

NORFOLK STATE UNIVERSITY
**STYLE
GUIDE**



ACHIEVING WITH EXCELLENCE

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Guide to NSU Editorial Style

Quality communication not only enhances the mission of Norfolk State University but it also relays the mission of Marketing Services more effectively to NSU stakeholders. Identity through copy or visual presentation must be conveyed accurately, effectively, and grammatically correct in all publications.

Being able to communicate in Norfolk State University's publications in a clear, concise, effective and consistent manner is important. This short guide is written to serve as a handy source of answers about style and usage. This style differs in some instances from the *Associated Press (AP) Stylebook and Libel Manual*.

For correct department and course names, faculty titles and other Norfolk State University related items, the most current NSU Catalog is your best guide.

General Style

ABBREVIATIONS:

1.1 Do not use periods between acronyms. *NSU, MEAC, AIDS, CIAA*

1.2 Explain acronyms on first reference, but avoid continuing to use them.

When referring to NSU as the university, capitalize the word university.

Norfolk State University (NSU) is my alma mater.

The University has an enrollment of more than 7,000 students.

1.3 Use periods in abbreviations of academic degrees.

B.A., B.S., M.S., LL.M., M.B.A., M.P.A., M.B.A.,

Ph.D., D.Ed., M.Ed., D.C.D., D.P.A., Psy.D., D.M.I.S.

1.4 When referring to degrees in general, lowercase the first letter of the degree and use's.

Seventy people hold master's degrees.

1.5 When citing a city and state, either spell out the name of the state or use the Associated Press abbreviation.

Bobby had driven from Norfolk, Va., to Boston, Mass.

1.6 When citing a state alone, do not abbreviate.

Bobby had driven from Virginia to Massachusetts.

ACADEMIC DEPARTMENTS:

2.1 Use lowercase except for words that are proper nouns or adjectives.

the department of history, the History Department, the department of English

ACADEMIC TITLES:

3.1 Generally, use professor, not doctor, as a title before a name. In the interest of accuracy, determine the academic rank. Confirm through a dean's office.

Donald Wilson, assistant professor of history, is absent today.

Professor Wilson is teaching the Civil War.

ADDRESSES:

4.1 In giving an entire mailing address, use the two-letter U.S. Post Office abbreviation for the state.

Norfolk State University, 700 Park Avenue, Norfolk, VA 23504-8003

4.2 Abbreviate direction before streets and abbreviate only Ave., Blvd., and St. when used with a specific, numbered address. Spell out and capitalize when used without a numbered address. Lowercase when referring to more than one street.

At the intersection of Corprew and Park avenues

1420 N. Charles St.
North Charles Street
25 Wilson Road
At the intersection of Corprew and Park avenues.

AGES:

5.1 Use figures and hyphenate when used as modifiers.

My son is 36 years old. Andy, 36, lives in Virginia. A 43-year-old woman is the culprit.

ALUMNI:

6.1 Use alumnus for an individual male, alumna for an individual female, alumni for a group of males or when referring to a group of men and women, alumnae for a group of females.

APOSTROPHE:

7.1 In writing the plural of numbers and letters do not use an apostrophe.

Early 1900s—The Three Rs—The SATs

BI:

8.1 The rule in prefixes applies, generally, no hyphen.

*The visitors **bimonthly** meeting has been cancelled.*

BLACK RACE:

9.1 African-American, hyphenated, is the preferred term.

BUILDINGS:

10.1 For press releases and periodicals, the shortened name is acceptable. For more formal uses, the longer name may be appropriate. Avoid confusing acronyms such as HBW or BMH, especially for outside audiences.

Wilder Center

L. Douglas Wilder Performing Arts Center

Harrison B. Wilson Administration Building

Brown Memorial Hall

CAPITALIZATION:

11.1 Associated Press will be followed on issues of capitalization. Titles such as dean, vice president or associate vice president should be capitalized when presented before the full name of the individual.

***President** Marie V. McDemmond is our third president.*

*Paul E. Shelton, **vice president for university advancement**, is speaking now.*

11.2 Capitalize department names but not fields of study.

*Phyllis has a Ph.D. in **management**.*

*Jeff has a master's in **social work**.*

*Susan did her bachelor's work in the **Chemistry and Physics Department**.*

CATALOG :

12.1 Not catalogue.

COMMENCEMENT:

NSU's 67th Commencement was held May 5, 2002.

13.1 Lower case when used as an adjective.

More than 5,000 people attended NSU commencement ceremonies.

COMPUTER TERMS

14.1 Many computer terms are familiar English words or word combinations with specific new meanings. A few such terms follow:

*access (verb), bit, byte, database (often data base), debug, format; formatting; formatter
hard copy; hard code; hardwired, input (verb), log on (verb); logging on (noun), on-line;
off-line (sometimes online; offline), program; programming; programmer, realtime (or real time)
Internet, e-mail, World Wide Web, Microsoft Word, WordPerfect*

DATES and TIMES:

15.1 Do not use ordinal suffixes such as *th* or *nd* with numerals in dates.

*We baked five fruitcakes on November 12, and by December 5 we had eaten all of them.
There was a parade on July 3—an early celebration for the Fourth of July.*

15.2 When referring to decades, either spell them out in words or use numerals preceded by an apostrophe (to indicate the missing *19* or *20* prefix) and followed by an *s*.

*For them, the sixties were exciting.
For them, the '60s were exciting.*

15.3 When decades refer to people's ages rather than calendar years, always use the words.

People in their twenties rarely have arthritis.

15.4 For times of day use lowercase abbreviations with periods.

*12:30 p.m. 3 p.m. 10:30 a.m.
Note that at 12 o'clock exactly, it is neither a.m. nor p.m.
12 noon 12 midnight (or just noon or midnight).*

15.5 To list a range of dates or times, use either *from* and *to* or *between* and *and* or a hyphen (-).

*This fall, registration will take place from 8:30 a.m. to 4:30 p.m.
Basketball practice will be held between noon and 3 p.m., from October 12
through February 28.
The museum is open Monday.*

15.6 Spell out months and days of the week. Abbreviate Jan., Feb., Aug., Sept., Oct., Nov. and Dec. when used in a date. Use no punctuation if listing only a month and the year, but set the year off with commas if listing the day of the month as well.

*May 24, 2002, May 2002, the class of '02, the '90s, the 1990s
(Note: There is no apostrophe between the last digit of the year and the s)
Jan. 4, 2002, was the first day for the new program.
The concert is scheduled for Monday, April 5.*

DEGREES and MAJORS:

16.1 Capitalize the full degree title; lowercase the shortened form.

*Bachelor of Arts degree, bachelor's degree, baccalaureate degree, Master of Arts
master's program in public administration, doctorate or doctoral degree*

DOLLAR AMOUNTS:

17.1 Always use figures for amounts of \$1 and over.

\$50 (Not \$50.00)

EDITING:

18.1 *We are all sensitive about our writing, which is an extension of ourselves. Therefore, if you edit someone else's work, don't change his or her style unless it is appropriate. Also be sure not to change the meaning. Sometimes changing a word or inserting or deleting punctuation can change the writer's intent.*

E-MAIL:

19.1 Lowercase, e-mail

EMERITUS:

20.1 Lowercase when used after a name with a title, uppercase before a name.

Professor Emeritus William Brown; William Brown, professor emeritus

21.1 FUND RAISING (n.); FUND-RAISING (modifier); FUND-RAISER

*Fund raising is difficult during a recession. The fund-raising event was very successful.
He works as a fund-raiser for the university.*

HOME PAGE:

22.1 *Not homepage*

JR., SR., II, III:

23.1 Do not precede “Jr.” and “Sr.” with a comma except in business correspondence. Numerals following names never take commas unless the named individual has indicated a preference for it.

Anderson Benson Jr.; Charles Bryant III

LTD

24.1 In straight text it is best to give a firm name in its full form but Inc.

A.G. Becker and Company

MEDIA and MEDIUM

25.1 Media is plural and takes a plural verb, whereas medium is singular:

*The media work hard for their money.
This medium is better than the rest.*

MULTIMEDIA:

26.1 No hyphens, one word.

NAMES, TITLES and OFFICES:

27.1 Civil, military, religious, and professional titles and titles of nobility are capitalized when they immediately precede a personal name, as part of the name:

President Buchanan, Cardinal Newman, Prince Charles, General Eisenhower

27.2 The title is also capitalized if it refers to more than one name : Mayor Cremak and Walker

27.3 When such titles are used in apposition to a name they are not part of the name and so are lowercased: President George Bush

- 27.4 In formal usage, such as acknowledgements and lists of contributors titles following a personal name are usually capitalized. A title used alone, in place of a personal name, is capitalized in such contexts as toasts or formal introductions:**
Ladies and gentleman, the President of the United States
- 27.5 Civil titles and offices are customarily capitalized when used alone or after a personal name to avoid ambiguity.**
The governor of Virginia, Governor Gilmore
- 27.6 Among professional titles, named academic professorships and fellowships are usually capitalized wherever they appear, especially if they are accompanied by a personal name.**
The professor; Professor Raj Chaudhury
- 27.7 Terms designating academic years are lowercased:** freshman
- 27.8 Academic Degrees are referred to in such general terms as *doctorate, doctor's degree, Master of Science***
- 27.9 Honorific titles and forms of address should be capitalized in any context:** *Her Majesty*
- 27.10 The names of specific racial, linguistic, tribal, religious, and other groupings of people are capitalized:** *African-American, Asian, Native American*
- 27.11 Designations based only on color, size, habitat, customs, or local usage are often lowercased. Some designations that are capitalized when referring to specific peoples are lowercased when applied more generally.**
black, white
- 27.12 Such terms as *avenue, boulevard, bridge, building, church, fountain, hotel, park, room, square, street, or theater* are capitalized when part of an official or formal name. When the plural form is used before or following more than one name and constitutes, albeit in the singular part of each name, the term is capitalized. Standing alone, however, such terms are lowercased.** *Adler Planetarium; the planetarium*
- 27.13 Full names, and often the shortened names, of legislative, deliberative, administrative, and judicial bodies, departments, bureaus, and offices are capitalized. Adjectives derived from them are usually lowercased, as are paraphrastic designations, except abbreviations.**
United Nations Security Council, Senate, House of Representatives
Committee on Foreign Affairs, Not usually capitalized are the following: administration cabinet, church, government
- 27.14 Full titles of institutions and companies and their departments and divisions are capitalized. In some cases, especially when they might otherwise be mistaken, shortened versions of those titles, even solitary generic terms, are also capitalized. Otherwise such generic terms as *school, company, and press* are lowercased when used alone:** *The University of Chicago*
- 27.15 Full official names of associations, societies, unions, meetings, and conferences are capitalized.** *Boy Scouts of America*
- 27.16 Names of days of the week and months of the year are capitalized. The four seasons are lowercased.** *Tuesday, November, spring*
- 27.17 The names of religious holidays and seasons are capitalized.**
Ash Wednesday, Christmas, Passover, Pentecost
- 27.18 The names of most secular holidays and other specially designated days are also capitalized.**

All Fool's Day, Fourth of July, Labor Day

28.19 When spelled out, designations of time and time zones are lowercased, except for proper nouns. Abbreviations are capitalized:

*Greenwich mean time (GMT), Daylight saving time (DST), Central daylight time (CDT)
Eastern standard time (EST)*

28.20 Dictionaries indicate registered trademark names. A reasonable effort should be made to capitalize such names:

Anacin, Coca-Cola, Frigidaire, Levi's

NEWSPAPER NAMES: (also journals, magazines):

29.1 In periodicals and publications, italicize.

29.2 In press releases, do not use italics or include in quotations.

NUMBER

30.1 When large numbers must be spelled out, use a hyphen to connect a word ending in y to another word; do not use commas between other separate words that are part of one number.

Thirty-one, Twenty

30.2 Spell out a numeral at the beginning of a sentence. If necessary, recast the sentence. There is one exception – a numeral that identifies a calendar year.

Last year 993 freshmen entered the college.

30.3 Spell out casual expressions.

A thousand times no! Thanks a million.

30.4 Spell out *first* through *ninth* when they indicate sequence in time or location:

First base, First Amendment

30.5 For uses not covered by these listings: Spell out whole numbers below 10, use figures for 10 and above.

They had three sons and two daughters. They had 10 dogs, six cats, and 97 hamsters.

ONLINE:

31.1 One word, do not hyphenate.

PERCENT:

32.1 Use the word, not the symbol.

Statistics show that 12 percent of our faculty is enrolled in classes.

PUNCTUATION:

COLON

33.1 The colon is used to mark a break in grammatical construction equivalent to that marked by a semicolon, but the colon emphasizes the content relation between elements. The colon is used, for example, to indicate a sequence in thought between two clauses that form a single sentence or to separate one clause from a second clause that contains an illustration or application of the first:

The official had been in conference most of the night: this may account for their surly treatment of the reporters the next meeting.

33.2 In a contemporary usage, however, such clauses are frequently separated by a semicolon and treated as separate sentence:

The officials had been in conference most of the night; this may account for their surly treatment of the reporters the next morning.

COMMAS

- 33.3** The following guidelines treat some of the most frequent questions about the use of commas. Additional guidelines on specialized uses are provided in separate entries such as *dates* and *scores*.
- 33.4** In a series: Use commas to separate elements in a series; a comma separates the elements. When a conjunction joins the last two elements in a series, a comma is used before the conjunction: *The flag is red, white, and blue. He would nominate Tom, Dick, or Harry.*
- 33.5** Put a comma before the concluding conjunction in a series, however, if an integral element of the series requires a conjunction: *I had orange juice, toast, and ham and eggs for breakfast.*
- 33.6** Care should be taken to distinguish between a compound sentence (two or more independent clauses) and a sentence having a compound predicate (two or more verbs having the same subject). Preferably, the comma should not be used between the parts of a compound predicate:
He had accompanied Sanford on his first expedition and had volunteered to remain at Port Loyal. On Thursday morning Kelleger tried to see the mayor but was told the mayor was out of town.
- 32.7** A comma may be added, however if misapprehension or difficult reading is considered likely without such punctuation.
- 33.8** A comma should usually set off a dependent clause that precedes the main clause whether it is restrictive or nonrestrictive: *If you accept our conditions, we shall agree to the proposal.*
- 33.9** An adverbial phrase or clause located between the subject and commas should usually set off the verb: *Wolinski, after receiving his instructions, left immediately for Algiers.*
- 33.10** A distinction has traditionally been made between the relative pronouns *which* and *that*, the latter having long been regarded as introducing a restrictive clause, and the former, a nonrestrictive one. Although the distinction is often disregarded in contemporary writing, the careful writer and editor should bear in mind that such indifference may result in misreading or uncertainty, as in the sentence below.
The report, which Marshall had tried to suppress, was greeted with hilarity.
- 32.11** A comma should set off an introductory participial phrase unless it immediately precedes the verb: *Having forgotten to notify his generals, the king arrived on the battlefield alone.*
- 33.12** Parenthetical elements that retain a close logical and syntactic relation to the rest of the sentence should be set off by commas; those whose relation to the rest of the sentence is more remote should be set off by dashes or parentheses.
Wilcox, it was believed, had turned the entire affair over to his partner.
- 33.13** Commas should be used to set off interjections, transitional adverbs or adverbial phrases, and similar elements that affect a distinct break in the continuity of thought.
Yes, I admit that Benson's plan has gained the following.
- 33.14** With these elements are used in such a way that there is no real break in continuity and no call for any pause in reading, commas should be omitted:
Their credibility has consequently been seriously challenged.
- 33.15** Use commas to set off words in direct address:
Friends, I am not here to discuss personalities.
- 33.16** Coordinate adjectives – that is, two or more adjectives each of which modifies the noun itself – are traditionally separated by commas:
Shelly had proved a faithful, sincere, and supportive friend.

33.17 If the first adjective modifies the idea expressed by the combination of the second adjective and the noun, no comma should be used.

*He had no patience with the **traditional political** institutions of his country.*

33.18 Although they are not necessary, commas may be used to set off a phrase indicating place of residence immediately following a person's name. If the phrase is in the middle of the sentence, it is both preceded and followed by a comma.

*She was a Farnsworth, **from Texarkana**, and married Andy Portola, of Toronto.*

33.19 Use commas to set off words identifying a title or position following a person's name.

*Merewether Benson, **former president of Acquisition Corporation**, had been appointed to the commission.*

33.20 Use commas to set off individual elements in addresses and names of geographical places or political divisions: *Please send all proofs to the author at Marketing Services,*

700 Park Avenue, Norfolk, VA 23504, as soon as they arrive from the printer.

33.21 In the date style, commas must be used before and after the year.

*On October 6, **1924**, Longo arrived in Bologna.*

DASH

33.22 Series within a phrase: When a phrase that otherwise would be set off by commas contains a series of words that must be separated by a comma, use dashes to set off the full phrase.

*He listed the qualities – **intelligence, humor, conservatism, and independence** —that he liked in an executive.*

33.23 Dashes should be used to introduce individual sections of a list. Capitalize the first word following the dash. Use periods, not semicolons, at the end of each section.

-He never ordered the package. -If he did, it didn't come. -If it did, he sent it back.

HYPHEN

33.24 When a compound modifier—two or more words that express a single concept—precedes a noun, use hyphens to link all the words in the compound except the adverb *very* and all adverbs that end in *-ly*.

*A **first-quarter** touchdown, a **bluish-green** dress, a **full-time** job, a **well-known** man, a **better qualified** woman, a **know-it-all** attitude, a **very good** time, an **easily remembered** rule.*

33.25 Many combinations that are hyphenated before a noun are not hyphenated when they occur after a noun.

*The team scored in the **first quarter**.*

33.26 But when a modifier that would be hyphenated before a noun occurs instead after a form of the verb *to be*, the hyphen usually must be retained to avoid confusion.

*The man is **well-known**.*

33.27 Two-thought compounds: *Serio-comic, socio-economic*

33.28 Compound proper nouns and adjectives: Use a hyphen to designate dual heritage.

Italian-American, Mexican-American.

No hyphen, however, for: *French Canadian or Latin American*

SEMICOLON

33.29 Though the semicolon is less frequently employed today than in the past, it is still occasionally useful to mark a more important break in sentence flow than that marked by a comma.

It should always be used between the two parts of a compound sentence (independent, or

coordinate, clauses) when they are not connected by a conjunction:

The controversial portrait had been removed from the entrance hall; in its place had been hung a realistic landscape.

33.30 Coordinate clauses may, of course, be separated into individual sentences.

33.31 The following words are considered adverbs rather than conjunctions and should therefore be preceded by a semicolon when used transitionally between clauses of a compound sentence: *then, however, thus, hence, indeed, accordingly, besides, therefore.*

A comma usually follows the adverb, but if there is no risk of misreading, and if a pause is not desired, the comma may be omitted.

The controversial portrait had been removed from the entrance hall; indeed, in its place had been hung a realistic landscape.

33.32 When items in a series are long and complex or involve internal punctuation, they should be separated by semicolons for the sake of clarity.

The membership of the international commission was as follows:

France, 4; Germany, 5; Great Britain, 1; Italy, 3; the United States, 7.

33.33 A semicolon may be used before an expression such as *that is, namely, i.e., e.g.* if the break in continuity is greater than that signaled by a comma.

He had put the question to several of his friends; namely, Jones; Burdick; and Fauntleroy.

QUOTATIONS

33.34 Quoted material in the form of dialogue or conversation is usually the direct object or a transitive verb denoting speaking or thinking, and although commas do ordinarily not set off direct objects, dialogue traditionally is. The following examples illustrate the principles governing the use of commas to set off dialogue:

Vera said calmly, "I've no idea what you mean."

33.35 If the quotation follows the introductory material, as in the first example, the comma is placed at the end of the introduction. If, as in the next two examples, the quotation comes first, the comma precedes the closing quotation mark.

"Morgenstern refuses to drive us home," replied Eberly.

"They're all fools," Vera told herself.

32.36 Finally, if the introductory material interrupts the quotation, as in the fourth example, a comma precedes the closing quotation mark of the first part of the quotation, and another comma comes at the end of the intervening introduction.

"I'm afraid." Suggested Croft, "that we've offended Morgenstern somehow.

"I don't care if we have," thought Vera, although she said nothing.

33.37 Unspoken or imagined dialogue may be similarly treated.

I should have said, "Not with me, you won't!"

I bet she's saying to him right now, Morgenstern thinks he's too good for us."

Barnacle heard a loud crash and told himself, "Viola's drunk again!"

SUBJECT/VERB AGREEMENT

33.38 Agreement is the correspondence in form between subjects and verbs and between pronouns and their antecedents, the nouns or other pronouns they refer to. Subjects and verbs agree in number (singular and plural) and in person (first, second, and third).

Sarah often speaks up in class. (Both subject and verb are in the third-person singular form.)
Even though we understand, we still dislike it. (Both subjects and verbs are in the first-person plural form.)

33.39 Pronouns and their antecedents agree in person, number, and gender (masculine, feminine, and neuter).

Claude resented their ignoring him. (Both the pronoun *him* and its antecedent *Claude* are masculine and third person singular.)

The dogs stand still while they are judged. (The pronoun *they* and its antecedent *dogs* are both third-person plural.)

33.40 Make subjects and verbs agree in number. The following conventions cover these and other problems that affect subject-verb agreement. Use the verb ending –s or –es with all third person singular subjects. Use the noun ending –s or es to make most nouns plural.

Adding –s or –es to a noun usually makes the noun plural, whereas adding –s or –es to a present-tense verb makes the verb singular. Thus if the subject noun is plural, it will end in –s or –es and the verb will not. If the subject is singular, it will not end in –s and the verb will.

<u>Singular</u>	<u>Plural</u>
<i>The boy eats.</i>	<i>The boys eat.</i>
<i>The bird soars.</i>	<i>The birds soar.</i>

33.41 Subject and verb should agree even when other words come between them.

When the subject and verb are interrupted by other words, particularly other nouns, then we may make agreement errors because we tend to connect the verb to the nearest noun rather than to the actual subject.

A catalog of courses and requirements often baffles (not baffle) students.

(The verb must agree with the subject, *catalog*, not the nearer word *requirements*.)

The profits earned by the cosmetic industry are (not is) high.

(The subject is *profits*, not *industry*.)

Note: Phrases beginning with *as well as*, *together with*, *along with*, *in addition to*, and similar expressions do not change the number of the subject.

The governor, as well as his advisers, has (not have) agreed to attend the protest rally.

33.42 Subjects joined by *and* usually take a plural verb, whether one or all of the subjects are singular.

Frost and Roethke are her favorite poets.

The dog, the monkey, the children, and the tent were in the car.

Exceptions: When the parts of the subject form a single idea or refer to a single person or thing, then they take a singular verb.

Avocado and bean sprouts is my favorite sandwich.

The winner and new champion were in the shower.

33.43 When a compound subject is preceded by the adjective *each* or *every*, then the verb is usually singular.

At customs, every box, bag, and parcel is inspected.

Each man, woman, and child has a right to be heard.

33.44 But when a compound subject is followed by *each*, the verb is plural.

The man and the woman each have different problems.

33.45 When parts of a subject are joined by *or* or *nor*, the verb agrees with the nearer part. When all parts of a subject joined by *or* or *nor* are singular, the verb is singular; when all parts are plural, the verb is plural.

*Neither the teacher nor the student knows the answer.
The rabbits or the woodchucks have eaten my lettuce.*

SEASONS:

34.1 Lowercase, even when referring to a semester.

Mary registered for her spring 2003 classes.

STATES:

35.1 Abbreviate when used with a city, Hawaii, Idaho, Ohio, Alaska, Iowa, Texas, Utah and Maine.

Do not use postal abbreviations; use instead:

*Ala., Ariz., Ark., Calif., Colo., Conn., Del., Fla., Ga., Ill., Ind., Kan., Ky., La.,
Mass., Md., Mich., Minn., Miss., Mo., Mont., Neb., Nev., N.C., N.D., N. H., N. J.,
N. M., N.Y., N.M., Okla., Ore., Pa., R.I., S.C., Tenn., Wash., W.Va., Vt., Va., Wis., Wyo.*

TELEPHONE NUMBERS:

36.1 Use parentheses, and hyphens between digits in phone numbers.

(757) 823-9087

TIME OF DAY:

37.1 Include periods and use lowercase letters for the time of day.

4 p.m., not 3:00 p.m.

37.2 Do not say 12 noon or 12 midnight. Use noon and midnight.

In announcements of upcoming events, time should precede day and date for clarity.

Do not separate the time from the day with a comma.

The lecture is scheduled for 3 p.m. Saturday, April 11, at Wilder Center.

TITLES BEFORE NAMES:

38.1 When a civil or military title is used with the surname alone, the title must be spelled out.

General Washington

38.2 With full names, most such titles may be abbreviated: Brig. Gen Thronton W. Bluster

38.3 The following is a list of abbreviations for a number of civil and military titles.

Adj. Gen., Adm. Or ADM, Asst. Prof., Brig. Gen., Capt., Lt. Gov., Comdr.

38.4 Always abbreviated, whether with the full name or the surname are such social titles as the following: Mr., Mrs., Messrs., Ms., MM, Mme., Mlle, Dr.

38.5 The abbreviations Jr., Sr., II, III, and so forth after a person's name are part of that name and so are retained in connection with any titles or honorifics:

Mrs. James Jefferson Sr., widow of the governor

38.6 These abbreviations are used only with the full name – never, for example, Mr. Kelly Jr.

38.7 The abbreviation Esq. is never used when any other title is given, either before or after.

Anthony Wright Esq.

38.8 The following list includes frequently used abbreviations for academic degrees and professional and honorary designations:

*B.A. Bachelor of Arts, B.D. Bachelor of Divinity, B.F.A. Bachelor of Fine Arts,
B.S. Bachelor of Science, DB. Bachelor of Divinity, D.D.D. Doctor of Divinity
D.D.S. Doctoral of Dental Surgery, D.V. M. Doctor of Veterinary Medicine
Esq Esquire, J.D. Doctor of Law, J.P. Justice of Peace , LL.B. Bachelor of Laws*

*LL. D. Doctor of Laws, M.A. Master of Arts, M.D. Doctor of Medicine
M.F.A. Master of Fine Arts, M.S. Master of Science , Ph.D. Doctor of Philosophy
Ph. G. Graduate in Pharmacy*

38.9 The following abbreviations are frequently used as parts of firm names

Bro., Bros., Co., Corp., Inc., Ltd.

38.10 In straight text it is best to give a firm name in its full form but Inc.

A.G. Becker and Company

TITLES: (PEOPLE)

39.1 Official personal titles immediately preceding a name are capitalized; those following a name are capitalized; those following a name or set off by commas are not.

This rule applies to both academic and administrative titles.

39.2 When someone has a long, unwieldy title, place it after the name.

Ted Johnson, associate vice president of development, is not here today.

39.3 Exact titles of campus publications should be italicized.

NSU Magazine, Spartan Echo, Spartan Connection

UNITED STATES:

40.1 In text, spell out when used as a noun. Abbreviate when used as an adjective.

*I love living in the **United States**.*

*We exchanged all of our **U. S.** currency.*

UNIVERSITY:

41.1 When referring to Norfolk State University on second reference, uppercase University.

*Norfolk State University is located in Norfolk, Va. The **University** has an enrollment of more than 7,000 students.*

GUIDELINES FOR SUBMISSION OF ARTICLES AND GRAPHICS TO THE NSU MAGAZINE



ACHIEVING WITH EXCELLENCE

Published by Marketing Services and News and Media Relations

Submission Guidelines for the NSU Magazine

The NSU Magazine is always looking for interesting articles about the University and its constituents—alumni, faculty, staff, students, boards, retirees and investors—who support the mission of this fine institution. In fact, the magazine is written for our constituents. It encourages people like you who are most familiar with NSU to submit both news and feature articles for publications.

Articles can range from brief feature stories within the University or about alumni. Please take a few moments to leaf through back editions of the NSU Magazine to get a sense of the variety of articles that run every four months. However, the magazine is always open to new ideas!

GUIDELINES

POLICY

The Editor reserves the right to edit articles, a necessary step in the production process. However, the goal is to enhance your style, not change it.

If there is a chain of command in your division, school, department or organization, please abide by that command policy before you submit your articles or photographs to the NSU Magazine.

THEME

The motto of Norfolk State University is, “Achieving with Excellence.” The theme of each edition of the magazine meets the intent of the University’s motto and is selected by the Editorial Board. The magazine is published four times during the academic year. The production staff plans to produce an edition of the magazine, meaning from editing to proofing to printing, in approximately 10 weeks.

DEADLINE

The magazine article submission deadline is: **Check with Marketing Services.**

CONTENT

The lead is the most important part of a story. The lead is the first two or three sentences of the story that should be kept short—about 25 words or less. In a report, a feature can have a one paragraph lead if it contributes to the article and captures the grist of the topic. However, the lead must get and hold the attention of the reader.

Articles submitted to the NSU Magazine have to include the basic five W’s.

Traditionally, the five W’s—who, what, where, when, why—are the components of a lead. They should still be the components when writing a report, news or announcements. However, they also have to be included in other stylistic forms of articles but not necessarily have to be placed in the lead. The lead of a feature has to grab the reader and the rest of the article should not let the reader stop until the end.

STYLE

Outstanding articles have the following characteristics:

- **Are organized and well written in a clear, concise, expository style**
- **Have short sentences and paragraphs**
- **Have major points that are supported and adequately analyzed**
- **Are written in the active voice**
- **Are free of technical terms that only a few readers would understand**
- **Are free of acronyms and jargon unlikely to be understood by most readers**
- **Contain up-to-date facts and figures**
- **Are appropriate in tone**
- **Are written for the constituents of NSU and future stakeholders**

LENGTH

Some magazine articles may require just one or two paragraphs. More in-depth pieces may run as long as 700 words, letters less than 200 and events 40 words or less. The length (number of words) of each article included in the magazine is decided upon by the Managing Editor. Before the writers begin to write their articles, they will be given the length of their articles. This will enhance the editing process. Please apply the word count feature in Microsoft Word to check the length of your article.

Word Count

½ page:	200-300 words
1 page:	400-500 words
2 pages:	600-700 words

HEADLINE

Articles should be written with a headline that persuades the reader to read the article. It should be related to the content of the article. If it is a quote, it has to show up in the article exactly as used in the headline. Make sure headlines are catchy and describe the article's main idea. Always use an action verb in the headline. However, the final decision regarding headlines resides with the Editor.

FORMAT

1. Write for the NSU Magazine in a clear, concise, expository style.
2. Submit to the Managing Editor a clean hardcopy and a disk copy with no formatting other than **bold** and *italics*.
3. Do not indent paragraphs. Please double-space between paragraphs. Do not apply tabs.
4. Use quotes when possible to help capture a subject's personality with the readers and to make the article more readable.
5. Use subheads to break up long articles and to shift topics. Bullets also can be used to highlight lists of information.
6. Use text format in Microsoft Word. One column. Margins 1.25 inches left and right, 1 inch top and bottom. Total page size should be 8 ½ by 11 inches. Main body font is 12. Page numbers and issue date are inserted automatically; therefore, do not insert them.
7. Read over your article before submitting it to eliminate unnecessary words and check that paragraphs flow smoothly.
8. The final decision on how articles will read resides with the Editor.
9. The final decision on how graphics will appear resides with Marketing Services

GRAPHICS AND PHOTO SPECIFICATIONS

When submitting graphical elements and photos for inclusion in layout and design, please refer to these guidelines:

- Hard copies of 35mm photos can be submitted with articles
- Digital versions should be scanned at at 300 dpi or greater at final size. Photos should be saved as TIF files. Only high resolution JPGS will be accepted for printing. Digital, high resolution photos are memory intensive; therefore, please do not email photos. Submit on disk. (CDs, 100 or 250 Iomega Zip Disk are acceptable). Compatible graphic formats: (AI)

Adobe Illustrator, (PSD) PhotoShop Document (EPS) Encapsulated Postscript (CDR) Corel Draw.

- The office of Marketing Services has both electronic and hard copy stock photography which is available for use, provided you do not have photos to accompany your article. **Photos and other graphical elements for inclusion are the writer's responsibility;** therefore, if you would like to make an appointment to view our photo file, please call 823-2652 to schedule an appointment in an effort to submit all elements before the deadline.
- Additional questions can be directed to **LaVoris Pace**, *Associate Director of Marketing Services* at 823-2653 or email: lapace@nsu.edu.

REQUEST FOR ARTICLES

The NSU Magazine would like to have a file of articles. However, we are not going to accept every submission that we get. If you would like to submit an article, please provide the following information:

- Proposed Title
- Approximate length of article
- Photographs to be used
- A one or two line statement about you and what you do
- Point of Contact
 - Name
 - Email Address
 - Fax Number

If there are questions or concerns concerning these guidelines, please feel free to call **Phyllis Crudup Bryant**, *NSU Magazine Editor* at (757) 823-9167 or e-mail: pcbryant@nsu.edu.

Thank you for your interest in the NSU Magazine.