TABLE OF CONTENTS

This guide contains general style guidelines for PRSA publications and communicating to PRSA members. Also included in this guide are style rules for the Universal Accreditation Board.

I. PRSA REFERENCES .................................................................................................................. 3
II. PRSA TERMS & STYLE ......................................................................................................... 3
III. INTERNET STYLE ................................................................................................................ 7
IV. JOB TITLES .......................................................................................................................... 8
V. COMPOSITION TITLES .......................................................................................................... 8
VI. ACADEMIC DEGREES ........................................................................................................ 9
VII. ETHNIC GROUPS ................................................................................................................ 9
VIII. ABBREVIATIONS ............................................................................................................... 10
IX. NUMBERS ............................................................................................................................ 11
X. DATES/DATELINES .............................................................................................................. 11
XI. TIME .................................................................................................................................. 12
XII. PUNCTUATION .................................................................................................................. 13
XIII. SOCIAL MEDIA ................................................................................................................... 15
XIV. PC CHARACTER CODES .................................................................................................... 17
XV. COMMONLY USED WORDS/PHRASES ............................................................................. 17

ADDENDUM A ............................................................................................................................ 20
Style Conventions for the Examination for Accreditation in Public Relations and Universal Accreditation Board

ADDENDUM B ............................................................................................................................ 23
PRSA Branding Guide
I. PRSA REFERENCES
   A. Associated Press Stylebook (latest edition)
      PRSA’s first reference for writing, editing and proof reading copy is the
      “Associated Press Stylebook.” Refer first to this publication for questions on
      usage. It also includes guidelines on sports, business, punctuation, media law,
      photo captions and editing marks (for editing hard copy text). If an item is not
      covered in the “AP Stylebook,” visit AP’s website to search questions previously

   B. Webster’s New World College Dictionary (latest edition)
      PRSA uses the New World Dictionary to resolve questions regarding spelling and
      definition. To access this dictionary and their Thesaurus online, visit
      www.m-w.com. Bookmark this link for future use.

II. PRSA TERMS & STYLE
   A. Public Relations
      Spell out “public relations,” even on second reference. Confine the use of “PR”
      only to marketing copy.

   B. PRSA Official Fonts
      The following fonts should be used when developing communication materials
      for members.
      i. Franklin Gothic (for print)
      ii. Arial or Calibri (e-mail and Web copy)
      Note: Font rules do not apply to marketing materials. Also, refer to the PRSA
      Branding Guidelines.

   C. PRSA Exceptions to AP Stylebook
      The following are exceptions to capitalization rules. Note the proper names for
      these PRSA groups and services, as well as the proper second reference and
      abbreviations for editorial copy.
      i. Accreditation, Accredited (See UAB/APR addendum)
      ii. Advancing Diversity
      iii. Advocacy Advisory Board (AAB)
      iv. Affinity Groups
      v. Bateman Case Study Competition
      vi. Career Tools
      vii. Chapters, Districts
      viii. Chapters Resources Quick Guide
      ix. College of Fellows, Fellow PRSA
      x. Diversity Initiatives
      xi. Diversity PRos
      xii. Diversity Tool Kit®
xiii. e-Groups
xiv. G.E.A.R.S. (Growth, Education, Advancement, Relationships and Students)
xv. Jobcenter (one word)
xvi. Leadership Rally
xvii. Member Code of Ethics (“Code” on 2nd reference)
xviii. MyPRSA
xix. PRSA Leadership Assembly (“Assembly” on 2nd reference)
xx. Profolios
xxi. Professional Development (when referring directly to PRSA programming)
xxii. Professional Interest Sections, Sections
xxiii. PRSA Board of Directors (“board” on 2nd reference)
xxiv. PRSA Code of Ethics (Code on 2nd reference)
xxv. PRSA Headquarters (“Headquarters” on 2nd reference in regard to office location)
xxvi. PRSA (insert year) International Conference (“Conference” on 2nd reference)
xxvii. PRSA National (“National” on 2nd reference in regard to the organization)
xxviii. PRSA Bylaws, Policies and Procedures (“bylaws” on 2nd reference)
xxix. PRSA Foundation Board (“Foundation” on 2nd reference; do not spell out PRSA)
xxx. PRSA Newsroom
xxxi. Public Relations Society of America (PRSA or “the Society” on 2nd reference)
xxxii. Public Relations Student Society of America (PRSSA on 2nd reference)
xxxiii. Readiness Review
xxxiv. Global Alliance for Public Relations and Communication Management (Global Alliance on 2nd reference)
xxxv. Universal Accreditation Board (UAB)
xxxvi. The Business Case for Public Relations™ (“Business Case” on 2nd reference)

D. PRSA Awards

The following is a list of PRSA National awards given out throughout the year.
   i. Gold Anvil Award
   ii. Silver Anvil Award
   iii. Bronze Anvil Award
   iv. Public Relations Professional of the Year Award
   v. The Outstanding Educator of the Year Award
   vi. The Paul M. Lund Public Service Award
   vii. The Patrick Jackson Award for Distinguished Service to PRSA
   viii. Atlas Award for Lifetime Achievement in International Public Relations
   ix. The Betsy Plank Scholarship Endowment Fund
x. Jackson Jackson and Wagner Behavior Science Prize
xi. Frank J. Weaver Lifetime Achievement (Health Academy)
 xii. MacEachern Chief Executive Officer Award (Health Academy)
 xiii. D. Parke Gibson Award (Multicultural Communications Section)
 xiv. Awards for Excellence in Technology Journalism (Technology Section)
 xv. David Ferguson Award (Educators Section)
 xvi. Lloyd B. Dennis Public Affairs Prize (Public Affairs and Government Section)
 xvii. Chapter Diversity Awards

E. PRSSA Awards
i. Daniel J. Edelman/PRSSA Award for the Outstanding Public Relations Student
ii. Altschul Champions for PRSSA Outstanding Internship Award
iii. Norman S. Fenichel Scholarship
iv. Codispoti Technology Grant
v. Awards Program For Ethics Advocacy By PRSSA Chapters
vi. Gary Yoshimura Scholarship
vii. Bateman Case Study Competition: Entries Due to PRSSA Headquarters
viii. PRSA Multicultural Affairs Scholarship
ix. PRSA/PRSSA Internship Program
x. Betsy Plank/PRSSA Scholarship
xi. Hall of Fame Award
xii. Lawrence G. Foster Award
xiii. National President's Citation
xiv. National Gold Key Award
xv. Professor Sidney Gross Memorial Award
xvi. Stephen D. Pisinski Memorial Scholarship
xvii. Teahan National Chapter Awards

F. PRSA Resources
The following are resources available to members. Some resources also are available for nonmembers.
i. www.prsa.org
ii. MyPRSA
iii. Public Relations Tactics (2nd reference: Tactics)
iv. The Public Relations Strategist (2nd reference: The Strategist)
v. Professional Development Resources Guide
vii. PRSA Diversity Today
viii. PRSA Voices of Public Relations
ix. PRSAY
x. ComPREhension
xi. Issues & Trends
xii. PRSA Internship Guide
xiii. PR QuickStart (capitalize “S”; no space between words)
xiv. Jobcenter (one word)
xv. Find-A-Firm

G. Professional Interest Sections
The following is a list of PRSA Sections.
i. Association/Nonprofit
ii. Corporate Communications
iii. Counselors Academy
iv. Counselors to Higher Education
v. Educators Academy
vi. Employee Communications
vii. Entertainment and Sports (an “&” may be used for marketing purposes)
viii. Environmental
ix. Financial Communications
x. Health Academy
xi. Independent Practitioners Alliance
xii. International
xiii. New Professionals (New Pros on 2\textsuperscript{nd} reference)
xiv. Public Affairs and Government (an “&” may be used for marketing purposes)
xv. Technology
xvi. Travel and Tourism (an “&” may be used for marketing purposes)

H. Conference Themes/Professional Development Seminar Titles
Capitalize all principal words, including prepositions and conjunctions of four or more letters. When using these titles in editorial text, place quotation marks around the title. NOTE: For headlines, Professional Development e-blasts or website listings, place secondary or subtitles in italics.
Editorial Examples:
\begin{itemize}
  \item “Social Media for Communicators”
  \item “Using Virtual Worlds to Expand Your Messaging”
  \item “The Point of Connection, PRSA 2008 International Conference”
  \item “Survival of the Fleetest: Anticipate. Adapt. Act.”
\end{itemize}

PD/Website Examples:
\begin{itemize}
  \item Survival of the Fleetest: \textit{Anticipate. Adapt. Act.}
  \item Show Me the Money! (And the Members!)
\textit{Donors, Dollars and Dealing With the New Economy}
  \item Virtual Conference: Building Your Consulting Business With Social Media Buzz
\textit{Learn to Tweet, Blog and Connect Your Way to the Top}
\end{itemize}
I. Headlines
   Capitalize the first word and all proper nouns. Bold headlines in editorial copy; do not bold/underline or bold/italicize headlines (see section I for exceptions with italics).

J. The Use of Spaces
   Use one space between sentences instead of two. Do not include a space between headlines and subheads or between subheads and paragraphs.

K. Phone Numbers
   Include the area code in parenthesis. This is an exception to AP Style. — e.g., (212) 460-1400

L. PRSA Boilerplate
   When used in electronic documents, the boilerplate should include a hyperlink for PRSA at the beginning. If used in a printed document, the Web address should be included in parentheses (www.prsa.org). The latest boilerplate can be found on the T drive (T:\PUBLIC RELATIONS Dept\Public Relations\Boilerplates).

As of November 2010, the following boilerplate includes the most current information:

**About the Public Relations Society of America (PRSA)**
With more than 31,000 members, PRSA is the largest organization of public relations professionals and students. PRSA is comprised of 111 local Chapters organized into 10 geographic Districts; 16 Professional Interest Sections that focus on issues, trends and research relevant to specialized practice areas, such as technology, health care, financial communications, entertainment and sports, and travel tourism; and the Public Relations Student Society of America (PRSSA), which has more than 300 Chapters at colleges and universities in the United States and abroad. PRSA is headquartered in New York.
III. INTERNET STYLE

A. URLs
When writing Web address, do not include “http://” unless there is no “www.” in the URL. This is an exception to AP Style. (e.g., www.companyname.org or http://companyname.org)

B. Hyperlink Addresses
Avoid spelling out Web addresses in any copy, especially when the URL is long. Hyperlink text where possible (for electronic publications). The same is true for e-mail addresses — hyperlink the name.

C. Format in Editorial Copy
• Bold Web and e-mail addresses.
• Do not use both bold and underline formatting options on anything.
• Bold titles, headlines and subheads only.
• Use italics to emphasize word meaning when needed.

IV. JOB TITLES

A. Remember to ALWAYS double-check names, credentials and titles. Bold all credentials, but not titles, in editorial and marketing copy. If you are unsure, please check with the Core team.

B. Capitalize before a name when there is no comma in between; lowercase after a name (if the title is below the name it should always be capitalized). Variations include:
   i. President and CEO Jane Doe
   ii. Company Z’s president and CEO, Jane Doe
   iii. Jane Doe, president and CEO, Company Z
   iv. Jane Doe
      President and CEO
      Company Z

C. Job titles that include functions should be lowercase unless the function is a branded product or subsector of the organization. Variations include:
   i. John Doe, vice president, marketing, Company Y
   ii. Jane Smith, coordinator, human resources, Company X
   iii. Matt Jones, manager, accounting, PRSA

D. Credentials should be placed between the name and the title in the following order: Example: Debbie Mason, APR, Fellow PRSA, president, Strategists, Inc.

E. When listing names and titles in copy, use a semicolon in the series to avoid confusion: Jane Smith, Chapter/District relationship coordinator, PRSA; Tom
Jones, APR, Fellow PRSA, professor, New York University; and Jeffrey Julin, APR, PRSA chair and CEO.

V. COMPOSITION TITLES
A. Seminars, teleseminars, webinars, webcast titles, podcast postings, video blog, blog postings, books, articles, computer games, movies, operas, plays, poems, songs, television programs, lectures, speeches and works of art,
   i. Put quotation marks around the title.
   ii. Capitalize an article (the, a, an) or words of fewer than four letters if it is the first or last word of the title.
   iii. Capitalize the principal words, including all verbs, prepositions and conjunctions with more than four letters.
   iv. Examples: “Don’t Be Faceless: Learn Seven Essential Social Media Techniques for PR Success,” “The Star Spangled Banner,” “Gone With the Wind,” “CBS Evening News.”

B. Newspapers, magazines, websites, blog sites, podcast sites.
   i. Do not place in quotation marks. Place in italics.
   ii. Capitalize the in the name if that is the way the publication prefers to be known.
   iii. Lowercase the before names if listing several publications, some of which use the as part of the name and some of which do not: Time, Newsweek, the Washington Post, and the New York Times.
   iv. Where location is needed but not part of the official name, use parentheses: The Huntsville (Ala.) Times, The Toledo (Ohio) Blade.

VI. ACADEMIC DEGREES
A. Use an apostrophe in bachelor’s degree, master’s degree, etc.

B. There is no apostrophe in Bachelor of Arts or Master of Science.

C. Use abbreviations such as B.A., M.A. and Ph.D. (but MBA — no periods) after a full name and set the abbreviations off with commas: Samuel Cotton, Ph.D., lectured yesterday on bioethics.
VII. ETHNIC GROUPS

A. Black/African American
We generally leave it up to the author of the article for editorial purposes. For PRSA purposes (if you are the author), the preferred usage is *Black*.

B. Caucasians
The preferred usage is *white*.

C. Asian
This is the preferred usage for those whose ethnic origin is from Asia. Do not use *Oriental*.

D. Hispanic
This is the preferred usage for those whose ethnic origin is a Spanish-speaking country. “Latino/a” is acceptable for those who prefer that term. Better to use a more specific identification when possible, such as *Cuban, Puerto Rican and Mexican American*. See AP entry.

E. American Indian
This is the preferred term. Where possible, be precise and use the name of the tribe: He is a Navajo commissioner. *Native American* is acceptable in quotations and names of organizations.

VIII. ABBREVIATIONS

A. United States
   i. As a Noun
      United States: *The prime minister left for the United States.*
   ii. As an Adjective
      U.S. (no spaces): *A U.S. soldier was killed in Baghdad.*
   iii. USA Abbreviation
      There are no periods in the abbreviated form for United States of America.
   iv. As Part of an Organization’s Name
      See the *AP Stylebook* under “U.S.”

B. States
   i. Spell out the names of the states in text when they appear alone:
      *Wildfires continued to rage through southern California yesterday.*
   ii. Abbreviate them when they appear in conjunction with the name of a city, town, village or military base: *Needham, Mass., Oxnard Air Force Base, Calif.*
   iii. Place one comma between the city and the state name, and another after the state name, unless at the end of a sentence or in a dateline: *She
traveled from Carmel, Calif., to go to school in Kansas City, Mo. Now, she’s thinking of moving to Santa Fe, N.M.

iv. Use AP style when abbreviating states for editorial copy. For marketing copy, U.S. Postal Service style may apply: NJ, NY, etc. — no periods between letters.

v. Do not abbreviate Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas and Utah (the two states that are not part of the contiguous United States and the states that are five letters or fewer).

vi. Abbreviate District of Columbia as D.C. when the context requires that it be used in conjunction with Washington (e.g., Washington, D.C.). Spell out when used alone. The district, rather than D.C., should be used in subsequent references.

C. See the chart below for proper state abbreviations. Postal abbreviations are in parentheses.

<table>
<thead>
<tr>
<th>State Abbreviation</th>
<th>Postal Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ala. (AL)</td>
<td>Md. (MD)</td>
</tr>
<tr>
<td>Ariz. (AZ)</td>
<td>Mass. (MA)</td>
</tr>
<tr>
<td>Ark. (AR)</td>
<td>Mich. (MI)</td>
</tr>
<tr>
<td>Calif. (CA)</td>
<td>Minn. MN)</td>
</tr>
<tr>
<td>Colo. (CO)</td>
<td>Miss. (MS)</td>
</tr>
<tr>
<td>Conn. (CT)</td>
<td>Mo. (MO)</td>
</tr>
<tr>
<td>Del. (DE)</td>
<td>Mont. (MT)</td>
</tr>
<tr>
<td>Fla. (FL)</td>
<td>Neb. (NE)</td>
</tr>
<tr>
<td>Ga. (GA)</td>
<td>Nev. (NV)</td>
</tr>
<tr>
<td>Ill. (IL)</td>
<td>N.H. (NH)</td>
</tr>
<tr>
<td>Ind. (IN)</td>
<td>N.J. (NJ)</td>
</tr>
<tr>
<td>Kan. (KS)</td>
<td>N.M. (NM)</td>
</tr>
<tr>
<td>Ky. (KY)</td>
<td>N.Y. (NY)</td>
</tr>
<tr>
<td>La. (LA)</td>
<td>N.C. (NC)</td>
</tr>
</tbody>
</table>

i. When listing states in correspondence and marketing copy, it is acceptable to spell out the state name or use the postal abbreviation.

ii. For editorial copy, one must follow AP Style.

IX. NUMBERS

A. Spell out the numbers one through nine; for 10 and up, use Arabic numerals.

B. For ages and percentages, always use Arabic numerals, even for numbers less than 10. (See AP Stylebook for exceptions when dealing with ages.)

C. Spell out numerals that start a sentence; if the result is awkward, recast the
sentence: Twenty-seven detainees were released yesterday. Yesterday, 993 freshmen entered the college. The one exception to this rule is in a sentence that begins with a calendar year: 1938 was a turbulent year for Leon.

D. Use Roman numerals for wars, monarchs and Popes: World War II, King George VI and Pope John XXIII.

E. For ordinals, spell out first through ninth when they indicate sequence in time or location: first base, the First Amendment, he was first in line. Use figures starting with 10th.

F. Use 1st, 2nd, 3rd, etc. when the sequence has been assigned in forming names. Principal examples include geography, military and political designations: 1st Ward, 7th Fleet and 1st Sgt.

G. For large numbers, use a hyphen to connect a word ending in “y” to another word: twenty-one, one hundred forty-three, seventy-six thousand five hundred eighty-seven.

H. Do not use commas between other separate words that are part of one number: one thousand one hundred fifty-five.

I. Spell out casual expressions: A thousand times no!

J. Proper names: use words or numerals according to an organization’s practice: 3M, Twentieth Century Fund, Big Ten.

X. DATES/DATELINES

A. Dates
i. Always use Arabic figures, without st, nd, rd or th.
ii. Capitalize months.
iii. When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov. and Dec. (e.g., Oct. 4 was the day of her birthday.)
iv. When a phrase lists only a month and year, do not separate the month and the year with commas. (e.g., February 1980 was his best month.)
v. When a phrase refers to a month, day and year, set off the year with commas. (e.g., Aug. 20, 1964, was the day they had all been waiting for.)
vi. If the year appears in the title of an event, there is no need to use the year again when stating the month and day of the event. (e.g., The PRSA 2008 International Conference will be held in Detroit, Oct. 25-28.)
vii. Never use shorthand for dates (e.g., 2/25/08)
B. Datelines
Datelines are primarily used at the beginning of news releases.

i. Put the city name in CAPITAL LETTERS, usually followed by the state, country or territory where the city is located.

ii. For news releases, add the date enclosed in parentheses, followed by an “em” dash. [e.g., NEW YORK (Jan. 15, 2008) — PRSA announced a new chair and CEO for the organization.]

iii. Domestic and international large cities stand alone in datelines (see the AP Stylebook under “datelines” for a complete listing).

iv. Do not abbreviate Canadian provinces and territories.

v. In most cases, use the conventionally accepted short form of a nation’s official name (e.g., Argentina rather than Republic of Argentina), but there are exceptions.

vi. Use an article with El Salvador (but not with Gambia, Niger, and so on).

vii. Within stories: Follow the city name with further identification in most cases where it is not in the same state or nation as the dateline city.

XI. TIME

A. Use “a.m.” and “p.m.” after the time. (e.g., 3 p.m.)

B. Use figures except for noon and midnight.

C. Use a colon to separate hours from minutes. (e.g., 2:30 a.m.)

D. Eliminate double zero in times. (e.g., 2 p.m. instead of 2:00 p.m.)

E. Avoid redundancies, such as 10 p.m. tonight (simply 10 p.m. will do).

F. Use an “en” dash (no space on either side) when using time figures (e.g., 2–3 p.m.). To get an “en” dash, hold down the alt key on your keyboard while entering 0150 on you number pad (right side of keyboard): alt + 0150. This applies to PCs.

G. When times fall within the same time of day, there is no need to repeat (e.g., 4–5 p.m.). If in different times of day, use a.m. and p.m. (e.g. 11a.m.–2 p.m.)

H. Time Zones: Use full abbreviation according to whether we are in Daylight Saving Time or Standard Time (NOTE: there is no “s” in Saving). As of 2007 (per a new federal law), Daylight Saving Time begins at 2 a.m. on the second Sunday of March and ends at 2 a.m. on the first Sunday of November (in areas that do not specifically exempt them). During this period, use EDT, CDT, MDT or PDT (e.g., 2 p.m. EDT). All other times use EST, CST, MST or PST (e.g., 3 p.m. EST). Note:
Arizona and Hawaii do not observe Daylight Saving Time. Refer to AP Stylebook for usage.

XII. PUNCTUATION

A. Apostrophe (‘)

i. Use “smart” (or curved) apostrophes rather than straight apostrophes when working with a document that will be printed. This feature is generally turned on in Word. If you’re not sure, on the Tools menu, click AutoCorrect Options, and then click the Auto Format as You Type tab. Select “Straight Quotes” with “Smart Quotes.”

ii. For plural nouns ending in s, add only an apostrophe: the girls’ toys, states’ rights.

iii. For singular common nouns ending in s, add “s”: the hostess’s invitation, the witness’s answer.

iv. For singular proper names ending in s, use only an apostrophe: Descartes’ theories, Kansas’ schools.

v. For singular proper names ending in s sounds such as x, ce, and z, use “s”: Marx’s theories, the prince’s life.

vi. For plurals of a single letter, add “s”: Mind your p’s and q’s, the Red Sox defeated the Oakland A’s.

vii. Do not use apostrophe’s for plurals of numbers, or multiple letter combinations: the 1980s, RBIs.

B. Colon (:)

i. Capitalize the first word after a colon only if it is a proper noun or the start of a complete sentence: He promised this: The company will make good all the losses. But: There were three considerations: expense, time and feasibility.

ii. Colons go outside quotation marks unless they are part of the quoted material.

C. Comma (,) 

i. Do not put a comma before the conjunction in a simple series: John, Paul, George and Ringo; red, white and blue. However, use a comma if the series requires a conjunction: I had orange juice, toast, and ham and eggs for breakfast.

ii. Put a comma before the concluding conjunction in a complex series of phrases: The main points to consider are whether the athletes are skillful enough to compete, whether they have the stamina to endure the training, and whether they have the proper mental attitude.

iii. Use a comma to set off a person’s hometown and age: Jane Doe, Framingham, was absent. Joe Blow, 34, was arrested yesterday.
D. **“Em” Dash (—)**

i. Use a long dash, known as an “em” dash to note an emphatic pause or a series in a sentence. It can also be used for attribution to an author at the end of a quotation. Put a space on either side of the dash: *We will fly to Paris in June — if I get a raise.*

ii. To get an “em” dash, hold down the Alt key and enter “0151” on the number key pad to the right of the keyboard (Alt + 0151).

E. **“En” Dash (–)**

i. Slightly smaller than the “em” dash, the “en” dash is used mostly to indicate a length in dates and times. There is no space before and after the en dash: 1857–1900, *May 15–June 11, 2–3 a.m.*

ii. To get an “en” dash, hold down the Alt key and enter “0150” on the number key pad to the right of the keyboard (Alt + 0150).

F. **Hyphen (-)**

i. Use a hyphen for compound adjectives before the noun, except when the first word of the compound is the adverb very or an adverb ending in “-ly” or when the adjectives follow the noun: *well-known actor, full-time job, 20-year sentence*; But *a very good time, an easily remembered rule*.

ii. Do not use a hyphen when the compound modifier occurs after the verb: *The actor was well known. Her job became full time. He was sentenced to 20 years.*

iii. Do not use a hyphen to denote an abrupt change in a sentence — use an em dash.

iv. Use a hyphen whenever ambiguity would result if it were omitted. Example: *The president will speak to small-business men* (“businessmen” normally is one word, but *the president will speak to small businessmen* is unclear).

v. Use a hyphen to avoid duplicated vowels and tripled consonants. Examples: anti-intellectual, pre-empt, shell-like. The words “cooperate” and “coordinate” are exceptions to this rule.

G. **Parentheses ( )**

The perceived need for parentheses is an indication that your sentence is becoming contorted. Try to rewrite the sentence, putting the incidental information in commas, dashes or in another sentence. If you do use parentheses, follow these guidelines:

i. If the material is inside a sentence, place the period outside the parentheses.

ii. If the parenthetical statement is a complete independent sentence, place the period inside the parentheses.
H. Period (.)
   i. Use a SINGLE space after the period at the end of a sentence.
   ii. Do not put a space between initials: C.S. Lewis; G.K. Chesterton.

I. Quotation marks (" ")
   i. In dialogue, each person’s words are placed in a separate paragraph, with quotation marks at the beginning and end of each person’s speech.
   ii. Periods and commas always go within quotation marks.
   iii. Dashes, semicolons, question marks and exclamation points go within the quotation marks when they apply to the quoted material. They go outside when they apply to the whole sentence.
   iv. Use single marks for quotes within quotes: She said, “He told me, ‘I love you.’”
   v. Use “smart” (or curved) quotes rather than straight quotes.

J. Bullets
   All bullet points and text should end with a period, even if only one word. Default round bullets should be used. Two ways to use bullets include:
   i. If the lead in and the bullet together create a sentence, there must be a period at the end of the bulleted item.
      Example:

      You’ll learn:
      • How mobility is changing the way we consume news.
      • What public relations pros need to know to create a successful mobile strategy for your company or client.
      • The best tools for applying mobile content and reaching your audiences.

   ii. If the bullets are listing out items, do not include a period.

      Example:

      Who Do You Represent?
      • Chapter
      • District
      • Section
XIII. SOCIAL MEDIA

Listed below are common social media sites and tools, with proper spelling and definition, you may come across.

A. Del.icio.us — A social bookmarking Web service used for storing, sharing and discovering Web bookmarks.

B. Digg — A social news Website made for people to discover and share content from anywhere on the Internet by submitting links and stories, and voting and commenting on submitted links and stories.

C. Facebook — A free-access social networking website where users can join networks organized by city, workplace, school and region to connect and interact with other people.

D. Flickr — An image- and video-hosting website, Web services suite and online community platform where users share personal photographs and bloggers store photos.

E. FriendFeed — A real-time feed aggregator that consolidates the updates from social media and social networking websites, social bookmarking websites, blogs and micro-blogging updates, as well as any other type of RSS/Atom feed.

F. Google Analytics — A free service offered by Google that generates detailed statistics about the visitors to a website.

G. Google Blogger — Google’s free tool for creating blogs.

H. LinkedIn — A business-oriented social networking site that is mainly used for professional networking.

I. Ma.gnolia — A social bookmarking website where users can rate bookmarks and mark bookmarks as private, and store snapshots of bookmarked Web pages.

J. MySpace — A social networking website with an interactive, user-submitted network of friends, personal profiles, blogs, groups, photos, music and videos for teenagers and adults internationally.

K. Ning — An online platform where users can create their own social networks.

L. Reddit — A social news website on which users can post links to content on the Internet; other users may then vote the posted links up or down, causing them to become more or less prominent on the reddit homepage.

M. Second Life — A virtual world that enables users, called residents, to interact with each other through avatars.

N. Squidoo — A community website that allows users to create pages, called lenses, for subjects of interest.

O. Technorati — an Internet search engine for searching blogs.

P. Twitter — A free social networking and micro-blogging service that enables its users to send and read messages known as tweets, which are text-based posts of up to 140 characters displayed on the author’s profile page and delivered to the author’s subscribers who are known as followers.

i. Tweet — A post or status update with a limit of 140 characters.

ii. Twitterati — The most read and most influential users on Twitter.
iii. Tweetup — An organized or impromptu gathering of people that use Twitter.

Q. Tumblr — A microblogging site that lets you effortlessly share anything. You can post text, photos, quotes, links, music and videos from your browser, phone, desktop, e-mail or wherever you happen to be. Tumblr lets you “reblog” your content across other platforms.

R. TypePad — The largest paid blogging service in the world that is marketed to non-technical users and includes additional features like multiple author support, photo albums and microblogging.

S. Widget — An element of a graphical user interface that displays an information arrangement changeable by the user, such as a window or a text box.

T. Wikipedia — A free online encyclopedia that anyone can edit.

U. Wordpress — A free and open source blog publishing application.

V. YouTube — A video sharing website on which users can upload and share videos.

To view PRSA’s presence in Web 2.0, visit the PRSA Newsroom and click on the “Social Media” menu item on the left side.

XIV. PC CHARACTER CODES

Commonly used special characters for PC are listed here. Use number pad on right side of keyboard to enter numerical code.

<table>
<thead>
<tr>
<th>Character</th>
<th>Code</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Em Dash</td>
<td>Alt + 0151</td>
<td>—</td>
</tr>
<tr>
<td>En Dash</td>
<td>Alt + 0150</td>
<td>–</td>
</tr>
<tr>
<td>Soft Hyphen</td>
<td>Hyphen key</td>
<td>-</td>
</tr>
<tr>
<td>Tilde</td>
<td>Alt + 0241</td>
<td>Ñ</td>
</tr>
<tr>
<td></td>
<td>Or Ctrl + Shift + tilde (~), letter (for any letter)</td>
<td></td>
</tr>
<tr>
<td>Trademark symbol</td>
<td>Alt + 0153</td>
<td>™</td>
</tr>
<tr>
<td>Copyright symbol</td>
<td>Alt + 0169</td>
<td>©</td>
</tr>
<tr>
<td>Registered symbol</td>
<td>Alt + 0174</td>
<td>®</td>
</tr>
<tr>
<td>Degree symbol</td>
<td>Alt + 0176</td>
<td>°</td>
</tr>
</tbody>
</table>
XV. COMMONLY USED WORDS/PHRASES

The following is a compilation of commonly used, misused, and misspelled words and phrases.

A
accept, except: Accept means to receive; except means to exclude.
accommodate
acknowledgment
adviser: The AP-style preference over advisor.
affect, effect: Affect, as a verb, means to influence: The game will affect the standings. Affect, as a noun, is best avoided. It is occasionally used in psychology to describe an emotion, but there is no need for it in everyday language. Effect, as a verb, means to cause: He will effect many changes in the company. Effect, as a noun, means result: The effect was overwhelming. It was a law of little effect.
afterward: Not afterwards.

B
B-to-B: Business-to-business transactions are business-to-business or B-to-B transactions; on occasion, B2B on second reference is OK.
bated breath: Not baited breath, despite its greater familiarity. The phrase bated breath comes from the verb bate, meaning “to lessen or restrain.”
BlackBerry: Capitalize the second B in this product name. (Note: Plural is BlackBerrys, not BlackBerries.)
blog

C
catalog: The AP-style preference over catalogue.
cell phone: Two words
chairperson: Use chair on second reference.
complement, compliment: Complement is a noun and a verb denoting completeness or the process of supplementing something: The tie complements his suit. Compliment is a noun or a verb that denotes praise or the expression of courtesy: The captain complimented the sailors.
couldn’t care less: Don’t use the common, but incorrect could care less. This literally means “I care more than I might.”

D
Del.icio.us
dialogue: Stay away from the variant, dialog.
Digg
Dos and don’ts
dot-com or .com: Be careful not to say “dot-dot-com” by writing dot.com.
E
e.g. and i.e.: Designations: e.g. means “for example” and i.e. means “that is” or “that is to say.” Both abbreviations are generally used within parentheses, but can be set off with commas. Use periods after each letter and a comma to set it off from the text that follows. Example: I like many colors (e.g., red, blue and yellow). Many employers expect to workers expect to put in a 40-hour week (i.e., to work eight hours a day).
e-mail: It’s an initial-letter-based abbreviation, short for electronic mail. Do not use as a verb; it is a noun. Correct usage: For more information, send an e-mail to John Smith. Incorrect usage: For more information, e-mail John Smith.
ensure, insure: Use ensure to mean guarantee (e.g., Steps were taken to ensure accuracy.). Use insure for references to insurance (e.g., The policy insures his life.).
entitled: Use it to mean a right to do or have something. (e.g., She was entitled to the promotion.) Do not use it to mean titled. (e.g., The seminar was titled “New Media Technology.”)

F
Facebook
fax: Do not use all capital letters; it is not an abbreviation.
first come, first served: Not serve. The people who are coming are served — they’re not the people who serve.
Flickr
flirer: The AP-style preference over flyer when meaning a handbill or an aviator.
follow up, follow-up: The verb is two words; the noun is hyphenated.
FriendFeed
fundraising: “Fundraising is difficult.”

G
grass roots, grass-roots: The noun is two words; the adjective is formed with a hyphen.

H
health care: Two words.
high-tech: Never hi tech.
home page: This is two words, just as front page, cover page and Web page are two words.
hyperlink

I
Internet (always capitalized)
intranet, extranet (lowercase)

J
judgment: A notoriously tricky one that leads people to write judgement, instead of the AP preferred alternative.
LinkedIn
log in, login: The verb is two words; the noun is one.

Magnolia
mike: The short form of microphone is mike, not mic.
more than/over: Use more than when referring to numerals (e.g., PRSA has more than 22,000 members.). Use over when referring to spatial relationships (e.g., The plane flew over the city.).
multicultural: No hyphen
MySpace

newsstand: Two s’s.
Ning
nonprofit: No hyphen.

online: one word
OK: The AP-style preference over okay and O.K. (Trivia tidbit: The word evolved in the 1830s as a facetious abbreviation for Oll Korrect.)

percent: Spell out in text; do not use the symbol (%). If preparing a financial document, charts or tables, it is OK to use the percent symbol.

podcast, podcasting
PowerPoint: One word, with a capital P in the middle.

Reddit
regardless: Not irregardless, which is a double negative

Second Life
set up, setup: The verb is two words; the noun and adjective are one.
showtime: One word.
Squidoo
that, which (pronouns): Use *that* for essential clauses, important to the meaning of a sentence, and without commas (e.g., *I remember the day that we met*). Use *which* for nonessential clauses, where the pronoun is less necessary, and uses commas (e.g., *The team, which finished last a year ago, is in first place*). Tip: if you can drop the clause and not lose the meaning of the sentence, use *which*; otherwise, use *that*.

**theater**: Not *theatre* unless part of a proper name.

**toward**: Not *towards*.

**Twitter**

**V**

video blog

video game: Two words.

voice mail: Two words.

**W**

website: In early 2010, AP changed this reference — from Web site to website. *Web* is short for the proper noun *World Wide Web* and stays capitalized as long as it’s its own word. But, as with other proper nouns, it loses the capitalization in legitimate compound forms: *webmaster* (like *ringmaster*) and *webcam* (like *minicam*), but *Web page* (like *front page*).

webinar, webcast, webmaster

wiki: Derived from the Hawaiian word meaning “quick,” this word isn’t capitalized. However, one of the most well known wikis, *Wikipedia*, the free, user-written, online encyclopedia, is capitalized because it’s a proper noun.

**work force**: Two words.

**workplace**: One word.

**Y**

YouTube
ADDENDUM A
Style Conventions for the Examination for Accreditation in Public Relations and Universal Accreditation Board

It is the policy of the UAB to encourage standardization in the use of terminology and capitalization related to the Examination for Accreditation in Public Relations, using the following guidelines.

A. “Universal Accreditation Board”
   1. The full name of the organization is “Universal Accreditation Board.”
   2. In first reference, use “Universal Accreditation Board (UAB).” Shorten to “UAB” as desired in subsequent references.
   3. The only context in which the word “Universal” is used is as part of the full name of the organization that governs the Examination for Accreditation in Public Relations, the “Universal Accreditation Board.” The word “Universal” is never used to describe the Examination or program (e.g., “Universal Process,” “Universal Accreditation,” “Universal Accreditation Program” and so on are not acceptable). There is NO “Universal Accreditation Department.”
   4. “Universal Accreditation Board” should never be used following a partner organization’s name when that name is used as a possessive. It is NOT “XYZ’s Universal Accreditation Board.”

B. “The Examination”
   1. On first reference always use the Examination for Accreditation in Public Relations.
   2. On second and subsequent written references in the same body text always use “the Examination.”
   3. On second and subsequent spoken references, use “the Examination” or “the APR Examination.”
   4. When referring specifically to the “written” part of the Examination, use “the computer-based Examination.”
   5. NEVER refer to the Examination as an exam or test.
   6. Do not refer to the Examination as the “new” Examination.

C. Capitalization
   1. DO capitalize the following words and terms:
      a. Always capitalize “Universal Accreditation Board.”
      b. Capitalize “Accreditation,” “Accredited,” “Accreditation Examination” and “Examination for Accreditation in Public Relations.”
      c. Capitalize “Examination” when “the” or “computer-based” is the modifier: “the Examination” or “the computer-based Examination.”
      d. Capitalize “Readiness Review.”
e. Capitalize “Advance” and “Not Advance” when referring to a candidate’s Readiness Review results.
f. Capitalize “Accreditation” and “Accredited” when used in reference to the Examination for Accreditation in Public Relations or to an individual who has earned the APR designation.

2. Do NOT capitalize:
   a. Do not capitalize “maintenance,” so use: “maintenance of Accreditation is required…”
   b. Do not capitalize “partner organizations.” Note that PRSA is a partner organization, so do not use terms like “PRSA and the partner organizations.” However, “PRSA and the other partner organizations,” is an acceptable usage.
   c. Do not capitalize “certification” when referring to the APR Examination process.
   d. Do not capitalize “examination” when used with any modifier except “the” or “computer-based.” For example, do not capitalize “examination” when used with the adjectives “new,” “written” and “previous.”
   e. Do not capitalize “chair” in the phrase “Accreditation chair.”
   f. Do not capitalize “panel” in the phrase “Readiness Review panel.”
   g. Do not capitalize “board” unless using the word as a part of “the Universal Accreditation Board.”

D. “Readiness Review”
   1. The result of the Readiness Review is a determination by the panel to recommend to “Advance” or “Not Advance” the candidate to the computer-based portion of the Examination.
   2. The candidate does not Advance. He/she is Advanced by the UAB.
   3. The Readiness Review panel does not Advance a candidate. The panel recommends to the UAB that the candidate be Advanced. The UAB Advances or does Not Advance the candidate.

E. “Public Relations”
   1. Always spell out public relations.

F. Other
   2. For all other matters of style or usage that are not specified in earlier portions of this section, the authority is the current edition of the Associated Press Stylebook and Briefing on Media Law.