

BULLDOGGER COPY STYLE GUIDE

Some style guidelines for writing copy for *The Bulldogger*.

IT IS NOT A MATTER OF RIGHT OR WRONG –
IT IS A MATTER OF BEING CONSISTENT IN WHAT WE PRINT!

Capitalization

**ALWAYS CAPITALIZE THE 'B' in Bulldog, Bullie, Bulldogger (the person),
The Bulldogger (the publication).**

Capitalize whole names of clubs.

EX: the Fort Worth Bulldog Club, but the Fort Worth club

Do not capitalize specialty show and/or puppy match.

EX: The Milwaukee club held their specialty show and puppy match in July.

EX: The Chicago Bulldog Club specialty show will be held November 4.

Capitalize titles that come before the name, but not when they come after the name.

EX: Breeder-Judge Brenda Newcomb, Judge Edward Jenner, President Ruth Williams but: Ruth Williams, BCA president, called the meeting to order.

Capitalize the word Division whenever it is used pertaining to the eight BCA Divisions.

Capitalize the word Standard when referring to the BCA/AKC Standard of the Bulldog.

Capitalize Code of Ethics when referring to the BCA Code of Ethics.

Capitalize National Officers, Executive Committee, National Council, Councilors, Board of Governors, Governors, National Specialty, National Week, whole names of committees.

The Bulldogger and the names of other books and publications should be italicized (underline when typing or in long-hand) . . . it is never in all caps, bold face or in quotation marks.

When in doubt, do not capitalize.

EX: a.m., p.m., e-mail

Abbreviations

Champion should be Ch. (not CH.)

Show placements: **BB, BOS, BW, WD, WB, RWD, RWB** (yes, it is **not** BOB, BOW).

Spell out the name of a club/organization the first time it is mentioned, but if appropriate, abbreviate the name in further references.

EX: The first time it is mentioned: Pacific Coast Bulldog Club, American Kennel Club, Bulldog Club of America

Additional references to same organizations: PCBC, AKC, BCA

States: Use postal abbreviations (two capital letters) with no period for addresses included with city name in ads. Spell out state names in all other cases.

Periods

No periods between the letters of abbreviations.

EX: BCA, AKC, DNA, CD, CDX, CBC, DVM

Commas

****Never a comma before and in a series****

EX: cookies, donuts and coffee

Apostrophes

Before the s if the noun is singular

EX: the dog's coat (meaning one dog)

After the s if the noun is plural

EX: the dogs' owners (meaning all the dogs)

No apostrophe in 1980s or the 90s

Quotation Marks

Period (.) and comma (,) are ALWAYS INSIDE the quotation marks.

The ? and the ! go either inside or outside the quotation marks, depending upon circumstances.

Use quotation marks around the names of magazine articles.

DO NOT use quotation marks to emphasize specific words—use *italics* or **bold face** for emphasis.

Numbers

Use **words** for numbers one through nine; use **numerals** for numbers 10 and above—except for dates, addresses and obedience scores.

Use Roman numerals for Division numbers.

EX: Division II, Division IV

Use parenthesis around **telephone area codes**.

EX: (414) 537-2774

Dates

Spell out the names of days and of months.

NEVER use st, nd, rd, etc.

EX: The club's first puppy match will be Saturday, November 30.

Use the year (2009) only if it is significant and necessary.

Tense

Write headlines in *present* or *future* tense.

Write picture captions in *present* tense.

EX: Sugar receives the BB award from Breeder-Judge Dewey Ritter.

Miscellaneous

Listing officers: Name first followed by a comma and then the office followed by a semi-colon.

EX: The new officers are: Phil Douglas, president; Chuck Sterling, vice president; etc.

Website is one word.

E-mail has a hyphen.

Internet addresses should be in *italics* (underscoring when typing or in long-hand).

Delete any **links** before e-mailing copy.

Correct usage is: toward not towards, afterword not afterwords.

Avoid beginning copy blocks or captions with an article: A, An, The!

Make paragraphs short . . . short . . . short!

When e-mailing copy please space only once between sentences!

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