

Pulaski Technical College Public Relations and Marketing Style Guide

The Pulaski Technical College Office of Public Relations and Marketing uses the *Associated Press Stylebook* as a guide for journalistic copy in preparing news releases. For cases unique to academe or Pulaski Tech, this style guide will provide guidance and answer questions.

These guidelines are intended to help achieve consistency in the writing style of material published by Pulaski Tech, but rules of style are not set in concrete.

For style questions or suggestions for future revisions, contact Carol Langston, vice president of college advancement, at (501) 812-2211 or clangston@pulaskitech.edu.

A

a, an

Use *a* before consonant sounds: *a historic event, a united stand* (sounds like you).

Use *an* before vowel sounds: *She ate an apple. They waited an hour.* (The silent "h" in *hour* gives the word a beginning vowel sound.)

academic degrees

Pulaski Technical College uses abbreviations to describe the academic degrees a person holds: AAS, BA, MA and PhD.

If the academic degree is spelled out in its entirety, the word degree does not follow: *associate of arts, associate of applied science, etc.*

If the academic degree is not included in its entirety, an apostrophe is used: *bachelor's degree, master's degree, etc.*

academic and administrative departments

Capitalize the formal names of academic departments and divisions: *Financial Aid, Department of Mathematics, Technical and Industrial Programs Division, etc.*

Do not capitalize the word office if it is not part of the official name of a department or division: *Student Services office, Financial Aid office, College Relations and Marketing office, etc.*

academic majors

Lowercase academic majors except proper nouns: *information technology, English, welding.*

academic titles

Pulaski Technical Colleges uses *Dr.* as a courtesy title for a person holding a doctorate degree. See **titles of people.**

acronyms

Acronyms are acceptable on first reference only when the acronym is common knowledge such as *FBI.*

Spell out names on first reference, use acronym on second reference: *He received a grant from the National Institutes of Health. The NIH is one of the world's foremost research centers.*

Never use acronym in parentheses after spelled out name. *Wrong: He received a grant from the National Institute of Health (NIH).*

acting, former

Don't capitalize in a formal name. *She said acting Vice President Bob Smith would be there. He introduced former Pulaski Tech President Ben Wyatt.*

adviser

Not *advisor*.

affect, effect

Both affect and effect can be either a noun or a verb.

Affect, as a verb, means to influence: The game will affect the standings.

Affect, as a noun, is used mostly in psychology or to describe an emotion.

Effect, as a verb, means to cause: She will effect many changes at the college.

Effect, as a noun, means result: The effect of his actions was overwhelming.

African-American (adj.), African American (n.)

Hyphenate when describing a person or people: *A group of African-American students were honored at a reception.*

Do not hyphenate when using the term as a noun: *Many African Americans attended the reception.*

ages

Always use figures. Hyphenate only when the age is used as an adjective before a noun or as a replacement for a noun: *The 3-year-old girl. The competition is for 10-year-olds.*

Examples: *John Doe, 6, was found in the park. The child is 4 years old.*

alma mater

Use lowercase when describing the college one attended.

Uppercase is reserved for the song and is placed in quotes: *"Alma Mater"*

alumna, alumnae, alumni, alumnus

alumna - singular, female

alumnae - plural, women only

alumni - plural, men only or men and women

alumnus - singular, male

alum-singular, male or female; appropriate only in informal contexts

a.m., p.m.

Lowercase with periods. Try to avoid being redundant: *3 p.m. in the afternoon.*

among, between

Use *among* when referring to more than two people or things. Use *between* to refer to only two people or things.

ampersand (&)

Avoid unless part of an official name.

annual

Do not use unless it refers to an event that has happened at least two years in a row. Never use the term *first annual*.

assure, ensure, insure

Use *assure* to give confidence or to inform positively: *She assured him that the decision was a wise one.*

Use *ensure* to mean guarantee or make certain. *Steps were taken to ensure the document's accuracy.*

Use *insure* for references to the characteristics of insurance: *The policy will insure your home.*

award, fellowship, scholarship

Capitalize when used with a formal name. Lowercase when referring to more than one formally named award, scholarship or fellowship.

B

baccalaureate

bachelor of arts, bachelor of science

See **academic degrees** for guidelines.

backward

Not *backwards*.

Baptist Health Schools of Nursing and Allied Health

Not *Baptist Nursing School* or *Baptist School of Nursing*.

between, among

See **among, between**.

biannual

Refers to twice each year. Semiannual may also be used.

biennial

Refers to once every two years. Example: biennial budget.

Board of Trustees

Capitalize in the following form: Pulaski Technical College Board of Trustees. Use *board of trustees* or *board* after first reference.

building names and abbreviations

Always uppercase. May be abbreviated only in campus announcements and schedules of classes.

Administration/Main
 Allied Health Education Center
 Automotive Technology
 Aviation Technology Center
 Business
 Business and Industry Center
 Industrial Technology Center
 Information Technology Center
 Library
 Little Rock Location/8901 Kanis Road
 Saline County Adult Education Center
 Saline County Career Center

A
 AHE
 D
 AVIA
 B
 BIC
 C
 IT
 L
 LRS
 SCAEC
 SCCC

C

campus-wide

An exception to the general rule of omitting the hyphen in "-wide" constructions.

chair

As a leadership title. Use instead of *chairman*, *chairwoman* or *chairperson*.

class identification of graduates

Follow the examples:

John Doe AAS-'02, AA-'03

Jane Doe AA-'99

classification of students

freshman, sophomore

A student's classification should generally be noted on first reference. Classifications should be lowercase, unless used at the beginning of a sentence.

college

Capitalize when part of a proper name: *Pulaski Technical College*. When *college* is used along on second reference it should be lowercase.

D

dates

Use commas to set off the year when using full dates:

She was born on September 15, 1985, in Los Angeles.

Do not use commas when using only month and year constructions:

Planning began in September 1985.

Do not use 1st, 2nd, etc., with dates:

July 21, April 2, etc. (not July 21st, April 2nd, etc.)

Use the year only if not the current calendar year:

If publishing in May 1998: *John and Joan Jones had a baby in December 1997; or the Smiths had a baby in January.*

See also **decades**, **months**.

dean's list

Lowercase in all uses: *She is on the dean's list.*

degrees

See **academic degrees**.

degrees with distinction

Lowercase: *cum laude, magna cum laude* and *summa cum laude*

department

See **academic departments**.

E

effect, affect

See **affect, effect**.

e-mail

Abbreviated term for *electronic mail*.

ensure

See the **assure, ensure, insure** entry.

events

Capitalize college events: *Spring Fling, Fall Festival*, etc.

F

faculty

Considered plural: *The faculty have attended a conference*.

Faculty Council

fall

See **seasons**.

fall semester

See **semester**.

fellowship

See **award, fellowship, scholarship**.

former, acting

See **acting, former**.

fraternities, sororities

The full, formal name should be used on first reference: *Phi Theta Kappa*. Abbreviations are acceptable on second reference, but avoid nicknames. A member is a member, never a brother or sister.

full time, full-time

Hyphenate when used as a compound modifier.

He works full time.

She got a full-time job.

fund raising (n.), **fund-raising** (adj.), **fund-raiser** (n.)

Follow the examples:

Fund raising is difficult.

They planned a fund-raising campaign.

A fund-raiser was hired.

G

grades

Use a letter grade with not quotation marks and no apostrophes when referring to more than one letter grade:

He received a B in history.
She received two As and three Bs on her report card.

grade-point average

Use grade-point average on first reference. Thereafter, use GPA.

H

homework

I

initials

Use periods after each initial, but no space: *T.J. Williams*.

instructor

Capitalize as a formal title before a name. *Instructor Bob Smith is teaching that class.*

Lowercase in all other cases: *Jane Doe is the instructor of science.*

See **titles of people**.

insure

See **assure, ensure, insure**.

interim

Lowercase in all cases. An interim job title in academia is a position to which a person is appointed between the times an incumbent of a position steps down until a new person is hired to fill that position permanently.

Internet

Always capitalized when discussing the worldwide network of computers.

Intranet

it's, its

It's is only a contraction for *it is* or *it has*.

Its is a possessive form of the pronoun *it*: *The college raised its tuition.*

J

K

kickoff (n.), kick-off (adj.), kick off (v.)

L

laptop

One word, no hyphen.

library

The formal title of the Pulaski Technical College library will be the *Ottenheimer Library*.

M

majors

See **academic majors**.

months

Names of months are spelled out in text when they are not accompanied by a specific date. They are spelled out when accompanied by a year.

Examples:

The fall semester begins in August.

In December 2000, Arkansas had a terrible ice storm.

The following months are abbreviated in text when accompanied by a date: Jan., Feb., Aug., Sept., Oct., Nov. and Dec.

Examples:

The next club meeting is Monday, Nov. 12.

Graduation will be held on May 18, 2002.

more than, over

Use more than to discuss numbers: *The United Way raised more than \$50,000.*

Use over to discuss spatial relationships: *A plane flew over the building.*

multicultural

An exception to the general rule of using a hyphen in "multi-" constructions.

N

nonprofit

May also use *not-for-profit*.

numerals

Spell out zero through nine.

Use numerals for 10 and greater.

Use a comma with numerals of 1,000 and above (except dates): *5,000, 42,000.*

Exceptions to the rules:

Use numerals when referring to academic credit: *The student earned 2.5 hours of credit.*

Use numerals when referring to a page number: *The passage begins on page 5.*

O

off-campus (adj.), off campus (adv.)

Hyphenate when used as an adjective: *The college is looking at off-campus locations.*

Write two words, without hyphenation when used as an adverb: *The event will be off campus.*

Guidelines are the same for *on-campus* and *on campus*.

office

Capitalize when part of an official name: *She submitted her story to the Office of College Relations and Marketing.*

Use lowercase in all other uses: *He visited the dean's office.*

offline

One word when discussing computer connections.

online
See **offline**.

over, more than
See **more than, over**.

P

part time, part-time
Hyphenate only when used as a compound modifier
She works part time.
He has a part-time job.

percent
One word, always spelled out.

percentages
Always use numerals, but spell out the word *percent*: *The college had a 4 percent increase in enrollment.*
She received a 90 percent on her test.

phone numbers
See **telephone numbers**.

p.m., a.m.
See **a.m., p.m.**

postbaccalaureate
One word. However, the preference is to state the name of the postbaccalaureate degree.

presenter
Not *presenter*.

president
Capitalize president only as a formal title before a name: *President Dan F. Bakke*.
Use lowercase in all other cases: *There will be a reception at the president's home*.
See **titles of people**.

Physical Plant

Q

R

report card
Two words, no hyphen.

S

seasons
Lowercase, unless part of a formal name: *summer, spring, Winter Olympics, Pulaski Tech Fall Festival*.

semesters

Lowercase: *spring semester, fall semester*

senior citizens

Usually reserved for those 60 and older. Avoid usage.

Sessions

Lowercase: *summer I session, summer II session, extended summer session.*

software terms

Software terms (languages, programs, systems, packages) are set in full capitals if they are acronyms; otherwise, they are spelled according to their trade or market names:

C++

COBOL

Microsoft Word

Microsoft FrontPage

WordPerfect

sororities

See **fraternities, sororities.**

spring

See **seasons.**

spring semester

See **semesters.**

staff

Usually considered plural: *The staff have reviewed the president's document.*

Staff Council**state abbreviations**

Use the following abbreviations for states. State names that are fewer than five letters long and states that are not a part of the contiguous United States (Alaska and Hawaii) are not abbreviated.

| | | | | |
|--------|-------|-------|-------|-------------------------|
| Ala. | Ind. | Neb. | R.I. | not abbreviated: |
| Ariz. | Kan. | Nev. | S.C. | Alaska |
| Ark. | Ky. | N.H. | S.D. | Hawaii |
| Calif. | La. | N.J. | Tenn. | Idaho |
| Colo. | Md. | N.M. | Vt. | Iowa |
| Conn. | Mass. | N.Y. | Va. | Maine |
| Del. | Mich. | N.C. | Wash. | Ohio |
| D.C. | Minn. | N.D. | W.Va. | Texas |
| Fla. | Miss. | Okla. | Wis. | Utah |
| Ga. | Mo. | Ore. | Wyo. | |
| Ill. | Mont. | Pa. | | |

Student Government Association

All uppercase. May use abbreviation, *SGA*, after first reference.

summer
See **seasons**.

summer session

See **session**.

summer semester
See **semesters**.

T

telephone numbers

Include the 1 when writing 1-800 numbers.

When including an area code, separate the area code with parentheses and a space between the area code and the phone number: (555) 555-5555.

that, which

That is the restrictive pronoun; it serves to identify the noun preceding it:
The road that he took was narrow and rocky.

Which is used with nonrestrictive clauses, which add information rather than define or limit what has gone before:

The back road, which was straight and narrow, was the better choice.

theater, theatre

Pulaski Technical College uses *theatre* in most references.

time

Use figures except for *noon* and *midnight*. Never write *12 noon* or *12 midnight* – this is redundant.

Only use a colon when separating hours from minutes: *3 p.m.*, *7:30 a.m.* Never write *3:00 p.m.*

Always include *a.m.* or *p.m.* with the time.

Avoid using *o'clock* when referring to time.

titles of events

Capitalize, in quotation marks, the full, formal titles of workshops, conferences, seminars, speeches, art exhibitions, and similar events: *A workshop titled "Technology in the Classroom" is set for Wednesday.*

Do not capitalize articles – *a*, *an*, *the* – or words fewer than four letters unless it is the first or last word in the title.

titles of people

The general rule is to only capitalize a person's title when you list it before the person's name. When the title comes after the name, the title should be lowercase.

titles of works

Treat words like "the" and "magazine" as part of the title (capping, italicizing, including in quotes, as appropriate) only when so treated by the publication in question; check the masthead to be sure.

Italicize:

- book titles

- magazine names: *The View From Here*, *Milestones*
- newspaper names: *Innovation*
- play and film titles
- television or radio series titles
- art exhibition titles
- titles of paintings and other artworks
- titles of operas and other long musical compositions

Use quotation marks to set off the titles of shorter works:

- short stories, magazine or newspaper articles, poems
- individual episodes of television or radio series
- songs and short musical compositions
- lectures and speeches

trustees

Capitalize Pulaski Technical College Board of Trustees, but not trustee, unless it comes before a person's name as a formal title.

U

United States (n.), **U.S.** (adj.)

university

Capitalize only as part of a formal name.

V

voice mail

Two words, no hyphen.

W

Web

An abbreviated name for the *World Wide Web*, which is a global system of linking documents, images, sounds and other files across the Internet.

Web should be capitalized and should stand apart from site and page: *Web site*, *Web page*.

Exceptions include: *webcast*, *webmaster*.

Web page

See **Web**.

Web site

See **Web**.

which, that

See **that, which**.

winter

See **seasons**.

X

x-ray

Y

Z