**PUNCTUATION**

Follow AP style. Some common mistakes are worth pointing out here:

* **No comma** before the conjunction in a series, except where it is needed for clarity.
* **No hyphen** is needed in compound modifiers when an adverb ending in “ly” is followed by an adjective: *steadily growing enrollment*, *easily remembered rule*.
* **No hyphen** is needed to join figures with the words million or billion, even if used as a modifier: *$14 million building*. However, if you are using the word dollar instead of figures and a dollar sign, compound modifiers do need hyphens: *a million-dollar smile*, *hotter than a two-dollar pistol*.
* **Put a space** before and after *dashes* — and *ellipses* ...
* **Quotation marks** Periods and commas should always go within punctuation marks.
* **Space at end of sentence** Use only one space at the end of a sentence. The old method of double-spacing is no longer necessary because computer writing and typesetting programs automatically adjust the spaces between sentences for good fit. Using the double space leaves areas of white and results in an unprofessional appearance.
* **Special symbols**: For news releases, avoid the use of symbols such as bullets, em dashes or accents on Spanish words. They often are dropped or replaced with gibberish in the process of converting to plain text for e-mailing, and very few news publications use them anyway.