



BOWIE STATE UNIVERSITY

Communications Department- Public Relations

Advanced Public Relations Style Guide



COMMUNICATIONS DEPARTMENT- PUBLIC RELATIONS

Advanced Public Relations Style Guide

© Bowie State University
Martin Luther King Arts Building
Bowie, MD



Table of Contents

CHAPTER 1: STANDARDS

Newsletter Standards	1
Abbreviations	1
Academic Degrees	2
Alumni.....	2
Buildings... ..	2
Computer Terminology.....	3
Contractions.. ..	3
Dates.. ..	3
Gender.....	4
Names.. ..	4
Numbers.....	5
Places.....	5
Punctuation.....	6
Times.....	7
Titles.....	7
Reference Guides.. ..	8

CHAPTER 2: APR LOGO

Appropriate sizing.....	9
-------------------------	---

APR Style Guide

An Editorial Manual

The Advanced Public Relations (APR) class developed this Editorial Style Guide to ensure consistency of spelling, abbreviations, punctuation and other language uses. It should be used as a reference when preparing internal and external marketing materials including newsletters, flyers, brochures, articles, news releases and web content. Exceptions may apply when writing for specialized media such as broadcast, academic journals or graphic design materials. Consult Prof. Daniel if you have questions about style usage cited or not cited in this style guide.

1. Newsletter Standards

- Paragraph should always be Times New Roman, 10 pitch.
- Section and Story titles should always be Times New Roman, 20 pitch
- Newsletter slogan should always read as follows:

ADDRESSING THE HIGHER EDUCATION NEEDS OF OUR COMMUNITY

It should always be in all CAPS and should be in Times New Roman, 10 pitch.

2. Abbreviations

- Titles such as "Doctor," and "Professor" should always be abbreviated such as **Dr.** and **Prof.**

- i.e. is used in place of "in other words" or "that is"

I like to drive my fastest car, i.e., the Fararri.

- e.g. means "for example"

Our students represent many international countries, e.g., Nigeria, China, Sierra Leone.

3. Academic Degrees

-- Write abbreviations for academic titles without periods.

MBA, MFA, MD, JD, LLM

-- Capitalize the names of formal degrees when spelled out; however lowercase academic degrees when they are cited generically.

Bachelor of Science in biology

Master of Business Administration

Carmelo received his bachelor's degree in 2005. Terri has earned both bachelor's and master's degrees in art.

-- When someone holds a PhD, it may be used after the full name and set off with a comma.

Mickey L. Burnim, PhD

-- If appropriate in context, Dr. may be used for those who hold doctoral degrees but *NEVER* follow this example.

Dr. Mickey L. Burnim, PhD

4. Alumni

-- *Alumnus* is the singular reference for a male graduate; *alumna*, the singular reference for a female graduate; *alumni*, the plural reference for a mixed group of male and female graduates or male graduates only; and *alumnae*, the plural reference for female graduates only.

William Thomas is an alumnus of Bowie State University.

Christa McAuliffe is an alumna.

Thomas and McAuliffe are alumni.

McAuliffe and Sherece West are alumnae.

-- When identifying alumni by class, describe their class year by the last two digits preceded by an apostrophe.

Class of '81

5. Buildings

-- Use the full name of a building or facility for first reference in text but an abbreviated form may be used for subsequent uses.

Alex Haley Residence Hall (first reference) and *Haley Hall* (second reference)

-- Use the word room to designate a room number.

The meeting will take place in the Wiseman Student Centre, Room 102.

6. Computer Terminology

-- Use these words as follows.

Internet, email, webpage, website, online, webmaster, home page, CD-ROM, login (noun) or log in (verb)

Go to the login page and log in by using your email address and password.

-- When referring to a website address, it is acceptable to omit "http://" if the address begins with "www" www.bowiestate.edu

-- When referring to the University's online courses, use the term *BSU Online* rather than Blackboard, which is one of many vendors of online course software.

-- Add a period after a website address if it appears at the end of a sentence.

The Bowie State University alumni website is www.bowiestatealumni.org.

7. Contractions

-- Use contractions sparingly and not at all for formal writing.

Do not versus don't, cannot versus can't

8. Dates

-- When names of months are written alone or with a year, they should not be abbreviated.

His birthday is in January. Everything changed in September 2001.

-- When months are used in a date, the following months should be abbreviated: Jan., Feb., Aug., Sept., Oct., Nov., Dec.

The application deadline is Nov. 1, 2008.

-- Do not put "th" after the number in a date.

May 16, NOT May 16th

-- Years may be abbreviated by the last two digits preceded by an apostrophe.

Class of '81

-- Decades should be spelled out using lowercase letters or given as a four-digit number followed by an "s" (no apostrophe needed).

APR STYLE GUIDE

The twenties NOT *the 20's*
The 1920s

-- The first through ninth centuries should be spelled out in lowercase letters; others may be in numerals.

Second century
18th century

-- Use lowercase letters with seasons of the year.

fall semester classes
spring 2007

9. Gender

-- Avoid using *his* and *her* in a sentence when possible by using the plural form.

Students will receive their Bowie Cards next week.
A student will receive his or her Bowie Card next week is awkward.

10. Names

-- The official name of the University is *Bowie State University*. Use *Bowie State* and *BSU* sparingly. Do not use *B.S.U.* Capitalize *University* when it stands alone and after the full name has been used as the first reference.

-- Bowie State University may be referred to as one of the Historically Black Colleges and Universities (HBCUs) or an Historically Black Institution (HBI). The acronym HBCUs or HBI may be used for later references.

-- Capitalize the formal names of divisions, schools, departments, offices, buildings and course titles.

Division of Administration and Finance
College of Business
Accounting, Finance and Economics

-- Ordinarily, do not capitalize the name of subject areas of study.

An economics course
An English course (*Capitalize English because it is a proper noun.*)

-- The names of less familiar organizations that are often referred to as acronyms should be spelled out on first reference and their acronyms enclosed in parentheses. Only after the first reference should the acronym be used alone. Use capital letters, omit periods, and do not space between letters.

APR STYLE GUIDE

The Division of Information Technology (DIT) is located on the second floor of Thurgood Marshall Library. The DIT office is open . . .

-- The names of books, plays, newspapers, magazines, journals, television shows, and motion pictures should be italicized.

I Know Why the Caged Bird Sings
The Taming of the Shrew
The Washington Post
Black Enterprise

-- The titles of poems, book chapters, conferences, and songs should be placed in quotation marks.

"Introduction and Adaptation of New Crops"
"Black Executive Exchange Program Conference"
"Alma Mater"

11. Numbers

-- Spell out numbers one through nine except in statistical matter. Use figures for 10 and above. If used at the beginning of a sentence, all numbers are spelled out.

Fifty-five people attended the lecture and 11 bought the professor's book.

-- When citing amounts of money, use the dollar sign.

\$10 million, NOT 10 million dollars, and DEFINITELY NOT \$10 million dollars

-- With percentages, spell out percent vs. using the sign (%)

25 percent NOT 25%

-- Write telephone numbers with hyphens.

305-284-3082

12. Places

-- The names of states, when in an address, should be abbreviated using postal abbreviations.

14000 Jericho Park Road
Bowie, MD 20715-9615

-- When a state's name stands alone, it should be spelled out.

APR STYLE GUIDE

Elizabeth City State University is in North Carolina.

-- Put commas around both sides of a state in a sentence when it is paired with a city.

Bowie, MD, location of the University . . .

-- In an address, do not abbreviate road, street, drive, boulevard, avenue.

-- United States is a noun but can be abbreviated as U.S. when used as an adjective.

U.S. citizen

13. Punctuation

-- When listing items in a series, place a comma before the coordinating conjunction.

The sandwich consisted of ham, cheese, and mustard.

-- Associate's, bachelor's, and master's degrees should always be written with an 's.

Never write masters' degree, for example.

-- Place a comma after digits signifying thousands, except when reference is made to temperature or to SAT scores.

1,150 students

1100 degrees

SAT score of 1143

-- Do not use an ampersand (&) in text unless it is part of the proper name of an organization or a graphic design element. Otherwise, use *and* as in the *Division of Student Affairs and Campus Life*.

-- At the end of quotations, the punctuation lies inside the close-quote marks.

"I thirst for knowledge," the student said.

-- Treat an ellipsis as a three-letter word by adding a space before and after the punctuation.

I enjoyed my experience at Bowie State University . . . Once I began working fulltime, I made financial contributions to the institution.

APR STYLE GUIDE

-- If a phrase is within parentheses at the end of a sentence, place the period after the closing parenthesis. If a complete sentence is in parentheses, the period should be inside the closing parenthesis.

-- No apostrophe is used with dates and acronyms.

1990s

CEOs

-- Use an en dash with no extra space before or after numbers, dates, times, or reference numbers to indicate a range.

1968-1982

May-June, 2005

10 a.m.-5 p.m.

pp. 38-45

-- Use an en dash to show an abrupt thought. Leave no extra space before or after.

Consistency—that hobgoblin of little minds.

The influence of three musicians—Mozart, Bach, and Beethoven—was of great importance in his development as a musician.

14. Times

-- For time, use *a.m.* or *p.m.* Do not use zeros for the hour in text.

The meeting is at 9 p.m.

The bus stops here between 3 and 3:30 p.m.

Use noon and midnight instead of 12 p.m. and 12 a.m.

15. Titles

-- Capitalize formal titles before a name when not separated by a comma, but do not capitalize titles that come after a name or stand alone.

President Mickey L. Burnim

Mickey L. Burnim, president

the president, Dr. Mickey L. Burnim

The president will speak tomorrow.

-- Do not use commas before Jr. and Sr.

Dr. James Earl Lyons Sr.

Martin Luther King Jr.

-- Gender-based titles are optional, but do not use *Miss*.

Mr. Anton Goff

Ms. Antionette Marbray

-- *Esq.* is the abbreviation for Esquire and when used after a person's name, the person is presumed to be a licensed attorney. The academic title of *JD* can be used after the name of a person who has earned that degree but is not a licensed attorney.

A. Karen Johnson Shaheed, Esq.

U.S. Supreme Court Justice Clarence Thomas, JD

16. Reference Guides

The following resources are useful references for grammar and usage:

- Associated Press Stylebook
- Concise Rules of APA Style

APR Logo Appropriate Sizing

The Advanced Public Relations (APR) logo is the identity of this class and should follow this style:



Correct

APR STYLE GUIDE

The APR logo should never be stretched or distorted. Also, the colors should **NEVER** be changed!

Incorrect

