

quick hit | a plan for punctuation

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Does your blood pressure rise a little whenever you see a sign that says, say, “hot dog’s \$1”? Do you wonder why it’s so hard for people to understand the difference between “its” and “it’s”?

If so, celebrate, for today is National Punctuation Day, as proclaimed by Jeff Rubin, founder of www.nationalpunctuationday.com.

Rubin owns a newsletter-publishing firm, The Newsletter Guy (www.thenewletterguy.com).

His Web site says today is “a day for librarians, educators, and parents. . . . It’s also a day to remind business people that they are often judged by the way they present themselves.”

Here’s his game plan for celebrating National Punctuation Day:

Sleep late.

Take a long shower or bath.

Go out for coffee and a bagel (or two).

Read a newspaper and circle all of the punctuation errors you find (or think you find but aren’t sure) with a red pen.

Take a leisurely stroll, paying close attention to store signs with incorrectly punctuated words.

Stop in those stores to correct the owners.

If the owners are not there, leave notes.

Visit a bookstore and purchase a copy of Strunk & White’s *Elements of Style*.

Look up all the words you circled.

Congratulate yourself on becoming a better written communicator.

Go home.

Sit down.

Write an error-free letter to a friend.

Take a nap. It’s been a long day.