Style Guide

K-State Student Union

Overall University Style Guide description for the K-State Student Union:

Second reference: the Union. (Omit K-State Student Union when referring to a part of the Union: 206 Union, Union art gallery.) The Union opened in 1956 after students voted two decades earlier to pay $5 per semester to cover construction costs. Expansions in 1963 and 1970 added another 100,000 square feet. Students again voted in 1995 to pay $11.4 million for a five-year project including building renovation and expansion. The project also involved construction of the adjacent Bosco Student Plaza, named for Pat Bosco, former vice president for student life and dean of students.

Press Release Writing

Required info: Organization sponsor (K-State UPC, registered student organizations, etc.), the name of the event, time, date, location and boilerplate information (background information or additional information like snacks being provided, etc.). If the event being announced in the press release is a film, it is acceptable to include a small plot summary.

Location should include the room name and on which floor it is located in the Union: "Wildcat Chamber on the first floor of the Union."

If possible, hyperlink to the website or event page of the organization (such as K-State UPC), sponsors, etc.

Submitting a non-Union webpage press release to K-State Today:

When requested, press releases for events, student life, etc. should be submitted to K-State Today. Use your name for the submission and the event sponsor's contact information. When submitting a non-Union webpage press release to K-State Today, paste the press release text into the text box without the title. The title should be pasted in the Headline slot.

Typically, press releases will be submitted to the K-State Today student and faculty/staff publications. However, press releases pertaining to significantly cultural events such a holiday celebration sponsored by multicultural student organizations (HALO, Hillel, etc.) may be submitted to the KSUnite Weekly publication.

Select the most accurate category for the press release. It will often be "University life" or "Events."

(continued)

The submission should look like this:

Your Name: EXAMPLE: Wille Wildcat   Email: upc@k-state.edu   Phone: 785-532-6571

Submit to these publications:

☑ K–State Today for faculty/staff   ☑ K–State Today for students   ☐ KSUnite Weekly

K–State Today
K–State Today is a daily email providing faculty and staff a single source of timely K–State announcements.

Category: [Events ▼]

About this category
Announcing an event does not add your event to the university calendar. Learn more.

Only upcoming events will be accepted and must include a time, date and place. The event must be on campus or a local university–related activity. They need to be from a university–affiliated group or related to an individual's career or program of study.

Headline: [UPC to host national collegiate mascot conference]

Link: Is the announcement available on another web page and do you want to prevent duplication by linking to it? (Selecting "yes" will remove the text box option)? ◉ no ◯ yes

URL: [   ]   **Test URL**

Text:

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| ∞ ⚡ ⚓ | ☰ ☰ | ☰ ☰ | Ω 🔲 | x₂ x² | 🔳 ¶ ✅ | HTML |

Union Program Council will welcome collegiate mascots from universities around the country for the 110th annual National Mascot Conference on Thursday, Oct. 23 at 3 p.m. in the KSU Ballroom on the second floor of the Union. Students and faculty are encouraged to attend. No RSVP or registration is required. Refreshments will be provided while supplies last. K-State Student Counseling will be available to help students process mascot-inflicted distress.

The purpose of this event is to help mascots become better representatives of their universities and minimize the number of individuals they strike fear into.
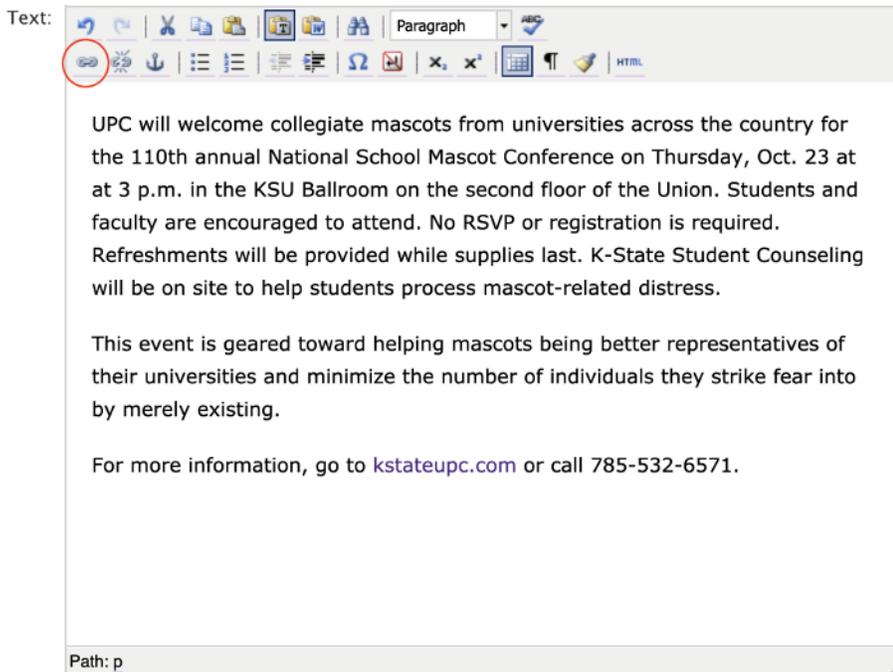
For more information, go to kstateupc.com or call 785-532-6571.

Adding Hyperlinks

If applicable, hyperlink the sponsor website or event in the press release text.

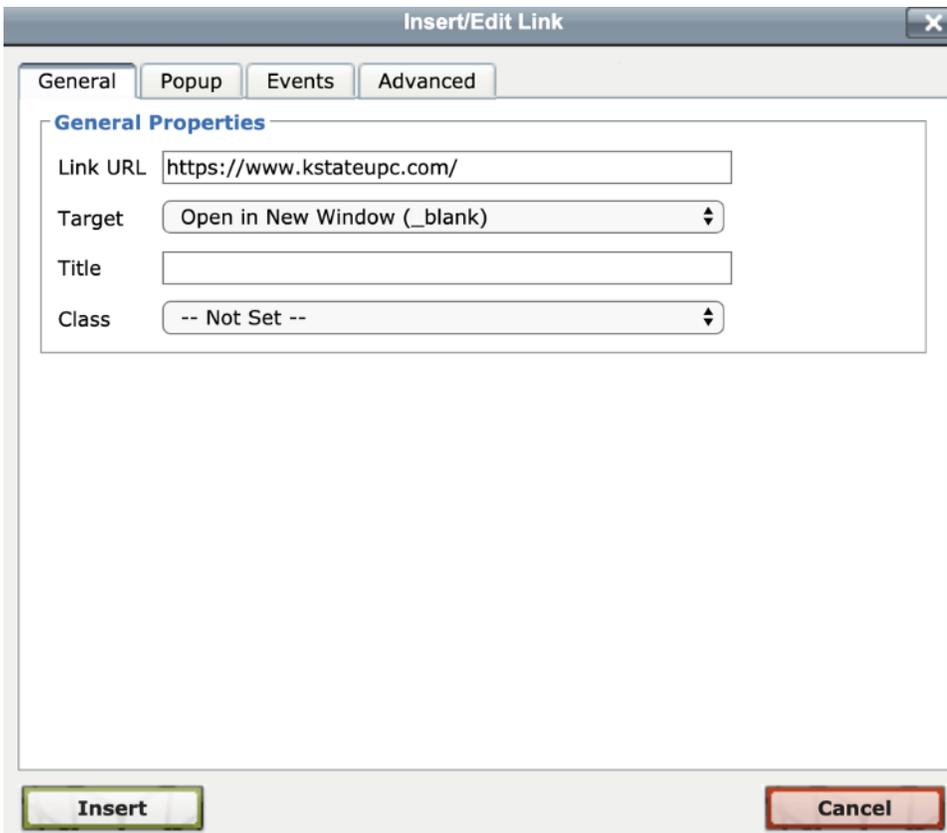*To create a hyperlink, highlight the desired text then click the link symbol:*

Paste the desired URL and change "Target" to "Open in New Window (_blank). When this is accomplished, click "Insert. A successful hyperlink should appear as purple text. Always test the hyperlink before submitting the press release.

FInal Submission Details:

An image and summary of the press release will also be required when submitting to K-State Today. Select the date you would like the press release to be published in K-State Today. This should typically be the day before the event you are announcing. Typically the image should come from the event sponsor through Student Design Services and can be located on TERA or Workzone.

Summary: Provide a brief explanation of your announcement to be published as a summary in the email and on the K–State Today home page.

> The Union will welcome collegiate mascots from universities across the country for the 110th annual National School Mascot Conference.

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Image:

Upload images should be .jpg files smaller than 68.36 KB.

Ideal images are perfectly square and no larger than 500 x 500 pixels.

Choose File   No file chosen   Description: NMC event logo

Requested (Optional) Publish Date (may only select one date per submission.)
If no date is requested, the article will be published according to the editor's discretion: 10/23/2019

Comments for the Editor:

255

(There is often a delay after clicking *Submit*. Please be patient.)   **Submit**

Union Website Writing

Similar to the press release writing style. Include organization sponsor (K-State UPC, student organizations, etc.), the name of the event, time, date, location and boilerplate information (background information about the organization/event or additional information like snacks being provided, etc.).

If referring to a location in the Union, only note the specific room without "on the first floor of the Union," etc. It should appear as located in Big 12 Room, Union 003, Wildcat Chamber, etc.

If possible, hyperlink to the website or event page of the organization (such as K-State UPC), sponsors, etc.

If the press release is for a Union website blog post, use the URL option. Do not paste the press release in the text box.

This is what a press release for a Union webpage blog post should look like as a K-State Today submission:

Your Name: EXAMPLE: Willie Wildcat   Email: unionpr2@ksu.edu   Phone: 785-532-6597

Submit to these publications:
☑ K–State Today for faculty/staff   ☑ K–State Today for students   ☐ KSUnite Weekly

K–State Today Student Edition
K–State Today Student Edition is a daily email providing K–State students a single source of timely K–State announcements.

Category: University life

About this category
Feature stories, notices of scholarship, grant or award opportunities, or helpful university services available to students, staff and faculty. Services may only publish a general informative announcement once a semester.

Headline: K-State Student Union hosts national collegiate mascot conference

Link: Is the announcement available on another web page and do you want to prevent duplication by linking to it? (Selecting "yes" will remove the text box option)? ☐ no ⦿ yes

URL: union.k-state.edu/mascotconference   **Test URL**

Text:

(You have chosen to submit a URL to link your announcement to another K-State page to prevent duplication. The text box has been disabled.)

An image and summary of the press release will also be required when submitting to K-State Today. Select the date you would like the press release to be published in K-State Today. For event announcements, this is typically the day before or the day of the event. If it is a blog story from a webpage that is not published yet, make a note for the K-State Today editors.

Summary: Provide a brief explanation of your announcement to be published as a summary in the email and on the K–State Today home page.

The Union will welcome collegiate mascots from universities across the country for the 110th annual National School Mascot Conference.   121

Image: Upload images should be .jpg files smaller than 68.36 KB.

Ideal images are perfectly square and no larger than 500 x 500 pixels.

Choose File No file chosen   Description: NMC event logo

Requested (Optional) Publish Date (may only select one date per submission.)
If no date is requested, the article will be published according to the editor's discretion: 10/24/2019

Comments for the Editor: Webpage is scheduled to be published at 4am on 10/23/2019.   197

(There is often a delay after clicking *Submit*. Please be patient.)   **Submit**

Social Media Writing

Facebook posts: *Facebook has the most professional tone of the three platforms. AP style should be adhered to in Facebook posts as much as possible. Always spell out words, no use of symbols like +, = etc. Emojis are acceptable (most commonly the purple heart or cat faces), but use sparingly. Emojis' meanings should not be ambiguous or accidentally misinterpreted. Only include graphics relevant to the post's subject – GIFs are not currently supported by Facebook for organization pages.*

Instagram posts: *Instagram is the middle ground for AP style. Always spell out words, no use of symbols like =, + etc. Emojis are acceptable. The photo used for the post should be in focus, well-lit and aesthetically pleasing.*

Instagram stories: *Ampersands can replace "and" if need be. Symbols and emojis are acceptable. Times can be written as __pm. The modern or strong fonts in white with a highlighted purple background provide the best visibility for text, if the image or video has sufficient white space a text background may not be necessary. Emojis, gifs, stickers, etc. are acceptable for stories, as well as features like polls, reaction sliders, and countdowns as appropriate.*

Twitter posts: *Twitter is the most "laid back" of the Union platforms. AP style is not as necessary on Twitter posts due to character count. Ampersands can replace "and" if need be. Symbols and emojis are acceptable. Times can be written as __pm or __am followed by "today" or "tonight." Always include an image with the post. This can either be a graphic related to the event, an organization's logo or a funny, appropriate GIF.*

K-State Student Union Style Guide

First reference in editorial style means the first time the writer or designer uses a specific term in an article or on a graphic. For the Union's annual report, first reference refers to the first time a term is used in each department's section.

For the complete university style guide, visit k-state.edu/styleguide.

Kansas State University
Second reference: K-State or the university

K-State Student Union
Second reference: the Union. Do not use "KSSU." For Union website articles, it is acceptable to use "Union" at all times, as the website header is considered sufficient first reference.

Academic Titles
Academic titles should be capitalized when they precede a name, but lowercase elsewhere. Spell out formal titles such as chancellor. In general, use professor as a title.

Examples:
1. K-State Student Union Executive Director Corey Williamson will attend the event.
2. Corey Williamson, executive director of the K-State Student Union, will attend the event.
3. The Union director will attend the event.

a.m./p.m.
Use lowercase with periods and no spaces. If a.m. or p.m. occurs at the end of a sentence, use only one period at the end. The a.m./p.m. rule can be ignored for social media and graphic design purposes.

Example: 6 a.m.

and
Spell out "and." Don't use the ampersand (&) except in company names as specified. Exceptions made for social media if needed and UPC films posters listing two showing times on the same day

Examples:
1. 7 & 9 p.m. in Forum Hall for films showings
2. Johnson & Johnson

Ahearn Field House
Second reference: Ahearn or the field house. Athletic event facility west of the Union across N. 17th St. Field house is written as two words when used with Ahearn and when used as a common noun, but some field houses at other universities are spelled as one word. Ahearn seats 5,000, with no seating on the track. The building is named for Mike Ahearn, basketball coach from 1906 to 1911 and director of athletics from 1930 to 1947. The last intercollegiate basketball game took place there in 1988.

Union Ballroom
Second reference: the ballroom. The ballroom is located on the second floor of the K-State Student Union. There are no official University Guidelines for referencing the Ballroom. However, on the K-State website's calendar tab, it is written as "Ballroom." Any adjective (Grand, West, KSU, etc.) before "Ballroom" refers to areas sectioned by dividers in the Ballroom. "The KSU Ballroom," for example, refers to a specific section of the Ballroom that has been sectioned off for an event.

Big 12 Conference/Big 12 Room
Not Big Twelve or Big XII.

Bill Snyder Family Stadium
Second reference: the stadium. Wagner Field is in the stadium. The stadium was originally named KSU Stadium, but was renamed in honor of legendary head football coach Bill Snyder by a proclamation of the Kansas Board of Regents on Nov. 16, 2005. A $65 million renovation more than doubled the size of the Vanier Family Football Complex, enclosed the stadium, added 1,000 sets behind the north end zone and added video boards to the northeast and northwest corners in 2016.

Bosco Student Plaza
Second reference: the plaza. The plaza is north of the K-State Student Union and offers 90,000 square feet of space to meet. It was completed in November 2000 and is named for Pat Bosco, former vice president for student life and dean of students.

Campus
When using campus, specify if it is the Manhattan campus, the Olathe campus or the polytechnic campus in Salina. When referring to all of Kansas State University, use university not campus. See "Kansas State University" for more.

Examples:
1. The speaker is visiting the Manhattan campus on Thursday.
2. The university will celebrate Earth Day with a week of activities.

Cancel, canceled, canceling, cancellation

Cats' Den
Convenience store located on the first floor at the North entrance

Cat's Pause Lounge
Located on the second floor

Chester E. Peters Recreation Complex
Second reference: Rec Complex. Rec is acceptable only in headlines and should be capitalized. The original Rec Complex was 96,000 square feet and was dedicated in April of 1985 in honor of Chester E. Peters, former vice president for student affairs. The Rec Complex received the Facility of Distinction award from the National Intramural/Recreational Sports Association in April 1996 after renovations added 77,000 square feet to the facility. The Rec Complex is undergoing expansion and renovation.

Courtyard
Refer to as the Union Courtyard for full-length writing, can shorten to Courtyard for social media

Dates
When including dates in a news release, it should be time, day, date, place. Follow this style when dealing with all events, including those happening within seven days. Do not add –st, –th, etc. to numerals (ex. 1st, 4th). See "months" for more.

Example: The event is at 7 p.m., Saturday, April 9, in the K-State Student Union.

Department (K-State)
Second reference: the department. Capitalize the proper name of the department but not shortened versions. Capitalize words that are proper nouns or adjectives.

Examples:
1. the Union Marketing Department; the marketing department (shortened version)
2. the Department of English; the department of English (AP style); the English department (shortened version)

Email
One word without a hyphen.

Farmers Market
Written as "farmers market." No apostrophe in "farmers."

Kansas State University
Second reference: the university. Do not use K-State University. Avoid using KSU unless space limitations require it. K-State is acceptable on second reference for an on-campus or in-state audience or for publications directed at alumni.

K-State Student Union Bowling Center
Second reference: the center. Also called Wabash Cannon Bowl, but not bowling alley.

K-State After Hours
Second reference: After Hours. A UPC committee that hosts a substance-free event every Friday night during semester.

K-State Student Union
Second reference: the Union. Do not use "KSSU." For Union website articles, it is acceptable to use "Union" at all times, as the website header is considered sufficient first reference.

K-State Student Union Governing Board
Second reference: UGB. Union Governing Board is acceptable for headlines.

K-State Student Union Corporation Board
Second reference: the board. Union Corporation Board is acceptable for headlines.

Lafene Health Center
Second reference: Lafene or the center. The original Lafene Health Center was built on campus in 1960 offering outpatient care and referral services for K-State students. It has since expanded its services and moved to Mercy Regional Health Center on Sunset Avenue.

Landon Lecture Series
Landon Lecture Series in all references. Landon Lecture may be used when referring to one lecture.

Lou Douglas Lecture Series

Lou Douglas Lecture Series in all references. Lou Douglas Lecture may be used when referring to one lecture. The Lou Douglas Lecture Series consists of four fall semester lectures that address social issues and current events. The series is funded by the university and private donations and is named for Lou Douglas, former professor of political science.

Marianna Kistler Beach Museum of Art
Second reference: Beach Museum of Art. The Beach Museum of Art features art from across Kansas and the Midwest as well as the university's permanent art collection of more than 6,500 pieces. It opened in October 1996 and was named for Marianna Kistler Beach after her husband, Ross Beach, donated $3 million to the Beach Museum of Art.

McCain Auditorium
Second reference: McCain or the auditorium. It is used as a hall for cultural events and the McCain Performance Series. The seating capacity is 1,700. It includes facilities for the School of Music, Theatre, and Dance, as well as news and marketing staff from the Department of Communications and Agricultural Education. McCain was built in 1970, with an addition in 1975, and was named for James A. McCain, the university's 10th president from 1950 to 1975.

McCain Performance Series
Second reference: the series. The series offers professional live performing arts programs to the university and the community. Performances take place in McCain Auditorium.

Months
Capitalize the names of months in all uses. Abbreviate months when used with a specific date (Jan., Feb., Aug., Sept., Oct., Nov., Dec.). Don't abbreviate March, April, May, June or July. When a phrase lists only a month and a year, do not abbreviate the month and do not separate the month and year with commas. When a phrase refers to a month, day and year, set off the year with commas. See "dates" for more.

Online, Offline
One word without a hyphen.

Room listings
Correct: Union 227, Union 305
Incorrect: Room 227, Union Room 305

Semester
Lowercase in all references, even when referring to a specific semester.

Examples: the fall semester, the fall 2012 semester

Union Program Council
Second reference: UPC

URL
Short for Universal Resource Locator. When including Internet addresses in publications, it is acceptable to drop the http:// and the www. When necessary to make a hyperlink work in printed or electronic material, include the http:// and www.

Examples:
The Union website is union.k-state.edu.
The Kansas State University website is k-state.edu.
For more information about the English department, visit k-state.edu/english.

Webpage and Website
One word without a hyphen.

Wildcat Chamber
Located on the first floor. Always refer to as Wildcat Chamber. Formerly the Little Theater.

William T. Kemper Art Gallery
Second reference: the gallery. A gallery space located on the first floor