



THE NINETY-NINES, INC.
STANDARD OPERATING SOP
PUBLICATIONS

1. **Purpose:** Official publications of the Ninety-Nines are an essential component of communication within the organization and also serve as the public face of the Ninety-nines to the broader community. The purpose of this SOP is to ensure the quality and consistency of all official publications of the Ninety-Nines, Inc.

1. **Applicability:** This SOP is applicable to all the official publications of the Ninety-Nines, Inc.:
 - 1.1. *The Ninety-Nines* magazine
 - 1.2. The International *Straight and Level*
 - 1.3. The Membership Directory, online and by CD
 - 1.4. Brochures
 - 1.5. Website: www.ninety-nines.org

2. **Responsibility:** The Board of Directors has ultimate responsibility for all official publications of the Ninety-nines.
 - 2.1. *The Ninety-Nines* magazine, the official publication of The Ninety-Nines, Inc., shall be produced by a qualified paid publisher/editor selected by the Board of Directors.
 - 2.1.1. The Publications Committee is responsible for working with the Publisher/Editor to approve content for each issue and plan coming issues. One member of IBOD and one Past International President shall constitute a review team to evaluate the appropriateness of articles from a viewpoint of institutional knowledge and potential legal liability. The review team will not be responsible for editing and proof reading.”
 - 2.2. Duties of Publisher/Editor
 - 2.2.1. Review with Publications Committee Chair desired content for the current issue/what needs to be obtained.
 - 2.2.2. Respond as needed to incoming emails regarding the magazine contents or miscellaneous items.
 - 2.2.3. Email members to get further information and photos about their articles and/or obtain information about article ideas.
 - 2.2.4. Edit all articles and photos, copy fit/design articles, and create the magazine in Adobe InDesign or similar program.
 - 2.2.5. Proof magazine before sending to the committee to proof.
 - 2.2.6. Work with Publications Committee to reconcile/incorporate desired changes.
 - 2.2.7. Perform final edit and check for proper color settings and other printing requirements.

- 2.2.8. After Publications Committee chair approves the magazine, upload it to the printer, where the magazine is automatically scanned by the printer's software for any printing problems. If necessary, fix the problem on original file and resend corrected page(s) to the printer.
- 2.2.9. After Publications Committee Chair issues a final approval for the uploaded pages, approve magazine for printing.
- 2.2.10. Provide the printers with print number as determined by the President and HQ and request that HQ upload the mailing list to the printer.
- 2.2.11. Receive and verify invoice from Printer and forward to HQ for payment.

2.3. Contract for Publisher services shall be for a period of two (2) years. The IBOD shall seek three (3) bids for the annual contract in sufficient time for the publication of the July/August issue.

3. *The Ninety-Nines* magazine

3.1. General guidelines

- 3.1.1. The number of issues shall be determined by the Board of Directors.
- 3.1.2. A 'comp' list shall be reviewed periodically by the Board of Directors.
- 3.1.3. Articles concerning the disappearance of founding President Amelia Earhart shall be based on factual information.
- 3.1.4. Information for New Horizons will be published for any deceased member whose membership was current within one year of publication date.

3.2. Deadlines and Publication Schedule

- 3.2.1. Manuscript and Advertising Submission Due Dates
 - Issue 1: January/February – December 1
 - Issue 2: March/April – February 1
 - Issue 3: May/June –April 1
 - Issue 4: July/August – June 1
 - Issue 5: September/October – August 1
 - Issue 6: November/December – October 1
- 3.2.2 Publication date is 30 days after submission deadline
- 3.2.3 Publication schedule may be changed at the discretion of the IBOD

3.3. Specifications of the Magazine

- 3.3.1. Final trim size: 8.5 x10.875
- 3.3.2. Color prints throughout the entire issue.
- 3.3.3. Full bleed throughout the issue.
- 3.3.4. Paper labels are used for addresses
- 3.3.5. Print 6400 copies 3 regular issues and 6700 copies for special issues.
Extras are sent to Headquarters. These amounts are subject to change in accordance with the increase or decrease in membership.
- 3.3.6. Page stock: Paper 60 (57) – pound #3 Gloss 35" roll @ MCC 100164
- 3.3.7. File type: PDF/Word/FTP
- 3.3.8. Work flow: Digital proof
- 3.3.9. Publication/mailling dates (final submission 30 days prior to publication)
See appendix 1.

- 3.3.9.1. Regular
- 3.3.9.2. Special/Award
- 3.3.10. Domestic postage paid by 99s on CAP account; foreign postage and UPS invoiced to 99s
- 3.3.11. Include copyright (Printer should file the copyright)

4. **Procedures for additional publications**

4.1. International *Straight and Level* may include the following content:

- 4.1.1. Message From Your President
- 4.1.2. Calendar link
- 4.1.3. Social media links
- 4.1.4. S&L procedures
- 4.1.5. Upcoming Conference information
- 4.1.6. Other information as determined by the Publications Committee

4.2. Membership Directory – online and CD

- 4.2.1. The Board of Directors shall approve publication details of the Membership Directory.
- 4.2.2. The President and General Counsel shall respond to all requests for commercial use of the Membership Directory.
- 4.2.3. The Membership Directory shall be published on the website. Printed copies and CDs will be available for purchase at a price determined by the Board.

4.3. Brochures

- 4.3.1. The Board of Directors will approve publication details regarding brochures for membership and public relations.

4.4. WEBSITE – www.ninety-nines.org

- 4.4.1. The official website of The Ninety-Nines, Inc. This is maintained by the HQ manager as the webmaster.
 - 4.4.1.1. Additional content will be approved by the International Board of Directors.
 - 4.4.1.2. New Horizons information will be published on the website for any deceased member whose membership was current within the last five years.

5. **Approval:**

- 5.1. Authorizing Body: International Board of Directors.
- 5.2. Approval Date: This SOP was approved on: March 4, 2022

APPENDIX 1

Issue	Publication	Mailing Date	Upload to printer
05 March/ April	March 1	Feb. 23	Feb 16
06 May/ June	May 1	April 22	April 14
01 July/ Aug	July 1	June 22	June 15
02 Sept / oct	Sept 1	Aug. 22	Aug 15
03/ Nov / Dec	Nov 1	Oct. 21	Oct 14
04 Jan / Feb	Jan 1 2023	Dec. 22	Dec 15

Ninety-Nines magazine Style Guide

Trademarked accepted name formats (“The” is capitalized):

The International Organization of Women Pilots, Inc.[®] (formal legal name)

The Ninety-Nines (most popular; always with hyphen between Ninety and Nines)

The 99s

Be consistent throughout a story with usage between The 99s or The Ninety-Nines

NOTE: for the most part capitalization of the “The” before an organization is not universal; web search an organization’s name to verify use of the capitalized “The”

The 99s Museum of Women Pilots (MWP)

Amelia Earhart Birthplace Museum (AEBM)

Amelia Earhart Memorial Scholarship Fund (AEMSF)

First Wings Awards (not referred to as scholarships, incorrect: She won a First Wings Scholarship, should be She received a First Wings Award)

Let’s Fly Now! (exclamation point is part of the name)

Capitalize Girl Scouts or Scouts (Girl Scouts are often included with Let’s Fly Now! events)

99s-style Capitalizations: International, International Board of Directors (IBOD), Headquarters (or HQ), President, Vice President, Chair, Vice Chair, Treasurer, Secretary, or Secretary-Treasurer (use hyphen here only; no hyphen with Vice President or Vice Chair). Use Chair instead of “Chairman” (sexist) or “Chairwomen” (too wordy). Always capitalize these terms whether used before proper name or not.

Chapter, Section are not capitalized unless they are part of the name of a specific chapter i.e. Colorado Chapter. When discussing chapters and/or sections in general and not specific ones, the words should not be capitalized (ie. all chapters should submit....). When the article is referring to a specific chapter or section, then the word should be capitalized. (ie. The Southwest Section meeting will be....)

The Ninety-Nines International Conference & Career Expo (not convention); can be shortened to International Conference after first full reference.

When referring to section meetings: Name of Section Fall/Spring/Annual Meeting

Ex: New England Section Spring Meeting (not conference or convention)

For sake of saving editorial space, any reference to the name of a chapter in an article can simply be (for example only): Eastern New England Chapter (do not include Ninety-Nines or 99s after chapter name; so NOT Eastern New England Chapter Ninety-Nines or Eastern New England 99s)

When a person is mentioned in a Grass Roots report who is not a 99, use their name followed by Jane Doe (not a 99); or guest Jane Doe

Other 99s styles

Use Oxford comma with lists:

Ex: A powered aircraft consists of wings, tail, cockpit, and engine.

Use “En” dashes (–) with space before and after it.

An “en” dash can set off information; it’s an alternative to a comma, usually for abrupt change: VCU – along with the University of Richmond – will hold a memorial service Sunday. ... A dash often indicates emphatic pause or surprise: She later found her keys – in the pocket of her jacket. ... You can use dashes to set off a comma-studded series: Four of VCU’s graduate schools – arts, social work, education, and nursing – rank among the best in the nation. Also used with byline format (see below).

Other popular aviation organizations/events:

Experimental Aircraft Association (EAA); EAA AirVenture (one word; people will often use the term

Oshkosh or Oshkosh Fly-in, but AirVenture is the proper term); EAA Young

Eagles

Air Race Classic (ARC)

Aircraft Owners & Pilots Association (AOPA); Sun ‘n Fun

Women in Aviation International (WIA)

National Intercollegiate Flying Association (NIFA)

National Association of Flight Instructors (NAFI)

Commemorative Air Force (CAF)

Federal Aviation Administration (FAA)

Women Airforce Service Pilots (WASP)

(NOTE – there is no “s” added to WASP when speaking about the group since Pilots is already plural)

Aviation Terms:

Private Pilot Certificate (not license when referring to U.S. pilots; Canada and other countries do use license; do web search to verify); abbreviation PPL is not acceptable, change to Private Pilot Certificate.

Capitalize all certificates, ratings and endorsements.

Certificates:

- Student Pilot
- Sport Pilot
- Recreational Pilot
- Private Pilot
- Commercial Pilot
- Airline Transport Pilot
- Certificated Flight Instructor or Certificated Flight Instructor Instrument (CFI or CFII

is acceptable)

Ratings:

- Instrument Rating

- Multi-Engine Rating

There are other ratings that can be obtained and attached to pilot certificates but refer to different categories and classes of aircraft such as helicopters, gyroplanes, gliders, balloons, airships, seaplanes, etc. Each new class and category require the successful completion of the exam that pertains to that particular course.

Endorsements:

- High-Performance Endorsement
- Complex Airplane Endorsement
- Tailwheel Endorsement

Source: <https://skyeagle.aero/types-of-pilot-licenses-and-rating>

Airport formats: When specific airports are mentioned, verify proper name of airport and include FAA airport code (verify with web search, find FAA code with Airnav.com)

ex: Portland International Jetport (KPWM)

Byline format:

Feature stories: Use “en” dash, then a space, then “By”, then name of author (not “written by”)

– By Jane Doe, Chapter Name

Grass Roots: Use “en” dash, a space, then name of submitter

– Jane Doe

Hold Short and Touch & Go: Use “en” dash, a space, then name of submitter, Position Title/Affiliated Organization

– Jane Doe, Trustee, The 99s Museum of Women Pilots

Miscellaneous

When reporting that a booth at an event was “manned” (or “womaned”) use staffed:

Ex: Five Katahdin Wings Chapter members staffed the informational booth at the Eastern Slopes Regional Airport (KIZG) fly-in.

Hyphenate fly-in

Hyphenated words: Generally nouns are not hyphenated; modifiers generally are: a first-quarter touchdown ... a bluish-green dress ... a full-time job, a well-known man ... a better-qualified woman ... a know-it-all attitude ... pre-empt, pre-existing ... re-elect, re-enact ... anti-social, anti-war

No hyphens in: a very good time ... an easily remembered rule ... in the first quarter ... She works full time. ... (but use hyphen for “She held a full-time job,”) fundraiser, fundraising (exception to Webster’s) ... teenager, nonprofit ... prearrange, premarital. No hyphen on “thank you” unless modifying a noun: “thank-you letter.”

Italicize book, magazine, movie, and television show titles

Spell out name of U.S. states/country provinces, do not use postal codes or abbreviations

Spell out numbers one through nine, use digits thereafter for 10+, use comma for numbers over 1,000.

a.m. (use hours and minutes – 9:30 a.m.; 8 a.m.)

p.m. (use hours and minutes – 4:45 p.m. 5 p.m.)

Also don't use military time: 5:00 p.m., not 17:00.

COVID-19 (or COVID)

it's – apostrophe only used to indicate contraction “it is”

its – without apostrophe for possessive

Percent – use % sign

Phone numbers 123-456-7890

Don't use ordinals with dates (July 20, not July 20th)

Date / time format: April 6, 2020, at 1:30 p.m.; April 2020; April (if the year is obvious).

Months should be spelled out, not abbreviated

Periods and commas inside quotation marks

Do not use ampersands (&) in place of “and”

PUNCTUATION

Periods: They're often omitted when abbreviating the name of an organization or iconic figure: CIA, FBI, VCU, JFK. Use periods to abbreviate certain titles (Gov., Dr., Sen., Rep., Mr., Ms.); Jr. or Sr. after a name; Co., Corp., Inc.; St., Ave. or Blvd. in exact addresses.

Periods with quotes: Periods always go inside quotation marks. He said, “It was God's will.” Will she run again? “No – never.”

Periods with parentheses: If the parenthetical material is not a sentence, the period goes outside the parentheses. He smiled (with his eyes). ... If the parenthetical material is a sentence, the period goes inside the parentheses. (He smiled with his eyes.)

Periods as ellipsis: Three periods indicate omission of a word or words. Put a space on either side of “...”: “I want ... to do what's best,” he said. Use four periods if an ellipsis ends the sentence: He sighed. “I wish there was something I could do to turn back time. ... ” Avoid using two ellipses in one quote; it's better to paraphrase.

Commas: Use when linking two independent clauses (complete sentences) with a conjunction, such as ‘and’: He will announce the budget cuts on Monday, and VCU is braced for the worst. Don't use a comma if the sentence has only a compound verb and the subject isn't repeated: She dropped the gun and surrendered. Use when beginning a sentence with a clause, phrase, adverb – usually anything except the subject: During Tropical Storm Ernesto, the Battery Park neighborhood was flooded.

Omit commas between closely related words: 10 a.m. Saturday ... 11:30 p.m. EDT ... Jesse Jackson Jr. (No commas before Jr., Sr., III.)

Commas with quotes: Commas go inside quotation marks. “That's right,” she said. ... “It ain't over,” he said, “until the fat lady sings.”

Commas set off an apposition (a word, phrase or clause used as explanation): Terry Oggel, the school's former director, said ... Drew Brees, the Saints' quarterback, was injured ...

Commas: Omit comma between 'name' and 'of': The prize was awarded to Will Jones of the *Richmond Times-Dispatch*. ... Julie Rodriguez of Hopewell offered to organize the blood drive. ... The tallest player was Larry Sanders of VCU.

Commas and numbers: Use commas in numbers of 1,000 or more (VCU has 31,000 students) ... but not for years, ZIP codes (She lives in ZIP code 23229), or phone numbers.

Commas: Set off the source in a quotation if:

- The source comes within the sentence. Virginia, he said, will comply with the law.
- The source comes at the end of the sentence. Virginia will comply with the law, he said.
- It is a direct quote, capitalized and a sentence. He said, "Virginia will comply with the law."

But there's no comma in: He said Virginia will comply with the law.

Colons: Use colons to indicate time (but not right on the hour): 3:30 p.m.; 11:45 a.m.; 8 p.m. A colon can be used to set up long, direct quotes or short, pithy quotes ... He winked: "That's not all, folks." ... You can use a colon to introduce a list. The rector gave three reasons for the tuition increase: a decline in state funding, rising energy costs, and an increase in faculty salaries. ... Colons are used in legal, religious, and literary citations (Matthew 14:22; Hamlet 1:3:28). ... A colon can be used to present an idea with a flourish – to announce something. ... He learned the most important lesson of all: honesty. ... The superintendent has a bold idea: She will give every student a laptop computer. (Note the capitalization: If a complete sentence follows the colon, capitalize it.)

Semicolons: Use a semicolon to link two independent clauses with no connecting words. ... They couldn't make it to the summit; they were too tired. ... Use a semicolon with 'however' or 'therefore': He wanted to protest; however, his friends told him to keep his mouth shut. (But newswriting isn't like English class. It's OK to use 'however' or 'therefore' without a semicolon. I would go with not using the semicolon in this instance

Semicolons with a series: Semicolons can set off a series that contains commas. Virginia State Police raided homes at 1101 W. Cary St., Richmond; 459 Elm Ave., Charlottesville; and 531 Oak Drive, Danville. Semicolons indicate more separation than a comma but not as much as a period. ... Honors students may register for classes beginning March 26; then graduate students may register on April 2; and finally, undergraduates get their chance, starting with seniors on April 4.

Hyphen: A hyphen joins two or more words working as an adjective. (But we usually don't hyphenate an adverb + adjective.) A hyphen sometimes joins a prefix and a word, especially if:

- Using ex (meaning former: ex-husband) or anti (anti-American, anti-war)
- Meaning unclear (re-create)
- Duplicate vowels (re-emerge)

Hyphens and heritage: Use a hyphen to designate dual heritage: African-American, Italian-American, Mexican-American ... But don't hyphenate Latin American. (Ask yourself: Is ethnicity relevant to the story? If not, omit it.)

Quotation marks: Put nicknames in quotes (lawyer E.G. “Buddy” Allen). Periods and commas always go inside quotation marks. There’s no comma after a “?” or “!”:

“Isn’t that right?” she asked.

“Absolutely not!” he yelled.

Single quote marks: Use single quotes for a quote within a quote: “The police told me, ‘Hold up your hands,’ and so I did,” Rodriguez said. Also use single quotes for headlines:

Falwell called ‘hero,’ ‘homophobe’

Apostrophes: Use them for possession: VCU’s new policy; John’s bicycle ... for contractions: isn’t; can’t; won’t; it’s ... to pluralize single letters: A’s; F’s; B’s ... but don’t use an apostrophe to pluralize numbers or multiple letters: ABCs; SOLs; low 20s; the 1990s ...

Internet terms: Lowercase internet, website, online (and make it one word; this is a change that AP announced in 2010). Lowercase and hyphenate e-mail (and e-book, e-commerce, e-business). Capitalize Zoom meeting

Military/physician/doctor titles:

master’s degree – If you are speaking of a specific degree, you should capitalize master and avoid creating a possessive: Master of Science

A doctor should either be Dr. Jane Doe or Jane Doe, MD, never both. Or Jane Doe, PhD

More medical abbreviations:

https://www.allacronyms.com/professional_title/abbreviations/medical

(Nearly all reputable sources I’ve found state that periods should not be used when abbreviating academic degrees/medical titles.)

Military abbreviations: Periods should be used on military abbreviations.

Lt. Col. Jane Doe, USAF, Ret.

general - Gen.

lieutenant general - Lt. Gen.

major general - Maj. Gen.

brigadier general - Brig. Gen.

colonel - Col.

lieutenant colonel - Lt. Col.

major - Maj.

Captain - Capt.

first lieutenant - 1st Lt.

second lieutenant - 2nd Lt.

(more examples found at <https://apstylebook.blogspot.com/2009/05/military-titles.html>)