

PRSSA STYLE

PRSSA follows PRSA and AP Style. This means that as Society leaders and staff, we will have to adhere to all of the style rules and **stay consistent**. In an effort to stay consistent within our publication and e-mails, please take note of the following style rules. Although we realize that mistakes can happen, we all need to be sure to incorporate these formats into our work.

Capitalization

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

- Chapter
- Chapter President
- Chapter Liaison
- National Conference
- National Conference Committee
- National Committee
- National Assembly
- PRSA Chapter
- PRSA Board
- PRSSA Chapter
- Society

Events

Please make sure that PRSSA is placed before all events:

Correct: PRSSA 2007 National Conference; PRSSA 2007 National Assembly
Incorrect: 2007 PRSSA National Conference etc.

PRSSA Terminology

Listed below are the proper capitalization, spelling and format of commonly used terms throughout the Society.

- PRSSA/PRSA Relationship Month (*includes PRSSA Chapters and their sponsoring PRSA Chapters, not *parent* chapters)
- FORUM is PRSSA's national newspaper. *Connecting with PRSSA* is PRSSA's national newsletter for leaders.

- Champions For PRSSA, formerly the Friends of PRSSA.
- PRSSA Web site (not website or Website) www.prssa.org
- PRSSA Student-run firm or student-run firm.
- PRSSA Bateman Case Study Competition (not Bateman Competition or Bateman Case Competition)
- PRSSA Day-of-Competition
- PRSSA National Committee or National Committee
- When typing out a phone number, it should be: (212) 460-1474 not 212.460.1474 or 212/460-1474
- When typing out an e-mail address, it should be: <prssa@prsa.org>.

Spell out public relations (lower case) in copy. Do not write PR in copy, except for titles:

Example: "Tourism PR: How to Sell a City" Learn about tourism public relations at this session...

Titles

Capitalize titles before a name.

Examples: PRSSA President Melissa Csuhran said...OR
 Melissa Csuhran, PRSSA president and graduating senior, said...OR
 Vice President of Professional Development Dwayne Waite said
 yesterday...OR
 Dwayne Waite, vice president of professional development, said...

Always capitalize CEO or COO either before or after a name.

The PRSSA Graphics Standard Manual is also available for reference at www.prssa.org/downloads/GSM.pdf.

If you or your Chapter has questions regarding PRSSA Style, contact Brenda Schulze, vice president of public relations, at 937-367-4349 or <brenda.schulze@gmail.com>.