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*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.