



## **Style Guidelines for Chapter E-mails and Ads**

Just as the e-mail templates help all chapter e-mails look like they're coming from the Texas Exes, it's important to follow the same style and grammar rules of other Texas Exes communication pieces. Here are a few helpful hints. If you have any questions about these guidelines or anything missing, please contact *Alcalde* editor Tim Taliaferro at [timt@alumni.utexas.edu](mailto:timt@alumni.utexas.edu) or 512-471-8086.

### **Dates**

- Spell out all days of the week
- Do not include th, rd, or st after a date (exception: March 2 may be referred to as March 2nd for Texas Independence Day)
- Abbreviate months when followed by a day, except for March, May, June, and July
- Do not include year unless it's necessary for clarity, like when referring to a past event date

### **Times**

- Lowercase and place periods between a.m. and p.m.
- Do not include minutes for times on the hour. Ex: 6 p.m. not 6:00 p.m.
- Use noon or midnight instead of 12 p.m. or a.m.
- Include spaces between time and a.m./p.m.

### **Phone numbers**

- Use hyphens, not periods or parentheses.
- Ex: 512-471-8839

### **E-mail addresses**

- Use all lowercase

### **Websites**

- For print (ads), do not include www. and capitalize the first letter. Ex: Texasexes.org
- For e-mails, it's OK to include www. for hyperlink purposes.

### **Alumni**

- Alumnus = general singular or a man
- Alumni = general plural or men
- Alumna = a woman

- Alumnae = women
- Alum and alums are OK to use
- RIGHT: He is an alumnus. We are alumni. Margaret Berry, a Distinguished Alumna of ...
- WRONG: I'm an alumni. She's an alumni.

## **Big 12**

- Always use numerals.
- WRONG: Big Twelve or Big XII

## **Forty Acres**

- Spell out. (Except when referring to the 40 Acres Scholars Program.)

## **Hook 'em Horns**

- Note direction of apostrophe. In general apostrophes point toward the numbers or letters they replace.

## **Etc.**

- Avoid using & in place of "and"
- Keep exclamation points to a minimum

## **E-mail Dos and Don'ts**

- Do tease some of your news and events in the subject line. "Weekly Newsletter" is a lot easier to pass up than "Meet A UT Football Legend" or "Cheer The Longhorns To Victory This Saturday"
- Think of this as a newsletter from the entire Texas Exes, not a personal e-mail.
- Do contact *Alcalde* editor Tim Taliaferro with any questions or concerns relating to style and grammar.
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