

## NCC NEWS STYLE GUIDE

	<b>WEB (and print)</b>	<b>BROADCAST</b>
<b>Abbreviations</b>	Abbreviate titles before names such as <i>Dr., the Rev., Gov., Rep.</i>	Abbreviated titles not used  Put in hyphens if letters are pronounced individually, as: <i>F-B-I</i> , but <i>PILOT</i> if said as a word
<b>Abbreviations states</b>	In text: spell out the state  In a dateline: Spell out Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas, Utah. Use these abbreviations: <div style="text-align: center;">                     Ala.    Ariz.    Ark.    Calif.    Colo.                      Conn.    Del.    Fla.    Ga.    Ill.                      Ind.    Kan.    Ky.    La.    Md.                      Mass.    Mich.    Minn.    Miss.    Mo.                      Mont.    Neb.    Nev.    N.H.    N. J.                      N. M.    N.Y.    N. C.    N. D.    Okla.                      Ore.    Pa.    R.I.    S.C.    S. D.                      Tenn.    Vt.    Va.    Wash.    W. Va.                      Wis.    Wyo.                 </div> <i>Examples:</i> <i>Dateline: Syracuse, N.Y.</i> <b><i>BUT in a story:</i></b> <i>The basketball team travels to play tomorrow in Durham, North Carolina.</i>	
<b>Addresses</b>	In a numbered address, abbreviate Ave., Blvd., St.  For all other designations, such as Circle, Drive, Lane, Road, Trail, always spell out - with or without a number.	
<b>Ages</b>	Always use numerals	Always use numerals
<b>Ages - position</b>	After name with commas: <i>Jane Doe, 43,</i>	Use only if necessary; either: <i>He was two.</i> Before name add hyphen: <i>two-year-old Jane Doe</i>
<b>Attribution</b>	At end of first sentence with comma: <i>....did it," police said.</i>	At beginning of sentence: <i>Police said they believe he did it.</i>

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<b>Capitalization</b>	All proper names Titles before names: <i>Gov. Andrew Cuomo said</i> <i>The governor will speak</i>	Same as print w/out abbreviations: <i>Governor Andrew Cuomo said</i> <i>The governor will speak</i>
<b>Comma</b>	In a series, <u>don't</u> put a comma before "and" as: <i>The thief took a stereo, a microwave and money.</i>	Same as print
<b>Dates</b>	Use day of week <i>example: Tuesday</i>  For full date: <i>Sept. 4, 2015,</i> <i>Note comma at end</i>  But don't add the year if it is the current year	Use day of the week  For full date: <i>September fourth, 2015 or September 4, 2015</i>  But don't add the year if it is the current year
<b>Money</b>	Figures plus dollar sign, as \$6 , \$100, \$10,250 If > 1,000,000 then use numerals ( 2 decimals) and word: \$2.75 million	Spell dollars and follow rules for numbers: <i>Five dollars, 400 dollars.</i> Simplify and round: <i>about 10-milliondollars</i>
<b>Names</b>	Full name first time. Last name thereafter  <i>Jane C. Smith, 18, 402 Water St.,</i> <i>Jane C. Smith, 18, Manlius,</i>	Full name first time; last name thereafter
<b>Non-sexist</b>	choose non-sexist terms whenever possible: <i>Assemblymember, chair,</i> <i>firefighter, police officer</i>	Same
<b>Numbers</b>	Spell out one through nine; use numerals for 10 and above. Spell out when it starts a sentence  Spell out numbers when they start a sentence For percentages use figure and the word: <i>3 percent</i> For crime, use words and hyphen: <i>second-degree robbery</i>	Spell out one to eleven; use numerals for 12 and above: 12-999 Combination thereafter: <i>one thousand, 200-thousand</i>  Use numbers sparingly as they are hard for the listener to comprehend  Years: 2017 or 20-18

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<b>Numbers</b>	<p>Spell out one through nine; use numerals for 10 and above. Spell out when it starts a sentence</p> <p>Spell out numbers when they start a sentence</p> <p>For percentages use figure and the word: <i>3 percent</i></p> <p>For crime, use words and hyphen: <i>second-degree robbery</i></p>	<p>Spell out one to eleven; use numerals for 12 and above: 12-999 Combination thereafter: <i>one thousand, 200-thousand</i></p> <p>Use numbers sparingly as they are hard for the listener to comprehend</p> <p>Years: 2015 or 20-15</p>
<b>Paragraphs</b>	<p>Use for start of a quote Use frequently on web</p>	Use frequently
<b>Plead (verb)</b>	Conjugation: <i>plead, pleaded, pleaded</i>	Same
<b>Pronouns</b>	<p>A body acting as a unit takes a singular pronoun: <i>The council set its agenda.</i> To avoid the problem with <i>his</i> or <i>her</i> change the subject to plural. Rather than: <i>Everyone brought his or her picket</i>, make it: <i>They all brought their pickets.</i></p>	Same
<b>Pronouncers</b>	Not necessary	<p>a- apple, bat      uh – puff ah- father, hot    ur - burden ahr – part, car    y, eye – ice, time aw- law, long ay – ace, fate eh- bed ehr – merry ee- see, tea ih – pin, middle oh – go oval go – food, two oy – boy or --- for, floor u – foot, put</p> <p style="text-align: center;"><b>CONSONANTS</b></p> <p>g – got, beg j – gem, job k – cap, keep ch - chair s - see sh - shut y - yes z - zoom zh – mirage kh – guttural k</p>

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<b>Punctuation</b>	Use standard English	A dash or ellipses may be used for pauses
<b>Sentence Structure</b>	Use full sentences	Phrases, when conversational, are acceptable. Avoid overuse.
<b>Quotes/ Sound on Tape (SOT)</b>	<p>Set off in a new paragraph. Put exact words in quotes.</p> <p style="padding-left: 40px;">Attribution goes at the end of the first sentence, with a comma. Period after attribution (if the only sentence)</p> <p style="padding-left: 40px;">Example: <i>“That’s my baby,” Smith said.</i></p> <p>For 2-sentence quotes put attribution at the end of the first sentence in this form:</p> <p style="padding-left: 40px;"><i>“That’s my baby,” Smith said. “I know because of the birthmark.”</i></p> <p>If you edit out a phrase or sentence (ethical if you don’t change the meaning) let the reader know something is missing with ellipses:</p> <p style="padding-left: 40px;"><i>“It’s not that I wanted the job .....I just wanted a fair election,” Jones said.</i></p>	<p>Let the anchor know to stop reading and play the SOT:</p> <p>(SOT) &lt;type transcript here&gt;</p>
<b>Time</b>	<p>Use figures except for noon and midnight</p> <p style="padding-left: 40px;">Use <i>a.m.</i> and <i>p.m.</i></p>	<p>Spell out: <i>four o’clock</i></p> <p style="padding-left: 40px;">Use hyphens: <i>a-m p-m</i></p> <p style="padding-left: 40px;">Avoid redundancies: not <i>4 a.m. this morning</i></p>
<b>Verb Tense</b>	Usually past tense	<p>First sentence is often present tense, present progressive or present perfect progressive:</p> <p style="padding-left: 40px;"><i>deliberates, is deliberating, has been deliberating</i></p>