

Journalism, Media and Communications Style Guide

This style guide should be applied to all journalistic writing in JMC units.

KEY WORDS: Consistency, clarity, simplicity, brevity, logical structure.

- Standard newspaper number style is: One to nine (in words); then 10, 11, 12.... (in numerals)
- Sentences should not begin with a numeral
- Use a comma between numbers greater than 9999 – i.e. 10,000, 100,000, etc
- For millions of dollars, use \$10 million
- Apostrophes should not be used to indicate a plural, for example, "cow's". They are used to indicate a contraction, for example, "you're" or "don't" or to indicate a possessive, such as "Michael's car".
- Never use an apostrophe in, for example, the 1960s. The contracted form of 1960s is "the '60s".
- Dates should be day-month-year. E.g. 2 August 2002. Note that there is no punctuation. *Never* use "the 2nd of August"
- Use standard Australian spelling (not American spelling). For example, colour, harbour, etc (not –or). Travelling, not traveling. Catalogue, not catalog. Use centre and theatre, not center and theater. NEVER use "gotten" instead of "got".
- Use –ise, not –ize, for example, recognise, organise
- Dr, Ms, Mr, etc should not have a full-stop
- NSW, QC and other acronyms should not have full-stops between letters and should not have apostrophes for plurals (QCs)
- Minimise use of capital letters and only use them to start proper nouns
- Collective nouns take singular verbs and pronouns - for example, "CSIRO is doing this research" (not "are")
- Avoid synonyms of "said" such as "added".
- Always attribute matters of fact to the source. Use direct quotes to give authority. When direct quoting, always attribute at the end of the first sentence.
- Use per cent, not percent or %
- For Australian dollars, use \$100. For American dollars use \$US100
- Avoid exclamation marks
- Use double quotation marks around direct quotes ("") and single marks for quotes within quotes
- Punctuation goes inside quote marks for a quoted full sentence but outside for a quoted part sentence. For example:
 "I am so hungry I could eat a horse," he said.
 He said he was so hungry he could "eat a horse".
- BE CONSISTENT