BHSU Style Guidelines

## Grammatical:

Abbreviations:

* **States:**
  + Use the AP stylebook abbreviations:   
    ***EXAMPLE:*** *Wyo., Neb., S.D., Mont.*
  + Always list the state following the name of a city except South Dakota towns or well-known large cities.
* **Dates:**
  + Spell out the month when used alone or with year only.
  + Abbreviate when used with the day.
  + Always use a comma after the year.
  + ***EXAMPLE:*** 
    - *April 15, 2011,*
    - *Aug. 15 or August 2011*
    - *August*
    - *Friday, June 17*
    - *Friday, June 17 at 7:30 p.m.*
    - ***BAD:*** *This event is ~~on~~ Friday, June 17.*
* **Time:**
  + Use **a.m.** and **p.m.**, if the time is an hour. *EXAMPLE: 7 p.m. (NO = 7:00).*

Capitalization:

* **Capitalize...**
  + Proper names (*EXAMPLE: Black Hills State University).*
  + Reference to University as a standalone when it refers to BHSU.
  + Colleges or departments when using the name of the college or department, even with a name *(Example: Steve Meeker, vice president for University Advancement or Dr. Sharman Adams, dean of the College of Education and Behavioral Sciences)*
  + Title when listed before the name *(EXAMPLE: Dean of Students Dr. Jane Klug).*
* **Do not capitalize...**
  + Title when listed after the name *(EXAMPLE: Dr. Jane Klug, dean of students)*.
  + This also holds true for vice presidents *(EXAMPLE: Steve Meeker, vice president for University Advancement)*
  + Exception for the President *(EXAMPLE: Dr. Tom Jackson, Jr., President, Black Hills State University)*

Other:

* **Numbers:**
  + Spell out numbers under ten. For all others use numerals.
  + In a tab format and for scores use all numerals.
* **Comma Usage:**
  + Use serial commas in list involving three or more items.
    - *EXAMPLE: to do this, that, and this…*
  + Do not use commas to set off a title if it proceeds the name.
    - *EXAMPLE: Athletic Director Jhett Albers...*
  + Use commas if the title follows the name.
    - *EXAMPLE: Jhett Albers, athletic director*
* **Apostrophes for degree names:**
  + Masters of … - no apostrophe
  + Master’s degree in…
  + Master, bachelor, and associate degrees.
* **Bulleted Lists:**
  + Parallel in construction. For instance, if one starts with a verb all should start with a verb.
  + Consistent in style choice.
  + Full sentence use a period.
  + Items do not use a period.

## Titles and Names:

* **University:**
  + Do not use Black Hills State University’s or BHSU’s. Reword the sentence to avoid possession/avoid use of apostrophes.
* **Names:**
  + On first reference use first and last name. Thereafter refer to last name, unless the usage is in a feature story and you decide to use first name.
  + Be consistent in reference to faculty and staff members. For first reference give full name (use Dr. if appropriate) and their official title. On subsequent references use last name only.
  + Yellow Jackets is two words.
* **Dr. Tom Jackson, Jr., President, Black Hills State University** is the preferred first reference in a news release (unless told otherwise).
  + Thereafter use last name Jackson. *(EXAMPLE: “It is a good partnership,” said Jackson.*
  + Within text use a comma after Jr. *(EXAMPLE: Dr. Tom Jackson, Jr., President, Black Hills State University, announced the collaboration yesterday).*
  + Mona Jackson, spouse of the President (rather than wife)
* **Faculty / Staff Titles**
  + Position before discipline.
  + Lower case.
  + Include BHSU.
    - *EXAMPLE: professor of psychology at BHSU*
* **Alumni**
  + Use gender-neutral language. Instead of “alumnus” (masculine, plural alumni) or “alumna” (feminine, plural alumnae), use “alum.”
* **Departments / Schools:**
  + Capitalize when referring to the official title of a department or school. But not capitalized when referring to a program or major (with the exception of English, Spanish, American Indian studies).
    - *EXAMPLE: Department of Business*
    - *EXAMPLE: Charlie Lamb, professor of* ***biology*** *at BHSU, in the* ***Department of Natural Sciences****.*
    - *EXAMPLE: Master of Science in Strategic Leadership*
* **Buildings:** 
  + Use full names in first reference, and short name in second reference.
  + Old buildings are grandfathered in not using their official long names.
  + Official building names: (in parenthesis are descriptions of location and not part of official name)
    - Woodburn Hall
      * Room 104
      * Historic Woodburn Hall Theatre
      * Black Box Theatre
    - David B. Miller Yellow Jacket Student Union
      * Jacket Legacy Room
      * Atrium (two story entrance)
      * Lobby (old area)
      * Ruddell Gallery
      * The Hive
      * Club Buzz (down stairs old bookstore area)
      * Buzz Shack
      * Bookstore
    - Clare and Josef Meier Hall
      * Recital Hall
    - Jonas Hall
    - Life Sciences Laboratory
    - Donald E. Young Sports and Fitness Center
      * Field House
    - E. Y. Berry Library-Learning Center
      * Leland D. Case Library for Western Historical Studies
      * Einstein Bros. Bagels
    - Jace DeCory Center for American Indian Studies
    - Lionel R. Bordeaux Residence Hall
    - Heidepriem Hall
    - Thomas Hall
    - Wenona Cook Hall
    - Humbert Hall
    - Campus Apartments
    - BHSU Softball Complex
    - Lyle Hare Stadium
    - Cliff Papik Practice Field
    - Ida Henton Park
    - Joy (Proctor) Krautschun Alumni/Foundation Welcome Center
    - Facilities Services
    - Black Hills State University-Rapid City (BHSU-RC)
    - President’s Residence
* **Tag lines**
  + Where Anything is Possible

## **Acronyms:**

* For the South Dakota Center for Enterprise Opportunity use a space between the SD and CEO in the acronym.
  + *EXAMPLE:* ***SD CEO***
* When writing a master’s program the correct form should be…
  + *Master of Science in Strategic Leadership (MSSL).*
  + *EXCEPTION: MBA (Master of Science in Business Administration).*

## **Headlines:**

* Be in active voice.
* Should have a verb always, noun if possible.
  + Don’t use a subhead for a headline.
* Shorter the better.
* Off-campus headlines should have ‘BHSU’ at the beginning.
  + News posted on the website – can have an alternate headline with no BHSU in it.
* Main point of the story in the headline.
* Clear and direct.
* Headlines should go over all the columns.

## **Photo Cutline:**

* Cutline should give a brief synopsis of the story, and should make sense if they only run the cutline and the picture without the story.
* Tell general sentence first.
* Use the following term “CUTLINE:”, in all caps, and the entire cutline should be bold.
* Should run after the -30-
* Don’t use “Pictured are”
* Use “Standing (left to right) are:” or “Standing (l to r) are:”

## **Other:**

* At the end of the release use **-30-** 
  + In bold
  + Signifies the end.
* Major / Hometowns:
  + *Joe Smith, senior music major from Gillette, Wyo., does something awesome.*
  + *Jane Doe, freshman psychology major from Rapid City, is awesome too.*
  + *Billy Bob, sophomore from Spearfish, can’t decide on a major.*
  + Never list “undecided or undeclared” as a major.
* Always include “for more information”
  + Preferably include email, web address, and phone for contact. Should be dealt with situationally. (Check for Short URL)
  + Capitalize BHSU in emails and web addresses *(EXAMPLE:* [*Corinne.Hansen@BHSU.edu*](mailto:Corinne.Hansen@BHSU.edu)or [*www.BHSU.edu*](http://www.BHSU.edu)*)*
  + Place area code within parenthesis, include space between area code and local prefix, separate local prefix and last four numbers with a dash *(EXAMPLE: (605) 642-6883.*
* Disability Statement
  + Persons with disabilities requesting accommodations for this (these if it’s more than one) event may contact < name> at < phone number> or email < email > at least 48 hours prior to the start of the event.
* Theatre – always ‘re’
* Dual Credit (two words, no hyphen)
* Veterans:
  + Veterans Affairs
  + Veterans Representative
* Use the term “titled” and not “entitled.”
  + EXAMPLE: Charlie Lamb, professor of biology at BHSU, wrote an article about parasites, titled “Parasites in your Body.”
* Periods go inside quotes – always.

Online:

* For Facebook, Twitter and the website it's preferable to use a more informal conversational tone of writing. Always consider your audience.
* In first person
  + You may win.
  + NOT = Students may win.

Posters and other publications:

* Do not need to maintain the "news style" guidelines as strictly for capitalization and punctuation.