NYSERDA Report Format and Style Guide

Purpose

This document explains how to prepare a technical report for the New York State Energy Research and Development Authority (NYSERDA), including typesetting and formatting procedures, and provides electronic data-transfer information.

The finished report deliverable will be published by NYSERDA. Please direct questions about format and style to Diane Welch of NYSERDA's Marketing Services unit at: (518) 862-1090, ext. 3276, or via e-mail: dlw@nyserda.org.

Americans with Disabilities Act (ADA) Accessibility Compliance

As a State Authority, NYSERDA is obligated, under Section 508 of the Rehabilitation Act (29 U.S.C. 794d), as amended by the Workforce Investment Act of 1998 (P.L. 105-220), August 7, 1998, to ensure that all documents published on NYSERDA's website are accessible.

To meet the needs of persons with visual disabilities, reports must be in a format that allows for conversion of written words of an electronic document into speech, thus allowing the person with a visual disability to hear the text. The formatting of these documents is critical to the success of the conversion from text to speech. Reports submitted to NYSERDA must meet the following requirements:

- Format documents using Microsoft Word Styles
- Use headings in the document
- Use Alternate Text (Alt Text) for images and objects
- Provide captions for all tables, images, and figures
- Use contextual links, do not use long URLs or "click here"

For more information about how to make a document accessible, please refer to http://nyserda.ny.gov/resources/

Page Format

Proper page setup is essential to ensure that your report is published accurately and efficiently. Textual material should be created in Microsoft Word. While other word-processing programs may be able to be converted, file corruption may occur during the process. Reports that are to be published on the web must be submitted as either a Microsoft Word document, or a fully accessible PDF in NYSERDA's approved format, which contains all of NYSERDA's Marketing Department editorial changes.

- Left and Right margins should be set at 1.25 inches; Top and Bottom margins should be set at 1-inch
- Use left-hand justification only
- Spacing should be 1.5 lines
- Block-style paragraphs should be used, with no indentation (except for fifth-level headings, which should be blocked on the left; see Heading Styles on page 6 of this guide)
- There should be 10pt of space between a paragraph and the heading that follows. (Note: the spacing above and below a paragraph or heading should be controlled by the use of Styles, and not through the use of hard or soft returns)

Report Format and Pagination

Required Components

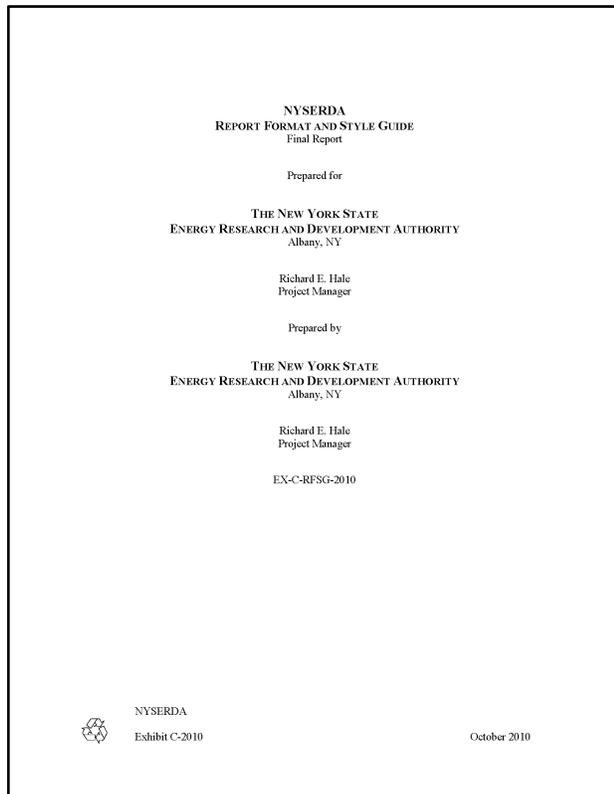The following items are required in all technical reports and should be paginated in the following sequence:

- Title page (no page number)
- Notice (no page number)
- Abstract and Keywords (iii)
- Acknowledgments (optional) (iv)
- Table of Contents, including listings of figures and tables (v)
- Summary (S-1)
- Main Text listed by section number (1-1; 2-1)
- Appendices (A-1; B-1)

Note: Each subsequent section or chapter must begin on a new page, but it is not necessary to start each new section on a right hand (recto) page.

Title Page

The following information is required:

- Report title and type of report (i.e., final, interim, or summary)
- Name of NYSERDA project manager(s)
- Corporate name, city, and state of contractor(s), including contact person(s) or project manager(s)
- Project co-sponsors, including contact person(s) or project manager(s)
- NYSERDA Agreement number (e.g., NYSERDA 10902)

NYSERDA
REPORT FORMAT AND STYLE GUIDE
Final Report

Prepared for

THE NEW YORK STATE
ENERGY RESEARCH AND DEVELOPMENT AUTHORITY
Albany, NY

Richard E. Hale
Project Manager

Prepared by

THE NEW YORK STATE
ENERGY RESEARCH AND DEVELOPMENT AUTHORITY
Albany, NY

Richard E. Hale
Project Manager

EX-C-RFSG-2010

NYSERDA

Exhibit C-2010   October 2010

Notice

All technical reports are required to contain one of the following legal notices or disclaimers:

- When NYSERDA is the project's sole sponsor, this notice must be used:

NOTICE

This report was prepared by Insert Preparer's Name in the course of performing work contracted for and sponsored by the New York State Energy Research and Development Authority (hereafter NYSERDA). The opinions expressed in this report do not necessarily reflect those of NYSERDA or the State of New York, and reference to any specific product, service, process, or method does not constitute an implied or expressed recommendation or endorsement of it. Further, NYSERDA, the State of New York, and the contractor make no warranties or representations, expressed or implied, as to the fitness for particular purpose or merchantability of any product, apparatus, or service, or the usefulness, completeness, or accuracy of any processes, methods, or other information contained, described, disclosed, or referred to in this report. NYSERDA, the State of New York, and the contractor make no representation that the use of any product, apparatus, process, method, or other information will not infringe privately owned rights and will assume no liability for any loss, injury, or damage resulting from, or occurring in connection with, the use of information contained, described, disclosed, or referred to in this report.

- When there are project co-sponsors in addition to NYSERDA, use the following notice instead:

NOTICE

This report was prepared by Insert Preparer's Name in the course of performing work contracted for and sponsored by the New York State Energy Research and Development Authority and the Insert Co-Sponsor (hereafter the "Sponsors"). The opinions expressed in this report do not necessarily reflect those of the Sponsors or the State of New York, and reference to any specific product, service, process, or method does not constitute an implied or expressed recommendation or endorsement of it. Further, the Sponsors and the State of New York make no warranties or representations, expressed or implied, as to the fitness for particular purpose or merchantability of any product, apparatus, or service, or the usefulness, completeness, or accuracy of any processes, methods, or other information contained, described, disclosed, or referred to in this report. The Sponsors, the State of New York, and the contractor make no representation that the use of any product, apparatus, process, method, or other information will not infringe privately owned rights and will assume no liability for any loss, injury, or damage resulting from, or occurring in connection with, the use of information contained, described, disclosed, or referred to in this report.

Abstract and Keywords

The Abstract is a brief, approximately 200-word description of project objectives, investigative methods used, and research conclusions or applications. This information will be used when NYSERDA registers the report with the New York State Library (NYSL), and the Library of Congress (LOC). A list of keywords that describe the project and identify the major research concept should be submitted with the report. Four to six precise descriptors are generally sufficient and will be used for indexing, registering, and distributing the report through NTIS.

Acknowledgments

The Acknowledgments must precede the Table of Contents and is generally no longer than two paragraphs in length.

Table of Contents

The Table of Contents should list section numbers, titles, second-level headings, and their page numbers. Third-level headings also may be listed. If the report contains five or more figures or tables, they should be listed using the style of the Table of Contents. (Reference the "Table of Contents" style in the styles menu of the NYSERDA report Template).

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Energy. Innovation. Solutions.

Headers and Footers

In addition to using paragraph styles to organize and define the structure of a document, elements such as page numbers, notes, and citations should be placed within a header or footer. These should not be inserted manually because they will not be included within the marked-up structure of the document (for example typing out the number 1, 2, 3, etc. at the top or bottom of every page to insert as page numbers). To add a header or footer to a document, select "Header," "Footer," or "Page Number" from the "Header and Footer" groups on the "Insert" tab.

Footnotes

If possible, please substitute parenthetical in-line text for footnotes in Word to generate a tagged PDF. Any footnoted text will be read out loud by a screen reader immediately after its reference, as if it were inserted inline rather than positioned at the bottom of the page. If inserting parenthetical in-line text is not conducive to your report type, and you are not using Microsoft Word 2007 or higher, the footnotes will not be properly linked to the referenced text when read by the screen reader.

Hyperlinks

Make sure that all hyperlinks are clearly described in the text surrounding the link. Do not use "Link" or "Click here." Ensure that the text in the link tells the readers what they are going to find if they click on the link. Listing the URL to a website as a link, for example http://nyserda.ny.gov, is preferred.

Illustrations

This section explains how to insert an image, photograph, logo, figure, chart or diagram.

- Select the "Insert" tab
- Choose "Picture"
- Browse to the image or graphic
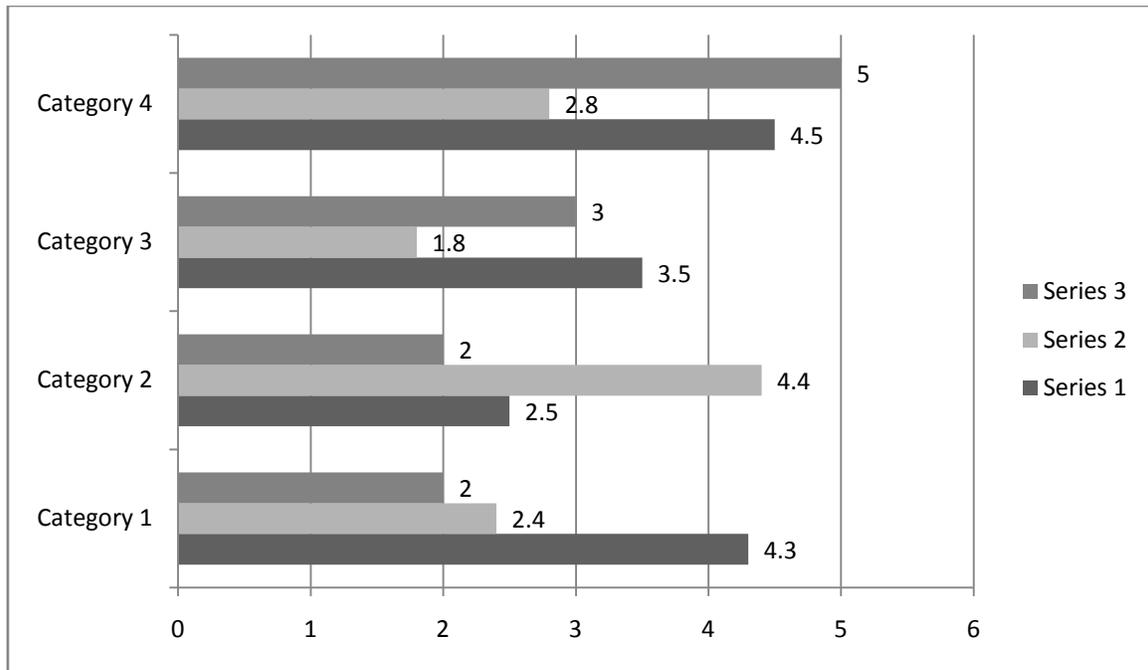- Click "Insert"

Images (Photograph)

Graphics (Logo or Figure)

Note 1: Images without substantive content should not have any Alternate Text.

Note 2: Background images or watermarks do not have to be tagged. When the document is converted to a PDF file, these images will not be detected by the screen reader.

Charts or Diagrams

Captions

Ensure that the caption text is descriptive, not just a label. Please consider the following examples:

- Do not use: "This is a photo of a steam plant."
  Use: "The photo shows the location of the filtering system mounted to the primary stack that collects particulates and unburned gases, which are then rerouted through the secondary burner."
- Do not use: "This is Figure 12."
  Use: "Figure 12 shows that 17% of the targeted age group in the Astoria neighborhood of Queens has participated in this program, versus 43% of the targeted age group in the Park Slope neighborhood of Brooklyn who first participated in an energy-savings competition."

Photographs, figures, charts, and graphs must be explained in Alt Text for the visually impaired reader. In some circumstances, it may be necessary to import tables as images. When this is the case, Alt Text must also be included (refer to NYSERDA's ADA Accessibility Requirements document located at: http://www.nyserda.ny.gov/resources/~/media/Files/About/Style%20Guide/ADA%20Accessibility%20Requirements.ashx on NYSERDA's website for assistance with Alt Text).

To insert a caption, right click on the object and select "Insert Caption."

- Captions for tables are traditionally inserted above the table
- Captions for images and figures are traditionally inserted below the image

Tables and Figures

- Tables and figures must be numbered sequentially and titled individually
- Place tables and figures as close as possible to the text in which they are mentioned
- Distinguish tables from the text by using a table style
- Cite a source if the tabular material or figure content has not been generated by the contractor
- Figure captions should be complete sentences when appropriate
- Use "Figure 1," not "Fig. 1," or "Table 1." in the text, as well as for captions. Examples:
  "Table 1 details demand-side management options"
  "As shown in Figure 1, the demand-side management program offers numerous options"
- Figure captions should use the style "Strong":
  Figure 1. Demand-Side Management Options in New York State.
- Unless generated by the contractor, a source should always be cited. The figure source should appear after the caption:
  Source: Lawrence Berkeley Laboratory)
- Photographs and drawings should only be inserted if they are meaningful to the report. The following styles are typically used:

  o Black-and-white line drawings
  o Clear halftones (black-and-white photographs)
  o Color artwork and photos

Styles

Font Styles and Formatting

All text elements should be set in 10-point Times New Roman; all caption, tables, and figures elements should be in 10-point Arial or Helvetica.

The format of selected text in the document text can be easily changed by choosing a look for the selected text from the "Quick Styles" gallery on the Home tab. One also can format text directly by using the other controls on the "Home" tab. Most controls offer a choice of using the look from the current theme or using a format that is specified directly.

Using Styles to Add Structure

Microsoft Word does a good job of encouraging the proper use of Styles. The "Styles" group is found on the "Home" Tab. To change a section of text, simply select the text and click on the appropriate style. In addition to making the document look better, "Styles" also allows for the creation of automatic PDF bookmarks, TOC links, and PDF tags.

Common Styles

Headings

Microsoft Word has nine built-in "Heading" styles. They are called Heading 1, Heading 2, etc. A person would use the "Heading" styles to indicate major headings in a document. Use Heading 1 to indicate a top-level heading. If there is a sub-heading for Heading 1, use Heading 2. If there is a sub-heading for Heading 2, use Heading 3, and so on. Again, it is adding structure to the document and, structurally, the headings should be used in order. For example, do not use Heading 1, then Heading 3 simply because the writer likes the way Heading 3 is formatted. Instead, modify Heading 2 to the writer's liking and use Heading 2 before using Heading 3.

Numbered Lists

The "List Number" style can be used when there is a numbered list. Do not use the buttons on the toolbar to indicate a numbered list. The "List Number" style is more stable and will be easier to maintain.

Bulleted Lists

The "List Bullet" style can be used when there is a list of items, and order does not matter. If the order of the list items is important, use the "List Number" style instead. Do not use the buttons on the toolbar to indicate a bulleted list.

Emphasis

The "Emphasis" style can be used to indicate that a word(s) are important. The default format for the "Emphasis" style is italic. Visually, using the "Emphasis" style on a word or words looks the same as if the writer simply clicked the italic button on the formatting toolbar. However, for someone using a screen reader, it can tell the individual that the writer thinks that word or words are important. A screen reader user will not know if a word is simply italicized, but with the "Emphasis" style, a screen reader user could "learn" that the writer has emphasized that particular text.

Strong

The "Strong" style is similar to the "Emphasis" style except that the default format is bold. It gives structure to words, rather than simply changing the way a word or words look.

Title

The "Title" style is used to indicate the title of the document. There should be only one "Title" style in use in a given document.

Body Text or Normal

The "Body Text" style can be used to indicate the text in the body of the document. The "Normal" style is very similar and can be used instead of the "Body Text" style.

Creating New Styles

If NYSERDA's Report Template does not encompass every style required in your report, you can create additional styles for formatting. There are two ways to do this: "New Styles" or "New Quick Styles." To create a new style:

- Click the "Styles" dialog box
- Click the "New Style" button
- Complete the "New Style" dialog box

At the bottom of that dialog box, one can choose to add this to the "Quick Style" list or to make it available only in this document. Please note that you should not be changing NYSERDA's template styles, as these are the approved formatting for NYSERDA published documents.

Tips

- Do not fling formatting at text. "Flinging" means creating a style that looks like a heading or subheading, but really is a different font style, size, bold, italicized, etc.
- Screen reading software will read the document as one long series of paragraphs with no differentiation for new topics unless properly formatted with Heading Styles. (Imagine reading a textbook with no difference in text from one paragraph to the next.)
- When documents are converted to other formats (HTML, PDF, PowerPoint, etc.), the heading structure is retained automatically.

Copyrights

Intellectual Property

All material borrowed or adapted from other sources should be properly identified (i.e., document, source, date, and page). The contractor must obtain and submit to NYSERDA the copyright owner's written permission to use any illustrations, photographs, tables, figures, or substantial amounts of text from any other publication.

Report Submission Guidelines

No printed drafts of the report are required. An electronic Word version must be submitted to your NYSERDA Project manager. After review by your Project Manager and Marketing Services staff, a final draft will be returned to the contractor for review, additional corrections, and approval. The contractor is responsible for satisfactorily addressing technical comments from NYSERDA and other co-sponsors. When making editorial corrections, the contractor must ensure that technical content is not compromised. After editorial corrections have been made, the contractor must submit a final electronic "Word" version of the final report. Material may be submitted using one of the following methods:

- FTP Site:
  Install a Secure File Transfer Protocol (SFTP) client. (We recommend Filezilla (http://filezilla-project.org/download.php)

The following are NYSERDA's SFTP credentials:

Host: 66.109.33.102
Port: 49122
Server Type: SFTP
Logon Type: Normal
User: NYSERDA-General
Password: yedg!n

- Email: to your project manager, or NYSERDA's Marketing department: print@nyserda.org
- Compact disc (CD-ROM):

  NYSERDA — Marketing Services
  Attn: Diane Welch
  17 Columbia Circle
  Albany, New York 12203-6399

If you are unable to meet these electronic transfer requirements prior to submitting your report, please contact Diane Welch of NYSERDA's Marketing Services unit at: (518) 862-1090, ext. 3276, or via e-mail: dlw@nyserda.org.

New York State Energy Research and
Development Authority
Marketing and Economic Development
17 Columbia Circle
Albany, New York 12203-6399 January 2012