Communications Style Tips

Dates:

1. Always capitalize the name of months in all uses - June 25, August 2
3. Spell month out when using alone, or with a year alone – January 1972 (no comma)
4. For a month, day and year set off with commas – Feb. 14, 1987
5. Do not use: st, nd, rd or th – Jan. 5th, August 2nd, March 3rd, May 4th

Times:

1. Use the day of the week not “today” or “tonight”
2. Use figures except for noon and midnight
3. Use a colon to separate hours from minutes when needed: 10:30 a.m.
4. Use these formats to designate time: 11:00 a.m., 9-11 a.m., 9 a.m. to 5 p.m.

Room Numbers and Names:

1. Use figures and capitalize “Room” when with a figure: Room 306, Burnette Hall
2. Capitalize the names of specially designated rooms: The Gallery, Lipman Auditorium

Titles:

1. In general, capitalize formal titles used directly before a person’s name: President Gary Rhodes
2. Use lowercase and spell out titles when they are not used with an individual’s name: the president issued a statement

Seasons:

1. Use lowercase spring, summer, fall, winter unless part of a formal name: Fall 2013, Spring 2014, fall classes, spring classes

Phone Numbers: 804-523-5181 or 523-5181

E-mail format: mary.smith@reynolds.edu

Website references: www.reynolds.edu
Helpful Notes:

Student Dlist events email will be sent out on Thursday of each week - Deadline to include events will be Wednesday by 3 p.m. Each event e-mail will include events or deadlines that occur over the next three weeks along with a link to the News and Announcement page and the CET event calendar.

For events that target an external audience, we would like to have 6 weeks to promote, submit event announcements to local media and to add to community calendars. Events for students and Reynolds faculty/staff, we would like to know of the event four weeks out.

For posters, flyers, table tents and brochures, contact the Marketing Office – for all other event communication, contact the Communications Office.

If a representative from the Communications Office cannot attend an event, try to take a few photos so we can promote through social media.