Managing Long Text Labels in ArcMap  with help from Melissa Reese and Meg Johnstone

There are times when the labels for individual features can be rather long. To include these in a map requires some adjustments in labeling strategy.

1. Label with a code and include a table as a legend with the codes and names
2. Use Maplex to manage label configuration [Very useful if you have the expensive extension.]
3. Use special scripting to control the labels within the normal label controls of ArcMap.

1. In the Data Table create field for a Code to use as a Label and the Name to be used as identification or clarification. In Layer Properties>Fields Turn off all fields except these two, Export the table (not features) to a Table. Imbed table in the Map. Use the Code as the label field on the map.
2. Using Maplex, an extension of ArcMap which allows much greater control of the labeling and symbology than the normal ArcMap Labeling and Symbology interface.
   a. Check to see if you have access to the Maplex extension.
   b. Go to Tools>Extensions and be sure that Maplex is activated.

Each of these Placement Properties you can Specify other Placements, Label Styles like Stacking and Conflict resolution.

There is also a LABEL tool bar that can help with placement.

3. A Script, VB Script Label Expression for Multiple Line Labels in ArcMap, can be used in the ADVANCED feature of the Label dialog box and can be found at: http://gis.utah.gov/code-arcmap-label-cal-scripts/vb-script-label-expression-for-multiple-line-labels-in-arcmap