Citation and Writing Style Guide

For questions, contact the Director of Communications

Lightcast

Lightcast Data is widely used by researchers,

but how it is cited will depend on whether you are sourcing the data from one of our products, from a data pull conducted by Lightcast™, or one of our research reports. We've tried to cover most of the possibilities in this guide. If your situation is not covered, please consider using a citation generator, like citatior.com.

Lightcast™ should be our preferred citation in almost all circumstances, even when the data involved dates back to one of our older brands. For example, if a client uses Analyst or Developer to pull data going from 2016-2022, the citation should be Lightcast™ even though the data includes years before the brand or was collected before the merger of Emsi and Burning Glass Technologies.

A data series that covers a pre-merger, pre-brand period would also be branded Lightcast™, because it would most likely be pulled from a current Lightcast™ product (i.e., an analysis pulled from Analyst or Developer covering 2017-19 would be cited as Lightcast).

The exceptions would involve research reports published before the rebrand that have not been updated or rebranded. In these cases, use the company name branded on the report, but include a callback to Lightcast™ if it isn't too clunky.

For example: "According to Rural's Rise, a research report from Emsi Burning Glass (now Lightcast), salaries of jobs growing in rural areas are on average 20% higher than all jobs in those areas."

Short citations for presentations (informal): Data

SOURCE: LIGHTCAST™. 2022
SOURCE: LIGHTCAST™ URL 2022.

Short citations for presentations (informal): Products

SOURCE: LIGHTCAST™ ANALYST 2022.

Footnote (informal): Data

SOURCE: LIGHTCAST™, [URL], 2022.
SOURCE: LIGHTCAST™, ACCESSED [MMMM DD YYYY].

MLA Citation: Data

LIGHTCAST™.(2022) [DATA FILE].
URL. RETRIEVED MMMM DD, YYYY.

APA Database Citation

LIGHTCAST™.(2022). [DATA FILE].
RETRIEVED FROM URL

Research Reports and Economic Impact Reports: Where there is no named author, use the organizations

LIGHTCAST (2023), "2023 GLOBAL TALENT PLAYBOOK" [URL]

LIGHTCAST (2023), "THE ECONOMIC VALUE OF [INSTITUTION NAME]"

Research Reports and Economic Impact Reports: Where there are named authors

REPP, DREW; O'KANE, LAYLA; NITSCHKE, JULIA; "RURAL'S RISE: SHIFTING TRENDS IN RURAL AND URBAN JOB POSTINGS," (2022) LIGHTCAST [URL]

Writing Guide

This guide sets out general rules for style and consistency in copy for Lightcast external content, such as marketing materials, reports, presentations, and other external communications.

If a point of style is not covered here, your first reference should be the Chicago Manual of Style (the Turabian student version is acceptable). The FAQs on their website cover most concerns.

As a global company, Lightcast operates in many countries where UK spelling and style is the standard. In these countries, use the style guide of The Economist or the UK government style guide. The Oxford Dictionaries have useful comparisons of differences in spelling and common terms between the two styles. In either case, be consistent. Use American English or UK English, but don't mix the two.

Style and punctuation exist to provide clarity and consistency, but obviously what you write is even more important than how you punctuate it. When writing or presenting, simplicity is your friend. The classic writing guide that embodies this principle is Strunk and White's Elements of Style.

Abbreviations: Keep abbreviations clean with no periods: US, UK, DC, PhD (not U.S., U.K., D.C., Ph.D.,) Times are an exception to the rule: a.m. and p.m. take periods and are lowercase.

Academic degrees: These are possessive when spelled out (bachelor's degree, master's degree, associate's degree). The exception is the doctoral degree. Do not use periods when abbreviating degrees (BA, JD, PhD). For specific fields, see the entry on Majors.

Acronyms: Spell out the name on first reference, then use the acronym on subsequent references if appropriate. You may add the acronym in parentheses after the first reference if it improves clarity, i.e., Bureau of Labor Statistics (BLS). But this is not required.

Avoid the alphabet soup effect—too many acronyms will make copy hard to read. As long as the context is clear, it's perfectly acceptable to use "the association, "the company," or "the university" on second reference.

Some corporations have adopted their acronym as their official name (IBM, KFC). In these cases always use the acronym. The acronyms for some government agencies have become so famous (or their full names so cumbersome) that they can be used on first reference (FBI, NASA). This won't come up very often, so when in doubt, spell it out.

Do not use periods in acronyms.

Writing Guide, cont.

AI-powered: Spell with a hyphen and a lowercase "p."

Ampersand: These may be used in headlines, tweets, tables, and in other cases where else space is at a premium but spelling out the word "and" is preferred. Ampersands should also be used when part of a company's formal name (Procter & Gamble). Don't use this as a substitute for "and" in copy or image captions.

Analytical concepts: Terms that Lightcast has developed to explain the labor market are generally lowercase and may be put in quotes on first reference: for example, "disruptive skills" or "demographic drought." See also demographic drought.

APIs: There is no apostrophe (it is plural, not possessive).

British (UK) vs. American spelling: If the copy is for a region where UK spelling is preferred, follow local conventions. Nothing marks a company as foreign as quickly as spelling and punctuation. Here are useful comparisons of differences in spelling of common words. See also the entry for the United Kingdom.

The Burning Glass Institute: "The" is uppercase and part of the formal name of the nonprofit organization led by Matt Sigelman, who is also chairman of Lightcast. "The Institute" is acceptable on second reference.

The Institute is an independent 503(c) nonprofit that advances data-driven research and practice on the future of work and of workers. Lightcast supports the Institute by various means, including the use of Lightcast data. But the Institute is not part of the company.

CEO: Acceptable as a title and in all references to chief executive officer.

Checktronix is acceptable in all references to the subsidiary of Lightcast based in Chennai, India. The formal name is Checktronix India Pvt Ltd.

Citations (Lightcast material): See the separate citation guide.

Citations (other sources): Follow the Chicago Manual citation guidelines.

Cities, states, provinces, and nations: As a global company, this gets complicated, but we generally follow these rules:
- When you are referring to a country alone or in a list, spell it out ("Lightcast has offices in the United States, the United Kingdom, Canada, Italy, India, and New Zealand.").

- When you are referring to a state or province alone, spell it out (California rather than CA, New South Wales rather than NSW, Ontario rather than ON).
- When you are referring to cities, follow the Associated Press list of cities that are famous enough to stand alone without a state or country following them, with the exception of Moscow, Russia. For other cities, use the postal abbreviation for states.
- Based on this list, for Lightcast offices:
  - Boston, Milan, and Montreal stand alone
  - Chennai, India; Christchurch, New Zealand; Basingstoke, UK; and Moscow, ID.

Writing Guide, cont.

The Conference Board: "The" is uppercase and part of the formal name of our partner organization. See also the entry on **Help Wanted OnLine**.

Copyright: Our copyright notice is © 2023 Lightcast. On proprietary material for clients, the copyright should be © 2023 Lightcast – Proprietary and Confidential.

There is no legal necessity to go back and change copyrights on material that predates the rebrand or the Emsi Burning Glass merger. All rights automatically pass to the new organization.

Cybersecurity is one word.

Data: We treat the term data as plural: "the data allow" instead of "the data allows."

Dates may follow either the American or UK format, depending on the audience: both October 31, 2021 or 31 October 2021 is acceptable. However, the numeral stands alone in dates. Do not use st, nd, or rd after the numeral (October 31, not October 31st).
- The longer names of **months** and **days** may be abbreviated (Jan. for January; Mon. for Monday, etc).

Demographic drought: As an analytical concept, this should be lowercase and in quotes on first reference. Use this term in place of "sansdemic" to avoid raising parallels to COVID-19.

Diacritical marks: Don't worry about diacritical marks for words that have been well adopted into English but keep them for words that retain a little foreign flair.
- Don't include marks: resume, uber, cafe (instead of résumé, über, café)
- Do include marks: fiancé, éclat

Ethnic and Racial Groups: Uppercase when referring to demographic groups: Black, Hispanic, Latino, Asian, Native American, and so on. Do not hyphenate. The term "white" is lowercase in copy but may be uppercase for consistency in a table.

Black is preferred to African American. Hispanic, Latino, or Latinx are all acceptable, so follow the preference of the source or partner. As a global company, there are many additional demographic categories that may arise. We should always follow local best practices. If you are unsure about usage in a specific situation, please contact the Director of Communications.

Emphasis: Use italics (not underlining or bold) for normal textual emphasis. Example: "Data are not the only solution"

Emsi Burning Glass: The former name of the company created when Burning Glass Technologies and Emsi merged in June 2021. Lightcast, our current name, should be used unless it is necessary to refer specifically to the company name as it existed during June 2021-June 2022.

Gazelle: The name of the Montreal-based business intelligence company acquired by Lightcast in April 2023.

G-Score: G-Score has a hyphen, and the G and S are capitalized when referring to Gazelle's G-Score. The G-Score ranks companies on a scale of 1 to 6 based on their likelihood to expand.

Writing Guide, cont.

Headlines: Headlines are in title case. For an easy fix, drop your headline here and it will automatically capitalize it according to Chicago style. (Make sure you select "Chicago.")
- Capitalize all major words (nouns, pronouns, verbs, adjectives, adverbs, and conjunctions 4 letters or longer)
- Capitalize all verbs, even short ones: Am, Is, Are, Was, Be
- Lowercase the articles a, and, the
- Lowercase prepositions, regardless of length, except when they are used adverbially or adjectivally (Look Up, Turn Down, Come To, etc.) or when they compose part of a Latin expression used adjectivally or adverbially (De Fato, In Vitro, etc.)
- Lowercase conjunctions that are fewer than four letters (and, but, for, or, nor)
- There is no period at the end of a headline

Health care not healthcare

Help desk not helpdesk

Help Wanted OnLine: The formal name of the monthly product we produce in partnership with The Conference Board is **The Conference Board-Lightcast Help Wanted OnLine®**. Note the placement of the registered trademark symbol and the uppercase L in OnLine. On second reference you may call this Help Wanted OnLine. Do not use the acronym HWOL in external communications.

See also **Trademarks.**

Internet terms: Follow the Chicago Manual.
- **Email** without a hyphen. Normally email addresses should be written as they are used. In cases where attracting spam is a concern, addresses may be spelled out to minimize the problem (e.g., jdoe (at) lightcast (dot) io).
- Use a hyphen when using "e" as a prefix (e-newsletter), unless it's part of a formal product or company name (eHarmony, eBay).
- The term internet is no longer capitalized, per the Chicago Manual.
- Programming languages, platforms, and apps are treated as proper names: Java, Python, C++, Unix, Wordpress, Tinder. HTML is acceptable in all references when referring to hypertext markup language.
- The term website is one word and is not capitalized.
- URLs: The initial http://www in a URL may be dropped in copy (lightcast.io).

Jobseeker not job seeker.

Lightcast:
The public name of our company since June 2022. Use this name in all external references. Note that contracts will still refer to Economic Modeling LLC as the incorporated name. Lightcast and the tessel symbol are registered trademarks, but it is not necessary to use the ® symbol in copy.

Majors (fields of study):
Generally, not capitalized (chemistry, sociology, mathematics) except when they are a proper name. A major in foreign languages or literature would not be capitalized, but a degree in English or French would.

Middle-skill has a hyphen when referring to jobs that require more than a secondary education but less than a bachelor's degree.

Writing Guide, cont.

Names: Since the use of names varies around the world, follow local conventions. For example, in East Asia it is common to capitalize the surname, since the given name and surname are not always in Western order.

Numbers or numerals? Except for percentages (see below), numbers from zero to nine should be written out in copy, while 10 and above should be expressed in numerals.

Do not begin a sentence with a numeral. You should either spell out the numeral ("Seventy-six" rather than "76") or rewrite the sentence.

Occupational categories, groups, title/names: Capitalize these when used as occupational categories (Retail Sales Assistant, Construction Supervisor, Mechanical Drafter) but do not use them as formal titles before a name. Occupational groups are also capitalized (Office and Administrative Support, Business and Financial Operations). This follows the federal government's style on Standard Occupational Categories (SOCs).
- Lightcast's proprietary Lightcast Occupation Taxonomy categories (LOT) should also be capitalized for consistency.

Percent: Percentages should be expressed in numerals. The % sign is acceptable in all references when used with a specific number (8%). In other cases, spell out the word percent.

Phone numbers: We use parentheses and spaces to separate numbers and include the international calling code. So, for example:
- +1 (617) 227 4800
- +44 (0)20 3239 3981

Pronouns: He, she, and they are all acceptable as singular pronouns, per the Chicago Manual. "They" and "their" is preferable to "he/she" or "his/her" when you are writing generically rather than about a specific person. ("A user can select their own password" rather than "A user can select his/her own password.")

Punctuation:
- Use single (not double) space between sentences.
- Use a single space after a period.
- Use the Oxford (serial) comma in a series: "this, that, and the other thing."
- Use the em dash (—) within prose.
- Use the en dash (–) to show time spans, year spans, etc. No space on either side.
  - Also, for the sake of parallel construction, if you say "from," you must also say "to." Do not use the en dash. Correct: "The webinar is 8-9 a.m." Also correct: "The webinar is from 8 a.m. to 9 a.m." Incorrect: "The webinar is from 8:00–9:00."
- Correct: "The conference takes place September 16–18." Incorrect: "The conference runs from September 16–18."
- Use a hyphen with a space on either side to attribute a block quote: "We love this data." - Adoring Lightcast Client, Fancy Position, Best College

Writing Guide, cont.

Reemployment: For consistency with US government practice, no hyphen. In general with prefixes, however, use a hyphen when the prefix starts with the same letter (re-entry) or when the prefix could cause confusion (recover vs. re-cover).

Resume: No accents over the vowels. (See Diacritical marks.)

**Skills** are not capitalized individually ("Many marketing roles now require data analytics.").

Skill Categories and Subcategories are capitalized (the Data Analytics skill category). The terms category and subcategory replace what were known as **skill clusters** in the legacy Burning Glass taxonomy.

Tables: We produce a large amount of data in tables, and it is important to be consistent. Style in published reports may vary based on the design, but in general follow the rules and example table below.

- Table and chart headers are in headline style, bold, and centered
- Row and column headers are also in headline style
- Columns of numbers should be aligned on the ones case (shown in red): 123.45. This usually means table cells are justified to the right, although centered is also acceptable.
- Except in rare cases, numbers in research reports and other public documents do not need to be taken out more than one decimal point (0.1). The guiding principle, however, is accuracy and clarity, so we may deviate from this rule if the table would be misleading otherwise.

Sample Table

	Column Label	Column Label
Row Label	123	456.7
Row Label	12	3456.7
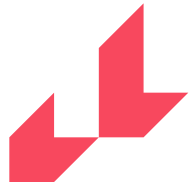
Writing Guide, cont.

Tabulaex: The name of the Milan-based data company acquired by Burning Glass Technologies in 2018. We no longer use the Tabulaex brand.

Time, Date, Place: In external communications, use the time-date-place format: "The session will be at 3 p.m. October 31 at Long Wharf." The terms a.m. and p.m. are abbreviated and take periods.

Titles: Follow the Chicago Manual, since proper usage may vary depending on the circumstances. Follow The Economist style guide when using UK English. Broadly speaking, however, titles are uppercase.

Trademarks: Trademarks need to be used consistently and correctly to maintain the owner's legal rights. If a partner or client uses trademark symbols such as (™) or ®, we should follow suit in our copy. The International Trademark Association has resources on the proper use of trademarks and service marks. Some legacy products carry a ™ symbol. If you are referring to one of these products, even if it is no longer being sold, you should still use the correct symbol, such as Labor Insight™ .

United Kingdom is how Lightcast refers to the country made up of England, Scotland, Wales, and Northern Ireland. UK may also be used as an acronym and where possible should be the preferred adjective (the UK government, the UK economy, etc). Do not use "Great Britain" as the term excludes Northern Ireland.