9doc.html
For references to Web sites	Schwartz, Delmore. "Survey of Our National Phenomena." <i>New York Times Magazine</i> , April 15, 1956. Reprinted in <i>New York Times Magazine</i> , April 21, 1996: 17 paragraphs. Available at http://www.nytimes.com/specials/magazine/titles.html .

Screen Captures See Displays.

Tables

- Tables summarize information about tasks or elements that are presented in text. Tables provide details, give at-a-glance perspective on a complicated subject, and allow the reader to compare similar information.
- The most effective tables have a clean appearance and use single words, short phrases, numbers, or symbols under short column headings.
- The style template for your book includes table styles that will give your tables a uniform appearance.

Trademarks

- Do not include trademark attribution within the body of your document.
- Your editor will verify and add trademark attribution for SAS products based on SAS legal guidelines.

Writing Style

Writing style is the combination of mood, person, tense, terminology, tone, and voice that you use to communicate your content to your audience.

When SAS Press receives your draft manuscript, we will review it for writing style and formatting style. We will identify writing and formatting items that need to be corrected as you are finalizing your manuscript.

When we receive your final manuscript for editing and production, we will again review your manuscript for writing style and formatting style. If needed, your copy editor will revise the manuscript according to the references listed in the table at the beginning of this document. If you prefer to deviate from these guidelines, some of which are detailed in the following sections, let your acquisitions editor know so that our team can modify the writing style and formatting style for your book.

Mood

- Mood is the verb form that speakers use to indicate their attitude about what they are saying. There are three moods: indicative, imperative, and subjunctive.

Mood	Example
Indicative	states a fact or opinion or asks a question Fact: The DATA= option specifies the input data set. Opinion: Using smaller data sets improves performance. Question: Does the DATA= option specify the input data set?
Imperative	expresses a command or gives direction. The subject (you) is implied. Use the imperative in instructions so that the user has an immediate sense of the action to follow. <i>End PROC steps with a RUN statement.</i> <i>Specify the input data set with the DATA= option.</i>
Subjunctive	expresses a wish, supposition, requirement, demand, or states wishes or conditions that are contrary to fact. Note that in the subjunctive mood, there is only one past-tense form of <i>to be</i> : <i>were</i> . If you were in charge of the company, what would . . .

Person

- Person is the form of a verb or pronoun that indicates whether the subject is speaking, spoken to, or spoken about. Person can be first, second, or third; singular or plural.

Person	Form
Second person (you)	Use this form to refer to the reader (the user). Second person enables readers to see themselves performing actions described.
Third person (he, she, or it)	Use this form to refer to a party other than the primary reader (for example, users of programs or applications that the user might create).
First person (I, we)	Reserve this form for use in tutorials and educational books, that is, in books that will be used to teach.

Tense

- The tense of a verb tells the reader whether the action takes place in the present, past, or future.
- In general, you should use present tense. When possible, avoid past tense. Use future tense only when you are writing about a true future action.

Terminology

- Try to use clear and consistent language in your book, that is, use one term to mean one thing.
- SAS editors might suggest alternative terminology.
- For example, here at SAS, we use
- two word for the term "data set"
- "click such and such" instead of "click on such and such"
- "DATA step" instead of "data step"
- "filename" instead of "file name"
- We'll ask you if you prefer "data is" or "data are"
- Let us know if you have terminology preferences that you do not want changed.

Tone

- Tone is the attitude that writers express toward themselves, their subjects, and their readers. Your use of tone reveals many things about you and your attitude toward your audience.
- Tone is indicated by word choice, sentence structure, punctuation, and related features. Tone can range from formal to informal, depending on the type of book (user's guide, marketing brochure, scientific article).
- Try to use tone appropriately and consistently. Reference books are predominantly formal. User's guides tend to use shorter sentences and to be less formal. The user is usually addressed in the second person.

Voice

- Voice indicates the actions that verbs convey, either active or passive. If a subject performs the action, the verb is active; if a subject receives the action, the verb is passive.
- A sentence in passive voice always has a form of the verb *to be* and a past participle (for example, "the form *was processed*").
- Use active voice whenever possible. Overuse of passive voice can make unclear who or what is performing an action. However, if the subject of the sentence is not important, you may use passive voice.

Questions? Contact MaryBeth.Steinbach@sas.com.
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