



PRSSA
Style Guide
2019-2020

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Introduction

The PRSSA Style Guide contains the official style guidelines for PRSSA publications and for reference when communicating to PRSSA Chapters and members. Refer first to this publication for questions on usage, then the following references.

References

- **Associated Press Stylebook (latest edition)**
 - PRSSA references the AP Stylebook for writing, editing and proof reading copy. If an item is not covered in the AP Stylebook, visit their website to search questions previously submitted to their editors: www.apstylebook.com.
 - **Webster's New World College Dictionary (latest edition)**
 - PRSSA references the New World College Dictionary to resolve questions regarding spelling and definition. To access this dictionary and their thesaurus online, visit www.m-w.com.
 - **PRSSA Brand Identity Guidelines**
 - The PRSSA Branding and Media Strategy Guidelines are used as a reference for the official fonts and formatting of the Society's communication vehicles. The guidelines can be accessed on the PRSSA website.
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PRSSA Terminology

Listed below are the proper capitalization, spelling and format of common PRSSA terms:

- PRSSA Bylaws, Policies and Procedures
- PRSSA/PRSA Relationship Month
- PRSSA Student-run Firm or Student-run Firm
- Spell out "public relations," even on second reference. Confine the use of "PR" to marketing copy.
- Unless otherwise noted, "PRSSA" may be dropped from a term upon second reference.
- Use "email", "website" and "nonprofit" due to AP Stylebook changes.

Capitalizations

The following words, phrases and events must be capitalized at all times:

- Affiliation, National Affiliation, Nationally Affiliated Student-run Firms
- APR (Accreditation in Public Relations)
- Chapter (including Chapter president, Chapter liaison, etc.)
- Chapter News
- Faculty Adviser
- International Conference Committee
- National Committee
- Professional Adviser
- Progressions
- PRSSA Annual Report ("Annual Report" on second reference)
- PRSSA Bateman Case Study Competition ("Bateman Competition" on second reference)
- PRSSA Day-of Competition ("Day-of Competition" on second reference)
- PRSSA District Conference ("conference" on second reference)
- PRSSA Headquarters (Headquarters on second reference)
- PRSSA Immediate Past President ("Immediate Past President" on second reference)
- PRSSA International Conference ("Conference" on second reference)
- PRSSA Internship Center, PRSA Jobcenter
- PRSSA Leadership Assembly ("Assembly" on second reference)
- PRSSA National President ("President" on second reference)
- PRSSA Situation Analysis ("Situation Analysis" on second reference)
- Publications Editor in Chief ("editor in chief" on second reference)
- Society
- Student-run Firms

Events

When first referring to a Society event, "PRSSA" is placed before the title of the event, with the date (if appropriate) directly following "PRSSA."

Correct: PRSSA 2019 International Conference; PRSSA 2020 Leadership Assembly
Incorrect: 2019 PRSSA International Conference; PRSSA Leadership Assembly 2020

Social Media Abbreviations

Listed below are the proper abbreviations used solely for Twitter and Instagram (limited characters and hashtags allowed) on first or later reference:

- Abbreviate PRSSA Bateman Case Study Competition as “Bateman”
- Abbreviate PRSSA Day-of Competition as “PRSSADOC”
- Abbreviate PRSSA District Conference as “PRSSADC”
- Abbreviate PRSSA Headquarters as “PRSSAHQ”
- Abbreviate PRSSA International Conference as “PRSSAIC”
- Abbreviate PRSSA Leadership Assembly as “PRSSALA”
- Abbreviate public relations as “PR”

Datelines and News Releases

- For news releases, add city name in capital letters, usually followed by the state, country or territory where the city is located. Add the date enclosed in parentheses, followed by an “em” dash.
Example: AUSTIN, Texas (Oct. 18, 2012) — The University of Texas at Austin announces...
 - Refer to the PRSSA Branding & Media Strategy Guidelines for the official PRSSA press release format
- Use an “en” dash for a range of dates or time
 - Example: (1857-1900, May 15-June 11, 2-3 a.m.)
- Domestic and international large cities stand alone (e.g. NEW YORK). See list below:

ATLANTA	MILWAUKEE
BALTIMORE	MINNEAPOLIS
BOSTON	NEW ORLEANS
CHICAGO	NEW YORK
CINCINNATI	OKLAHOMA CITY
CLEVELAND	PHILADELPHIA
DALLAS	PHOENIX
DENVER	PITTSBURGH
DETROIT	ST. LOUIS
HONOLULU	SALT LAKE CITY
HOUSTON	SAN ANTONIO
INDIANAPOLIS	SAN DIEGO
LAS VEGAS	SAN FRANCISCO
LOS ANGELES	SEATTLE
MIAMI	WASHINGTON

- Use AP Style to abbreviate the names of states in datelines, lists, photo captions, etc. Spell out state names in the body of stories. States should only be abbreviated when following the name of a city — e.g., Plymouth, Mass., Jamestown, Va. There are some states that are never abbreviated. See list of all states below:

Alabama (Ala.)	Louisiana (La.)	Oregon (Ore.)
Alaska (Alaska)	Maine (Maine)	Pennsylvania (Pa.)
Arizona (Ariz.)	Maryland (Md.)	Rhode Island (R.I.)
Arkansas (Ark.)	Massachusetts (Mass.)	South Carolina (S.C.)
California (Calif.)	Michigan (Mich.)	South Dakota (S.D.)
Colorado (Colo.)	Minnesota (Minn.)	Tennessee (Tenn.)
Connecticut (Conn.)	Mississippi (Miss.)	Texas (Texas)
Delaware (Del.)	Missouri (Mo.)	Utah (Utah)
District of Columbia (DC)	Montana (Mont.)	Vermont (Vt.)
Florida (Fla.)	Nebraska (Neb.)	Virginia (Va.)
Georgia (Ga.)	Nevada (Nev.)	Washington (Wash.)
Hawaii (Hawaii)	New Hampshire (N.H.)	West Virginia (W.Va.)
Idaho (Idaho)	New Jersey (N.J.)	Wisconsin (Wis.)
Illinois (Ill.)	New Mexico (N.M.)	Wyoming (Wyo.)
Indiana (Ind.)	New York (N.Y.)	
Iowa (Iowa)	North Carolina (N.C.)	
Kansas (Kan.)	North Dakota (N.D.)	
Kentucky (Ky.)	Ohio (Ohio)	
	Oklahoma (Okla.)	

Boiler Plate

The following is the official PRSSA boiler plate. If used in a printed document, the Web address should be included in parentheses (www.prssa.org) as follows: "The Public Relations Student Society of America (www.prssa.org) is the ..." When used in electronic documents, the boiler plate should include a hyperlink to the website.

About the Public Relations Student Society of America

The Public Relations Student Society of America (www.prssa.org) is the foremost organization for students interested in public relations and communications. Founded in 1968 by its parent organization, the Public Relations Society of America (PRSA), PRSSA includes more than 10,000 student members and advisers, and is active at more than 360 colleges and universities.

Titles

In most cases, PRSSA follows AP Style rules for titles. Listed below are PRSSA specific examples and exceptions.

- Always capitalize CEO or any corporate suite abbreviation before or after a name
- Always capitalize "PRSSA National President" and "PRSSA Immediate Past President":
 - PRSSA National President Nicholas Goebel said...
 - Nicholas Goebel, PRSSA National President, said...
 - PRSSA Immediate Past President Ashleigh Kathryn said...
 - Ashleigh Kathryn, PRSSA Immediate Past President, said...
- Capitalize titles before a name:
 - PRSSA Vice President of Digital Communications, Carolyn Lok said...
 - Carolyn Lok, PRSSA vice president of digital communications, said...
- Note that "Chapter" is always capitalized:
 - Kate Stewart, vice president of Chapter development, said...
- PRSSA never refers to National Committee vice presidents as "VP of..." or "VPs"
- Credentials should be placed between the name and the title in the following order: Alisa Agozzino, Ph.D., APR, associate professor of public relations, Ohio Northern University.
- When listing names and titles in copy, use semicolons to avoid confusion. Example: Jane Jones, Chapter relationship coordinator, PRSA; Tom Williams, APR, Fellow PRSA, professor, New York University; and Bob Smith, APR, Fellow PRSA, director, Smith and Associates.

Internet Style

- When writing a 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>)
- Avoid spelling out Web or email addresses in copy, especially when the URL is long. Hyperlink text where possible in electronic publications and for email.

Formatting and Punctuation

- Capitalize the first word and all proper nouns in headlines. Bold headlines in editorial copy; in general, do not bold and underline or bold and italicize headlines.
- Italicize newspapers and magazines only; blogs, podcasts, webcasts, books, television shows, movies or other compositions should go in quotes.
- The symbol "&" may be used for marketing purposes when referring to professional interest groups; otherwise type out the word "and."
- Use smart (curved) quotes and apostrophes (e.g. " " ').
- Use one space between sentences instead of two.
- When typing out a phone number, the format should be: (xxx) xxx-xxxx.

PC Characters Codes

Em Dash	Alt + 0151	—
En Dash	Alt + 0150	-
Soft Hyphen	Hyphen Key	-
Tilde	Alt + 0241 OR Ctrl + Shift +Tilde (~), letter (for any letter)	ñ OR Ñ
Trademark symbol	Alt + 0153	™
Copyright symbol	Alt + 0169	©
Registered symbol	Alt + 0174	®
Degree symbol	Alt + 0176	°

PC Characters Codes

Em Dash	Shift + Option, hyphen	—
En Dash	Option + hyphen	-
Soft Hyphen	Hyphen Key	-
Tilde	Hold Option + "n", then release and press letter	ñ
	Hold Option + "n", then release and press Shift + letter	OR Ñ
Trademark symbol	Option + 2	™
Copyright symbol	Option + "g"	©
Registered symbol	Option + "r"	®
Degree symbol	Shift + Option + 8	°

PRSA Terminology

Refer to the capitalization section below for a more detailed list of PRSA terms. For any questions regarding PRSA terminology, please contact the PRSSA vice president of digital communications. Listed below are the proper capitalization, spelling and format of a fraction of the common PRSA terms used throughout the Society:

- Issues and Trends
- PRsay
- PRSA Board
- PRSA Board Liaison
- PRSA Board of Directors ("board" on second reference)
- PRSA Bylaws, Policies and Procedures
- PRSA Chapter
- PRSA Code of Ethics
- PRSA District
- PRSA Headquarters ("Headquarters" on second reference)
- PRSA (insert year) International Conference ("Conference" on second reference)
- PRSA Strategies & Tactics

Capitalization

The following words, phrases and events need to be capitalized at all times:

- Accreditation, Accredited (when used in reference to the Examination for Accreditation in Public Relations or to an individual who has earned the APR designation)
- Accreditation Examination
- "Advance" and "Not Advance" when referring to a candidate's Readiness Review results
- Champions for PRSSA ("Champions" on second reference)
- Chapter (when referring to both PRSSA and PRSA Chapters)
- Examination (when "the" or "computer-based" is the modifier: "the Examination" or "the computer-based Examination")
- Examination for Accreditation in Public Relations ("the Examination" on second reference)
- Readiness Review
- Universal Accreditation Board ("UAB" on second reference)

If you have questions, please contact PRSSA National Headquarters at prssa@prsa.org or (212) 460-1474.



PRSSA

Public Relations
Student Society
of America

ADVANCING THE PROFESSION
AND THE FUTURE PROFESSIONAL.

120 Wall Street, 21st Floor
New York, NY 10005-4024