

## ASA Research Note Style Guideline

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### **What Are You Talking About?**

The topic should be relevant and newsworthy to the world of operational risk management, using somewhat recent examples as supporting evidence.

### **Why Are you Talking About It?**

Please keep the question "so what?" in mind as you write your paper – why should your audience care about the topic? Consider including the implications of possible outcomes and calls to action.

### **Who Is Your Audience?**

The audience of our research includes academics, c-suite executives, and professionals at all levels.

### **Where are You Citing?**

Since it is a research document, all sources must be attributed through **endnotes**. Direct quotes must be enclosed in quotation marks, and content ideas must be attributed through in-text citation or endnotes.

**Please note: Wikipedia (or any other crowdsourced site) is NOT an acceptable citation in an ASA paper. Please track down and use the original source cited in any Wikipedia article.**

You will find the detail on the format for citations in this document.

### **TO SUBMIT:**

All submissions are treated confidentially and should be sent to [annie@anniesearle.com](mailto:annie@anniesearle.com).

- Every research note must have a title, your full name, and date (month/year)
- Summary/abstract paragraph (3-5 sentences)
- Length should range between 1,500 words and 3,000 (flexible)
- No extra formatting if possible (single space, all paragraphs flush left with single line spacing)
- Subheaders flush left and bold
- Endnotes -- See instructions and examples in this style guide.

## CONTENT STYLE GUIDELINES

**Acronyms** – No acronym can be used until it has first been spelled out with the acronym shown parenthetically, i.e., “Department of Homeland Security (DHS),” after which the acronym alone can be used.

**Bulleted lists:** First word capitalized, no period at the end of each item (unless it’s so long that one is warranted):

- Natural disasters
- Pandemics
- Security threats
- Terrorism (but)
- Communications sector: Regular testing of the systems that would be used for telecommuting, especially since there is increased reliance upon online ecommerce, call centers that may or may not be offshore.

**Commas in a series:** None before the “and”: “this, that and the other thing”, unless a comma before the “and” is needed for clarity.

**Department:** Not Dept. (As in “Department of the Treasury” and “U.S. Department of Homeland Security.”)

**D.C.** - as in Washington, D.C.

**ellipses:** use a space before and after (to prevent creation of long words that create awkward line breaks).

**Internet:** with a capital “I”

**roadmap:** one word, not two.

**Sector names:** capitalized:

- Banking and Finance
- Energy
- Communications
- Information Technology
- Public Health
- Emergency Services



Annie Searle & Associates LLC

**Spaces after a period:** one, not two.

**Underlining:** Generally do not underline text, such as publication names, since underlining is associated with linked text.

**U.S.:** as in U.S. Dept. of Homeland Security

**website:** not Web site or web site

## CITATION STYLE

### Books and Reports

**Author. Title. Publisher. Publication Date. Access Month. Year <Web Address (if online)>.**

*Water Sector-Specific Plan: An Annex to the National Infrastructure Protection Plan.* U.S. Department of Homeland Security. 2010. Accessed Jun. 2012 <www.dhs.gov>.

Falco, Joe, Karen Scarfone, and Keith Stouffer. *Guide to Industrial Control Systems (ICS) Security.* National Institute of Standards and Technology. Jun. 2011. Accessed Jun. 2012 <www.csrc.nist.gov>.

### Newspaper, Magazine, And Journal Articles And Book Chapters

**Author. "Article Title." Publication Title. Publication date. Access date <Web Address (if online)>.**

Gross, Doug. "How to Prepare for Google's Privacy Changes." *CNN*. 29 Feb. 2012. Accessed Mar. 2012 <www.cnn.com>.

"Google Privacy Policy Changes Spark Europe-Wide Inquiry." *The Guardian*. 1 Mar. 2012. Accessed Mar. 2012. <www.guardian.co.uk>.

Bhagwatwar, Akshay. "Disaster Preparedness." *Reflections on Risk*. Tauteory Press. Feb. 2012.

### Web Pages

**Author. "Web Page Title." Web Page Publisher. Publication Date. Access Date <Web Address>.**

"National Security Letters." American Civil Liberties Union. n.d. Accessed Feb. 2013 <www.aclu.org>.

"LinkedIn Terms of Service." LinkedIn Inc. 13 May 2013. Accessed Jun. 2013 <www.linkedin.com>.

Kohn, Stephen M. "Sarbanes-Oxley Act: Legal Protection for Corporate Whistleblowers." NWC - National Whistleblowers Center. n.d. Accessed Oct. 2012 <www.whistleblowers.org>.

## Database Materials

**Database Name, Description of Information. Publisher. Access Date. <Web Address>.**

*Local Area Unemployment Statistics, Seasonally Adjusted, Washington, Statewide.* Bureau of Labor Statistics, U.S. Department of Labor. n.d. Accessed Dec. 2013 <www.data.bls.gov>.

## CITATION NOTES

In general, all citations should include the author, title, publisher, publication date and shortened URL if applicable. If a piece of information is missing, omit it from the citation (except “n.d.” for no publication date).

### Author Names

- Last name first and spell out first name if given
- For two authors, list both authors separated by “and”
  - Anderson, Mark H. and Blackstone, Brian. “Tobacco Loses DOJ Case but Escapes Financial Penalties.” *Dow Jones Chinese Financial News Wire*. Aug. 2006.
- For three or more authors, list first author followed by “et al.”
  - Growe, Christopher R., et al. *Tobacco Stock Perspective: Domestic Tobacco Analysis – Philip Morris USA*. A.G. Edwards. Dec. 2006.

### Article Notes

- Publication Date: Write in this format: 31 Dec. 2013.
- Access Date: Omit day accessed: Dec. 2013.
- If no publication date, use “n.d.”
- Capitalization: Capitalize titles in title case
  - “Dermatology: Specialists Warn Against Indoor Tanning for the Holiday Season.” *Cancer Weekly*. 19 Dec. 2006.
- United States: Use “U.S.” when referring to the United States (not spelled out, not “US” without periods).

### Book and report notes

- Publication date: for books, the date might only be a year

### Web resource notes

- Hyperlinks: no active hyperlinks
- Title: if there is no evident title for the web page, use what appears on the top left corner of the web browser or a print out.