COLUMBIA MISSOURIAN STYLEBOOK

and a guide to

MID-MISSOURI

MISSOURIAN
5-MINUTE STYLEBOOK
(How 10 percent of the rules cover 90 percent of style questions)

MEMORIZE THESE RULES.

Below are style guidelines that you should know without having to refer to a stylebook. They're taken from the Missourian and AP stylebooks and from dictionary listings. If you learn them, your life will be easier and your editors happier.

PEOPLE

■ Capitalize formal titles when they appear before names, and lowercase titles when they follow a name or stand alone (*former President Vicente Fox*; *President Barack Obama*; *George Bush, former president*).

■ Lowercase occupational or descriptive titles before or after a name. Mere job descriptions (such as *astronaut*, *announcer* or *teacher*) are not capitalized before or after a name (*reporter Casey Law*; *Casey Law, a reporter*). If you are not sure whether a title is a formal, official title or merely a job description, put the title after the name and lowercase it.

■ Refer to adults in news reports by first name and family name the first time they appear in a story (*Jane Smith*) and by family name only on later references (*Smith*).

■ Children 15 or younger are usually referred to by both names (first and family) on first reference and first name only on later references. Children in adult situations — common examples are in international sports and serious crimes in which they are charged as adults — are referred to by last name only on later references.

■ To avoid confusing two people with the same family name, such as husband and wife or mother and son, use both names (first and family) on later references. A story mentioning Joe Biden and Jill Biden should usually refer to them as *Joe Biden* and *Jill Biden* even after they are introduced if there's any chance of confusion. Sometimes a title can be repeated to make the distinction (*Vice President Biden* or *the vice president* on later references). Only rarely, in some feature stories, will you want to refer to adults by their first names on later references.

■ Do not use courtesy titles (*Mr.*, *Mrs.*, *Miss*, *Ms.*, *Dr.*) in news stories. Most newspapers have eliminated courtesy titles except in obituaries (for the deceased only) and in editorials. Other than in Missourian obituaries and Life Stories, don't use *Dr.* before a name. It's much better to explain what kind of doctor he or she is in context (*Casey Law, an orthopedic surgeon*).

■ Abbreviate military and police titles before names in accordance with the AP Stylebook. Don't abbreviate titles when they stand alone or follow a name (*Gen. Douglas MacArthur*; *the general*).

NUMBERS

■ In general, zero through nine are written out, and 10 and above are written as numerals.

■ Always use numerals, even if less than 10, with:

- ■ **addresses** (*3 Hospital Drive*)
- ■ **ages** (*7 years old*)
- ■ **dates** (*March 4*)
- ■ **distances** (*4 miles*)
- ■ **heights** (*5 feet 11 inches*)
- ■ **million, billion and trillion** (*9 million people*)
- ■ **money** (*$5*)
- ■ **percentages** (*8 percent*)
- ■ **time** (*2 p.m.*)
- ■ **weights** (*6 pounds*)

■ Spell out any number, except a year, that begins a sentence. (*Twelve students attended. 1999 was an important year.*)

■ For most numbers of a million or more, use this form, rounded off to no more than two decimal places: *1.45 million*; *the $18.1 billion budget*. If the exact number is important, write it out: *She received 1,253,667 votes, and her opponent received 988,401.*

■ Many newspapers abbreviate *million* and *billion* in headlines (*a $3.2M tax hike*). We don't.

■ Spell out numbers used as figures of speech. (*Thanks a million.*)

■ Spell out fractions less than 1 when they stand alone (*Use one-half cup of flour and two-thirds cup of sugar.*). Otherwise, write them as mixed fractions (*1 1/2 cups of flour*) or decimals (*1.5 liters of water*). Generally, use a *0* to precede a decimal smaller than zero (*0.75 kilograms*).

■ Convert metric measurements to English ones.

■ Do not use *1-* before any telephone number; *800-888-8888* will suffice. Don't use parentheses around the area code.

MISSOURIAN 5-MINUTE STYLEBOOK

DATELINES, PLACES, ADDRESSES

■ Datelines appear at the top of stories and tell what city the story was filed from. The city name is written in capital letters, with the name of the state or country in upper and lowercase (*GRAND RAPIDS, Michigan*). The Missourian spells out state names in datelines, an exception to AP style.

■ With rare exception, every online article should include a dateline. In print, we remove Columbia datelines but keep datelines for all other locations.

■ Not all datelines include a state name. Don't include a state name, whether in a dateline or in text, for:

■ the cities listed in the AP Stylebook's datelines entry

■ the 17 cities and towns listed in the Guide to Mid-Missouri's Communities section

■ the Missouri cities of St. Louis, Springfield and Kansas City (but include the state name with Kansas City, Kansas)

■ Once a state dateline is used, cities in the story from the same state do not need to be followed by a state name. For example, if a dateline says *Branson, Missouri* and the story mentions Cape Girardeau, Missouri, you can simply write *Cape Girardeau* without the state. But always include the state name for cities that could be confused with other places, such as Cuba, Missouri, and Paris, Missouri.

■ Notice that Washington and New York always refer to the cities by those names, not the states, unless otherwise indicated. In other words, you would not normally write *Washington, D.C.,* or *New York City* but simply *Washington* and *New York*.

■ Do not abbreviate such designations as *street* when they stand alone without a numbered address. Only three of these are abbreviated — *street*, *avenue* and *boulevard* — and they are abbreviated only when they appear with a numbered address. (This is usually referred to as the STAB rule — street, avenue and boulevard.) If the street name has a direction in it, abbreviate the direction only with a numbered address (*West Hickory Avenue*; *103 W. Hickory Ave.*; *Southeast Avalon Drive*; *2608 S.E. Avalon Drive*).

■ When an address follows a person's name, either separate them with the word *of* and no commas or use commas around the address without the word *of*. (*Hank Jones of 678 S. Elm St. was arrested*; *Hank Jones, 678 S. Elm St., was arrested*.)

■ When mentioning someone's hometown, do not use commas around the town. (Right: *Casey Smith of Columbia ran home.* Wrong: *Casey Smith, of Columbia, ran home.*) But if an age is included, do use commas. (*Casey Smith, 36, of Columbia, ran home.*)

TIMES, DATES

■ Use only the day of the week for events within a week of publication. (*The summit ended Monday. The negotiators will meet Thursday.*)

■ Use *next* only if needed for clarity. (*The summit ended Monday, and the negotiators will meet again next Monday.*) Use cautiously.

■ Never abbreviate days of the week. Do not include both a day and a date. The exception is Missourian obituary and Life Story style, when we use day, date and year in the sentence that tells when the person died. (*She died Tuesday, Aug. 13, 2014.*) Don't continue using this format for other dates in the story.

■ In print, use *today* to refer to the day of print publication. Do not use *yesterday* or *tomorrow* except in direct quotes. On the website, use only days of the week (not *today*, *yesterday* or *tomorrow*).

■ Use month and day to refer to events happening a week or more before or after publication. Use cardinal numbers, not ordinal numbers, for dates. (*The summit began July 11. The seminar will be held March 3.*)

■ Don't use the year unless the event is more than a year before or after publication. (*He died March 17, 1999. The currency will be introduced Nov. 1, 2023.*) The only exception is in the date of death in Life Stories or obituaries. (*John Doe died Tuesday, Aug. 13, 2015.*)

■ Do not abbreviate a month unless it has a date (*January*; *January 2012*; *Jan. 1, 2012*). Five months are never abbreviated: March, April, May, June and July.

■ Names of months and days of the week are capitalized, but seasons are not capitalized (*Wednesday*, *January*, *spring*).

■ Use the lowercase *a.m.* and *p.m.*

■ Always use figures for time in this form: *8 a.m.*, *10:30 p.m.*, *1:45 a.m.* Do not leave in the zeroes, as in *8:00 a.m.*

■ For time spans, use this format: *1 to 4 p.m.* (not *1-4 p.m.*).

■ Follow time-date-place order. (*Martial law was declared at noon Friday in Jesse Hall. Trials of collaborators will begin at 2 p.m. Oct. 14 in Mexico, Missouri.*)

■ There is no such time as *12 p.m.* or *12 a.m.* It's *noon* or *midnight*.

MISSOURIAN **5-MINUTE STYLEBOOK**

THINGS

- Common nouns are lowercase (*dog*, *apple*).

- Proper nouns are uppercase (*Fido*, *Sears*).

- For names of varieties of plants and animals or of particular foods, capitalize only the proper noun (*German shepherd*, *McIntosh apple*, *red delicious apple*, *Boston cream pie*).

- Capitalize trademarks (*I drank a Pepsi*), or use a common noun as a substitute (*I drank a soft drink*).

- Many product names that people think are generic terms (common nouns) are actually trade names (proper nouns) and should be capitalized (*Band-Aid*, *Frisbee*, *Jell-O*, *Kitty Litter*, *Kleenex*, *Scotch tape*, *Styrofoam*, *Vaseline*, *Velcro*, *Xerox*).

- Use abbreviations on first reference only if they are widely known. (*CIA agents helped overthrow the prime minister of Iran.*) Otherwise, spell out the names of agencies on first reference (*the U.S. Agency for International Development*; *USAID*). If an abbreviation would be confusing, use a common-noun substitute (*the council*, *the junta*). As much as possible, avoid using acronyms.

- In general, don't abbreviate units of measurement (*pounds*, *miles*, *hours*, etc.).

A FEW MORE TIPS

- Use *MU*, not *University of Missouri* or *Mizzou*, in all references to the Columbia campus except in sports stories, in which *Missouri* is preferred. Never use *University of Missouri-Columbia* or *UMC*. If there would be confusion with another college in the system, then write around it using something to the effect of *the Columbia campus*.

- Avoid exclamation points. Few things are spoken with the emphasis that should be reserved for an exclamation point.

- Do not use brackets. Use parentheses. [This is a bracket. Do not use.] (This is a parenthesis. Do use.)

- Do not include *U.S.* before Army, Navy, Marines or Air Force when referring to service members from the United States. It's not needed because, after all, it's illegal for a U.S. citizen to serve for another country.

- Do not use *http://* with any Web addresses. It's not needed. Also, check every Web address by typing it into a browser without the *www.* If the site loads, then do not use the *www.* in the address in print or online.

Revised entries

■ **athletics** — Tips on other schools' athletics departments have been added.

■ **Battle High School** — We are no longer referring to the school by its full name, *Muriel Williams Battle High School*.

■ **Benton STEM Elementary School** — Include *STEM* in the name on first reference.

■ **boards, commissions, committees, etc.** — The former *boards and commissions* and *committees* entries have been combined.

■ **Boone County Farmers Market** — The location changed.

■ **Boone County Sheriff's Department Cyber Crimes Task Force** — We no longer use a possessive after *Department*.

■ **bylines** — The bylines entry has been expanded to include instructions for online bylines and online photo credits.

■ **campus** — The word *campus* can now be used with the name of a college or university (*MU campus*, for example) unless you could remove *campus* and the meaning would still be clear.

■ **Central Missouri Events Center** — The events center closed.

■ **crime stories section** — Before including the race of a suspect or perpetrator in a crime story, you must include three other identifying characteristics. Gender has been added to the list of identifying characteristics.

■ **curators' professor** — The apostrophe belongs after the *s*.

■ **Internet addresses** — We are no longer capitalizing words in URLs unless they are capitalized in the actual URL (*columbiamissourian.com*, *gocolumbiamo.com*).

■ **Lee Expressive Arts Elementary School** — Include *Expressive Arts* in the name on first reference.

■ **Missouri Theatre** — The theater is no longer ever referred to as the *Missouri Theatre Center for the Arts*.

■ **obituaries section** — The former Life Stories section has been expanded with guidance on all three types of obituaries (family obituaries, Missourian obituaries and Life Stories). The cemeteries and funeral homes entries have been moved from the alphabetized section to the obituaries section.

■ **policy on reporting suicides** — Tips from AP's new entry on suicides have been added.

■ **score bugs** — We are now bolding the winning team in sports score bugs. See Page 103 of the Design Styleguide.

■ **Truman Veterans' Hospital** — Include the apostrophe. The previous edition of the stylebook was inconsistent on this.

New entries

■ **Battle Elementary School** (Columbia Public School District section)

■ **Beulah Ralph Elementary School** (Columbia Public School District section)

■ **Clery release**

■ **doughnuts**

■ **High School Equivalency Test**

■ **Keys to the City (sculpture)**

■ **Missouri School Boards' Association**

■ **MU buildings**

■ **P.E.O.**

■ **state names**

Deleted entries

■ **Affordable Care Act** — We are now following the AP entry.

■ **Blue Fugue, The** — It closed.

■ **Columbia Star Dinner Train** — It closed.

■ **Columbia Transit** — It was replaced by CoMO Connect.

■ **Health Connection, The** — It closed.

■ **MU in the Evening** — The continuing education program was eliminated.

■ **Ski Hi Bar & Grill** — It closed.

Other changes

■ The **Missourian 5-Minute Stylebook** has been added to the front of the print edition.

■ The **Resources section** (on the next page) now includes tips on how to use the Missourian stylebook, guidance on how to follow AP's frequent online stylebook updates and a hierarchy of resources.

HOW TO USE THIS STYLEBOOK

FIRST REFERENCE AND SECOND REFERENCE
Many entries tell you how to spell something on *first reference* and *second reference*. First reference is the first time you mention a term. Second reference refers to every subsequent mention of that term.

BOLDED TERMS
If a word is bolded, that means there's an individual entry for it elsewhere in the stylebook.

Columbia Municipal Power Plant
Located at 1501 Business Loop 70 E. It is a publicly owned utility operated by the city to provide **not-for-profit** electric service by burning coal, gas and oil. Use the full title on first reference. On second reference, use *the Municipal Power Plant* or *the power plant*. See also **MU Power Plant**.

ITALICIZED TERMS
Words that are italicized are examples.

ASTERISKS
Asterisks (*) mark exceptions to AP style. The example entry is not an exception.

UPDATES TO THE ONLINE AP STYLEBOOK

The Associated Press updates its online stylebook frequently. Unless told otherwise, follow the updates. Missourian style supersedes AP style (see hierarchy below), so don't follow updates that contradict existing Missourian style entries. To see the updates, go to apstylebook.com/missouri, hover over the AP Stylebook tab and go to the What's New section.

HIERARCHY OF RESOURCES

This list tells you which resources take precedence over others. For example, if the Missourian Stylebook tells you to capitalize a word and the AP Stylebook tells you to lower-case it, you'd follow the Missourian Stylebook because it's higher on the list.

1. Columbia Missourian Stylebook
2. The Associated Press Stylebook
3. Webster's New World College Dictionary, Fifth Edition
4. Webster's Third New International Dictionary
5. Working With Words, Eighth Edition
6. Specialty stylebooks, such as the NLGJA and the Religion Newswriters Association stylebooks

NEWSROOM CONTACTS

Assistant city editors and city editors: 882-7884
Community outreach team: 882-5713
Executive editor Tom Warhover: 882-5734
Graphics desk: 882-5744
Interactive copy editing desk: 882-5586
Newsroom front desk: 882-5720
Production (print) desk: 882-5743
Photo desk: 882-1690
Sports desk: 882-5730
Vox Magazine: 884-6432
Missourian IT: misstaff@missouri.edu

HELPFUL WEBSITES

■ **Online version of AP Stylebook, Missourian Stylebook and Webster's New World College Dictionary:** apstylebook.com/missouri
■ **Blox admin**: https://admin-newyork1.bloxcms.com
■ **Missourian archives:** merlin.jour.missouri.edu (user ID: merlin; password: missourian#1)
■ **Missourian Newspaper Library:** mulibraries.missouri.edu/missourian
■ **City of Columbia:** gocolumbiamo.com
■ **Boone County:** showmeboone.com
■ **AP's "Ask the Editor" Q&A:** apstylebook.com/?do=view_recent_ask
■ **LGBT stylebook:** www.nlgja.org/stylebook
■ **Guidelines for stories about people with disabilities:** ncdj.org
■ **Guidelines for stories about religion:** religionlink.com (Under the "Tools" tab, click "Religion reporting primer.")

For editing stories about crimes, courts and the blotter:
■ **Missouri Case.net:** www.courts.mo.gov/casenet (This website gives you access to the Missouri State Courts Automated Case Management System. From here, you can inquire about case records, including docket entries, parties, judgments and charges in public court.)
■ **ZabaSearch:** zabasearch.com (free people and public information search engine)
■ **Boone County Sheriff's Department:** showmeboone.com/sheriff (Look for the 07:00 Report after 7:06 a.m. and the current inmates roster.)
■ **Missouri Department of Corrections:** doc.mo.gov (For information about Missouri prisoners, go to Offender Web Search.)

MISSOURIAN POLICIES

Business conflicts

Political activities by student journalists can affect the reality and the appearance of independence and impartiality of our news organization. So, too, can outside work for competing media.

Work for other local media by Missourian paid staff or students in staff classes (reporting, copy editing, design, photography, photo editing, graphics, etc.) is prohibited. Local media include daily and weekly newspapers and related websites in our circulation area, campus newspapers and competing broadcast outlets.

One exception is collaborative projects and other work for KBIA and KOMU, which require advance approval by a faculty editor. Any work for media-related clients beyond the Missourian — nonlocal news outlets, campus or government publications, public relations, etc. — must be approved by the executive editor or managing editor. These circumstances might mean preferences as to the type of Missourian work (beats, shifts, etc.) to minimize the conflicts.

Students taking classes outside regular Missourian staff classes are exempt from this policy and are welcome to work for any news outlet.

As with potential political conflicts, apply this rule: When in doubt, disclose.

Dress code

You have earned the right to work for a professional news organization. Show it. Reporters, photojournalists, graphic artists, copy editors, designers, faculty editors and teaching assistants should dress appropriately and professionally.

Think business casual — not campus casual. Clothes that are too tight, too skimpy or too revealing are not appropriate.

Male reporters and photojournalists should not wear shorts or T-shirts while on duty or during extended periods of time in the newsroom. Jeans can be worn as long as they do not have holes. Flip-flops or shower sandals should not be worn while on duty at the Missourian. (The exception is sports reporters and photographers who are allowed to wear shorts when covering events or interviewing people wearing shorts and T-shirts.)

Female reporters and photojournalists should not wear cutoff blue jeans while on duty, but dress shorts and dress T-shirts are appropriate. Women also should not wear flip-flops or shower sandals while on duty.

T-shirts, caps and other articles of clothing with emblems, advertisements, Greek insignia, etc., are inappropriate for everyone.

Jewelry worn by both men and women should be tasteful and unobtrusive. Nose rings and other facial piercings are inappropriate. Exposed bellies and shoulders are inappropriate.

Staff members who violate the dress code will be asked to change their attire. Multiple violations will be addressed by the staff member's editor and the executive editor.

Political conflicts

Credibility matters. The Missourian strives to be an independent and impartial source of news and information, which means we must maintain an independence from faction. We should make every effort to maintain rigorous professional standards for ourselves and to avoid business and political ties that could threaten our credibility.

Missourian staffers have lives outside the newsroom! It is everyone's right to be involved in campus and community life, but we must protect both the reality and the appearance of the Missourian's independence and impartiality.

Students and staff should not engage in business dealings, accept gifts or favors or have close emotional ties with a news source.

Students and staff should not cover nor attempt to manipulate coverage of organizations or events in which they are involved.

All students, upon joining the Missourian, should provide to their faculty editor a list of activities or places of employment that might create at least the appearance of conflicting interests.

Personal relationships can affect the Missourian's credibility as well. As is the case at any professional publication, journalists at the Missourian should not write about, report on, photograph or make news judgments about subjects with whom they have close ties.

Some examples:

CLEARLY PERMITTED: Voting; worshipping; belonging to social, service, religious or athletic organizations; attending public events.

REQUIRING DISCLOSURE: Holding or seeking office or membership in an organization that tries to influence public policy on or off the campus.

CLEARLY PROHIBITED: Holding or seeking political office, paid or unpaid, elected or appointed, on or off the campus; participating in political campaigning or lobbying; participating in demonstrations or rallies intended to influence public policy.

Social media

Social media platforms and websites are tools we can use to further our mission to inform our public. The tools can be a great way to learn more about the things we cover and about the people we serve, for whom our journalism is intended. They are platforms intended for conversation, not just distribution, and we should be listening as well as talking.

The Missourian has just two absolute rules for social media:

1. If you're going to use a social media profile as part of your newsroom work, you must identify yourself and your role at the Missourian in your bio. Before you use any social media profile as part of your journal-ism work, make your affiliation clear and have a peer review your profile for appropriateness and transparency.

2. Adhere to our conflict of interest policies, found in the stylebook. Just as taking part in a political campaign is a conflict, espousing your political beliefs on social media profiles is also inappropriate for staffers. If any behaviors or actions are considered conflicts of interest under our policy, such things should also not be broadcast on your social media profiles. This includes, but is not limited to: holding or seeking political office, lobbying or participating in demonstrations to effect policy changes. Please check our conflict of interest policies or talk to your editor for further explanation.

We have a document that outlines social media best practices, including:

■ How to incorporate your personal updates and personality with your work updates

■ How to share the process of your journalism with your followers

■ How to use social media to build relationships

■ Suggestions for what to post

■ Guidelines for social media corrections

That can be found at bit.ly/missouriansocial.

REPORTING/EDITING POLICIES

Accuracy check

All reporters should perform an accuracy check on all stories, including Life Stories. The purpose is to catch errors and misunderstandings before publication. Take these seriously because errors can erode the public's trust in the Missourian.

Be sure to check the spelling of names, the clarity of figures and the accuracy of quotes. This should be done in all cases after a story is edited by the city editor, except for cases in which deadline makes it impossible. In these cases, do an accuracy check at the time of the interview. Show or read a source enough of the story to make sure it is written fairly. Ask an editor first if a source asks you to send the whole story.

The purpose of an accuracy check is fact-checking and clarification. It is not designed to let sources edit or put spin on a story. The point is accuracy, not a happy source. Check with your editor before changing any quote.

Anonymous sources

Anonymity threatens a newspaper's credibility. The Missourian's compact with its readers is bound by that credibility. That's why using anonymous sources should clear the highest barriers.

All anonymous quotes and citations in local copy **MUST** be cleared by the executive editor unless prevented by time factors. Reporters **MUST** reveal the source to their assigning editor and the executive editor. Failure to do so might lead to a reduction in grade.

Before we publish a local story with anonymous sources, editors and reporters should ask these questions:

1. Is the information absolutely essential? Put another way: Could we still run the story without the anonymous source?

2. Could we persuade the source to go on the record? Or could we get that information from an on-the-record source?

3. Does the source think he or she will be harmed? That could be either physical harm or the loss of livelihood, but it does not mean simple embarrassment.

4. Is the source hiding behind anonymity to take a cheap shot at an enemy?

5. Is the story important enough to the health of our community to override the risk to the newspaper's credibility? (A story about bad housing might be; a story about a quaint old house probably is not.)

WIRE COPY: Similar problem but less control. Cultural and physical situations across the globe could suggest more latitude. The culture of anonymity in Washington, D.C., might not. In any case, Questions 1 and 3 can and should be asked of every wire story, and the news editor in charge should be consulted before running the story.

You probably can imagine dozens of exceptions or circumstances of nuance. The point is not to create law so much as to compel conversation about when the use of unnamed sources is appropriate.

CQ

A CQ is a seal of credibility — it means that the information has been double- or triple-checked for accuracy. It forms a kind of compact between the originating writer and other editors. It says, "Yes, this name or other info is verified."

Here are the items that must be CQ'd:

■ Proper names — even those that are common and well-known, such as the mayor's. Don't just ask a source to spell the name; read it back or, if it's an in-person interview, show the spelling from your notebook.

Whenever possible, the names should be verified from a second source. If you got the name during an interview, try to find it in a directory or other trustworthy database. Remember: Not all Internet sources are created equal. Ask for a business card.

■ Proper titles.

■ Phone numbers. A CQ means you actually called the number to test it.

■ Web addresses. A CQ here means you copied the address and tested it in a Web browser.

■ Email addresses. A CQ here means

you sent a test email to the address, and the email didn't bounce back.

Your grade may be lowered if an article, caption or headline requires a correction in any of those categories and it was determined that a CQ had not been performed.

Exceptions to the CQ policy may be made in the event of breaking news.

COPY EDITORS: Even though the CQ is a promise of accuracy, you should treat it as you do most things — with suspicion. Editors should spot check CQ'd items in every article.

Crime stories

Crime stories and any other stories that could impute guilt must be written and edited with the utmost caution. Editors and writers alike must be aware of the potential for libel, how it can happen and how to avoid it. The reputation of the Missourian as well as that of the people we write about rides on this. We must always question whether a crime story is complete, clear and accurate, but we must also be concerned with whether it is fair. These tips should help ensure all of these qualities.

PRESERVE THE ASSUMPTION OF INNOCENCE: It is law enforcement's job to arrest people. It is our job to report what happened, not to convict people in print. It is the courts' job to determine a suspect's innocence or guilt. We must always assume that a subject is innocent until proven guilty.

KNOW THE DIFFERENCE BETWEEN SUSPECT AND PERPETRATOR: The *suspect* is whoever was arrested. The *perpetrator* is whoever committed the crime. We don't know whether the two are the same until the jury decides.

What we can write about the suspect:
Identity: The full name, including a middle name or initial, especially if it is a common last name such as Smith or Jones, and the age of the suspect.
Address: We include the suspect's address if available, but it's not necessary.

Circumstances of arrest: If the information is incriminating, we must attribute the information to a privileged source, such as the Police Department.
What we must not include: unprivileged allegations

What we can write about the perpetrator:
Description: What they look like, what kinds of vehicles they drive, their clothes. More details make for a more accurate description. See our policy on **Describing at-large suspects/perpetrators in crimes** (Page 13) for guidance on when race may be used in the description of the perpetrator.

FAIRNESS AND ACCURACY: Write about the perpetrator using a vague descriptor such as **an assailant, a burglar, a robber,** etc., rather than the name of the suspect: *A man attacked a pizza delivery driver in the 800 block of North Garth Avenue, police said.* Separate paragraph: *A suspect was arrested two blocks away.* This is thorough, and it's also fair to the suspect. This keeps the suspect and perpetrator in separate paragraphs.

ATTRIBUTE HOT INFORMATION: Information that imputes guilt must be attributed to a privileged source. This includes anything incriminating or that tends to implicate a person in a crime, including accusations, evidence, charges or claims. An attribution such as *a police spokesman said* tells the reader that this is not our interpretation of facts but that of the authorities.

Anything that makes it look as if the suspect did it must be attributed. WHEN IN DOUBT, ATTRIBUTE. If attributing every sentence would make the story awkward, we can use a blanket attribution that reads: *Police gave this account of the crime: Two teenagers were seen speeding down Garth Avenue in a late 1990s Ford Thunderbird ...* etc. Use this construction for broad strokes only, but generally, directly attribute all sentences that say someone is guilty.

DANGEROUS WORDS: Consult the AP Stylebook on all entries.

arrested for or indicted for: Means the same thing as saying the suspect was arrested for committing the crime. Instead, write, *The suspect was arrested on a charge of burglary.* or *The suspect was arrested in connection to a burglary.*

alleged, allegedly: Using these words gives us little to no protection from a libel suit. If we write, *Filak allegedly stole $500 and a diamond bracelet*, we're still saying he committed the crime. Better: *A diamond bracelet and $500 were stolen, police said. Filak was charged with robbery.*

accused: Good verb but awful adjective, as in *accused killer.* When we write that, we're still calling the suspect a killer.

arrested: to be detained — A police officer can arrest someone *on a charge of* something, but that does not mean he or she is formally charged.

indicted: to be formally charged of a criminal offense

warrant: Police request (not issue) it. A prosecutor then recommends it to a judge or magistrate who might issue it. If yes, police then obtain it to make an arrest.

arraignment: court hearing where a person is officially notified of charges and can have bond or bail set

bail, bond: A suspect can be released on bail or by posting a bond or held in jail in lieu of bail. Bail is set by a judge and can be paid with property or a cash deposit. It also can be arranged through a bail bond, usually 10 percent of bail.

If we are reporting that someone is being held in lieu of bail, then we need to call the county jail and find out if they are still there. In the story, we would then insert the time that was true: *She was being held in the Boone County Jail on $50,000 bail as of Saturday afternoon.* Don't let a crime story through the desk without that time element included.

DESCRIBING AT-LARGE SUSPECTS/ PERPETRATORS IN CRIMES

We will publish descriptions of criminal suspects (named individuals) or perpetrators (described in general physical characteristics but not named) as we get them from the law enforcement agency, including the reported race or ethnicity of the suspect or perpetrator. We will try our best in **EVERY** case to get more detailed descriptions by questioning the police and by independently reporting. We will make sure to include the race of all suspects or perpetrators described as white or Caucasian, just as we do the race or ethnicity of those described as black, Asian, Hispanic, etc. **BEFORE** we publish the race or ethnicity of a suspect or perpetrator, we will make sure the description includes at least **THREE** other identifying characteristics, such as gender, weight, height, age, hair color and length, scars and tattoos.

PERSON OF INTEREST

Do not use this term unless its use has been approved by the public safety editor, the managing editor or the executive editor. A person of interest has not been charged, much less convicted, of a crime, but the term clearly casts suspicion.

Naming victims of sexual assault

The Missourian, like most news organizations across the nation, generally does not publish the names of victims of sexual assault. Although news organizations have the right — court cases have consistently affirmed the legal standard for publication — they have the responsibility to weigh the potential harm against any larger benefits.

In sexual assault, and specifically rape, the scale tips against naming names. Victims often experience, upon publication, reactions that go well beyond simple embarrassment and into the realm of depression and trauma. There is evidence that rape is under-reported in part because of fear of publicity. The right of the accused to meet the accuser is compromised in the court of public opinion but not in court.

The same test applies as in our standards for anonymity: Does the source think he or she will be harmed? In most cases, the answer is yes.

However, reporters *should* ask whether the victim would like her or his name used. Some women and men believe they should speak out publicly.

In all local cases, if a name is used, it should be cleared by the executive editor and noted on top of the copy. And, as in all Missourian policies, good judgment and rigorous discussion win out over rigid policy every time.

The proximity factor makes wire copy less problematic. Still, every case should be cause for discussion by wire editors and news editors.

Naming juvenile offenders

The Missourian generally does not publish the names of juvenile offenders. Police and the courts are barred from revealing these names, but the media are not similarly restricted.

The rationale for the Missourian's practice is that juvenile offenders should not have to be permanently scarred by public exposure in the media for acts committed in their youth.

The Missourian's practice is to publish the name of a juvenile offender if he or she is certified to stand trial

Policy on reporting suicides

Reporting cause of death: Cause of death is an important fact in any story that we write. Reporters should make every effort to confirm, through official or family sources, the cause of death in news stories. They should make every effort to find the cause of death for anyone younger than 60 for Life Stories.

Guidelines for when to report a suicide in a news story: If a person takes his or her own life in a private way and a private place, we normally do not write a story. If, however, the person is or has been a public figure — someone who has been in the public eye and whose death would be considered newsworthy — we will write the story and report suicide as the cause of death when we confirm it through official or family sources. We also report suicides that occur in a public setting, whether or not the person was a public figure.

In all cases, we will be sensitive to the family and friends of the dead person.

Reporting a suicide: A case-by-case discussion is key to deciding whether to report a suicide. The final decision rests with a senior editor, often the executive editor, the managing editor or the night news editor. If a report of a suicide is received and no editor is available, cover the story. One should always

err on the side of reporting, for it is better to have material that an editor chooses not to use than to have an editor wanting to use information that is no longer available.

Guideline for when to report a suicide in Life Stories:

■ **Suicide of a private figure in a public place:** If the deceased is a private figure but committed suicide in a public place, the suicide itself likely will be reported in a news story, but the name of the deceased can be withheld with the approval of the senior editor. The obituary sheet normally will not include the cause

of death unless the family consents.

■ **Suicide of a private figure in a private place:** If the deceased is a private individual and committed suicide in a private place, the suicide is generally not reported and no cause of death is listed in the obituary unless the family consents.

Some tips from AP on reporting suicides:

■ Suicide stories, when written, should not go into details about methods used.

■ Avoid using *committed suicide* except in direct quotations from

authorities. Alternate phrases include *killed himself*, *took her own life* or *died by suicide*. The verb *commit* with suicide can imply that suicide is a criminal act. It's not. Laws against suicide have been repealed in the United States and many other places.

■ Do not refer to an *unsuccessful* suicide attempt. Refer instead to an *attempted suicide*.

Infobox:

There's an infobox at the top of the Missourian daily budget that should be added to stories about suicide.

Diversity Policy, Missouri School of Journalism Newsrooms ──────────

The Columbia Missourian, KOMU, Vox Magazine and KBIA are dedicated to full and fair coverage of the news, whether international, national, regional or local. Our intent is to report the news without bias, without favor, without intimidation and without callous disregard for the impact of our reporting.

In keeping with those goals, the Missourian, Vox Magazine, KOMU and KBIA recognize that, in a democratic society, all segments of the population should have the opportunity to be heard. It is our intention to provide a forum for the views of the oppressed as well as the favored, for minorities as well as the majority.

To do so, we shall:

■ Avoid stereotyping in our news reports. Reporting that is racist or sexist in fact or in connotation will not be allowed. Reporting that demeans others — the elderly or the disabled, for example — will similarly be banned. Editors and reporters will be reminded of this policy frequently, and internal monitoring mechanisms will be implemented to ensure compliance with this directive.

■ Report race, sex, religion or age only when pertinent. No mention should be made of a person's race, sex, religion, sexual orientation or age unless it is germane to a story. If a suspect is arrested, it is not necessary to identify him or her by these characteristics. If the police issue a description of a suspect still at large, and the description is detailed enough that someone could make an identification from it, it may be appropriate to include racial or other identification.

■ Aggressively cover news of and

about minority groups. We recognize that the majority has little trouble disseminating its views and positions. Minorities might not be in a similar position. With that in mind, we are committed to covering minorities as fully and extensively as our resources allow. This will include active efforts to develop a variety of new sources among minorities.

■ Monitor and evaluate coverage of minorities on a regular basis.

We recognize that to do these things well we must first create an atmosphere in our own newsrooms in which a variety of views, including divergent ones, is encouraged.

We shall do so within the context of our significant public service roles, which demand clear and concise communication.

Toward that end, we shall:

■ Regularly and systematically solicit the opinion of those staff members who are minorities. We are fortunate to have reporters and editors of different sexes, sexual orientations, races, religions, ages and political beliefs. We encourage discussion of differing views of and approaches to the coverage of news.

■ Encourage non-American staff, faculty and students to share with us their views of the American media and the media systems in their own nations. The Missourian, Vox Magazine, KOMU and KBIA are fortunate to have journalists who are born in other countries and might have perspectives different from those of Americans. We are committed to an exchange of ideas and cultural heritage that will be mutually beneficial. It is our intention to make international

students feel comfortable and welcome in our midst.

■ Eliminate nationalistic, racist, sexist and other demeaning remarks in our newsrooms. We recognize that ethnic, sexist and other insensitive remarks can be damaging to the environment in which we work. We are committed to eradicating all such remarks, whether said in seriousness or jest, from the workplace.

■ Attempt to fill staff and media assistant positions with qualified women and minorities. We recognize the importance of the perspective such applicants can offer if hired in positions of responsibility in our newsrooms.

■ Avoid assigning minority students only to stories about minority issues.

■ Attempt to provide all students with realistic professional experiences within the capabilities of our media operations. In the broadcast newsrooms, we recognize that the news directors are responsible for the sound of air work during local newscasts.

We realize that not every student working in broadcast outlets will necessarily appear on air. But we pledge to make sure that each student is given ample opportunity to audition for on-air work. Periodic airchecks will continue throughout the student's time in the newsroom. Criteria for air work will include clarity of diction; enunciation and elocution; well-modulated pitch and tone; lack of lisp, hiss, stutter, thickly accented speech or distracting mannerisms; correct inflection; and interpretation of delivery. The news director will provide ample opportunity for auditions and air checks. At all newsrooms we will

CITY DESK PROCEDURES

By 10 a.m.

- Sign in.
- Go to the Missourian Library and pick up the stack of the day's Missourians. Distribute two to the photo department (316-G), two to the interactive copy desk, two to the city editors' pod and three to the general assignment desk.
- Update calendar items, write any Life Stories that come across and perform other general duties.
- If you work on Tuesdays or Thursdays, pick up the attendance log from Cheri Cherry's office and take it to class. Be sure to return it after class.

Answering the phone/fax machine

- Answer the main phone directly.
- "Columbia Missourian, this is NAME" is an appropriate way to answer the phone. Be polite and professional.
- Always check the newsroom phone list to make sure the person asked for is not an editor.
- Put the caller on hold and call out for the reporter the caller is looking for. Shout loudly so everyone in the newsroom can hear you.
- If the reporter is available, take the caller off hold, press TRANSFER, type in the five-digit corresponding phone extension and press TRANSFER again. Make sure the other phone rings before you hang up. If the reporter is unavailable, take a detailed message, including the date and time, and place the message in the reporter's mailbox, alphabetized by last name.
- Check the fax machine (573-882-5702) for obituary sheets and anything urgent, but run anything important by an assistant city editor. Make sure the fax machine has paper.

Life Stories

- It is important to accuracy check all names, dates, times and places, even ones that appear on the obituary sheet. If a mistake appears in a Life Story, the Missourian's policy is to rerun the entire Life Story.
- Use the obituary checklist and Life Stories from that day's Missourian as guides. Always check the obituary sheet carefully.
- Make concerted efforts to call family. Ask family members what they would like people to know about the deceased person, what activities or hobbies the person enjoyed, what they remember about the person, whether they had a specific connection to the community, etc. Use the obituary script for guidance. If you cannot contact the family, accuracy check information with the funeral home.
- Give the assistant city editor on duty the obituary sheet. Make a copy of the obituary sheet and checklist. Put the original in the Rim basket at the copy desk and the copy in the obituaries bin at the city desk.
- See the **obituaries section** (Pages 17 to 22) for more on Missourian style.

Odds and ends

- Listen to the police scanner and let the assistant city editor on duty know of any interesting or important dispatches, such as an accident or injury.
- Keep the newsroom organized. If you run out of things to do, check with an assistant city editor.
- Greet visitors and help them.
- Dress appropriately for an interview in case you need to interview someone for spot news. At bare minimum, that means no shorts, tank tops, flip-flops or bare midriffs. Don't dress more casually on weekends because weekend deskers are more likely to be pulled for live stories than deskers throughout the week. See the **Missourian policies section** (Page 10) for more on the dress code.

Reimbursement

The Missourian reimburses students for certain expenses. Consult an assistant city editor for help with travel vouchers. Expenses that are usually covered are:

- **MILEAGE OUT OF THE COUNTY:** There is a nominal per-mile reimbursement. If you are assigned to go on an out-of-county trip, keep track of how many miles you travel and turn in an expense voucher upon your return. If you volunteer to go on an out-of-county story, make sure ahead of time that the mileage expense is approved, or you may not be reimbursed.

- **FEES FOR PHOTOCOPYING AT COURTS, CLERKS' OFFICES, ETC.:** If your editor assigns you to get documents and there is a cost, the Missourian will cover this cost.

- **COST OF THE MATERIALS FOR ILLUSTRATIONS:** The cost of an assigned photo illustration will be reimbursed. However, though an illustration about espresso might include coffee beans and a cup of coffee, the Missourian will not pay for the purchase of a coffee maker. Borrow one in this case.

- **MEALS:** If you are gone out of the county all day or overnight, the Missourian will reimburse you for your meals. Again, be reasonable. Alcohol will not be reimbursed. And ALWAYS keep your receipts. You won't be reimbursed for anything without one.

COPY/DESIGN DESK PROCEDURES

Copy editors

■ When you come in, get a copy desk log from the tray on the interactive copy desk. Use this log to keep track of all stories you edit and the headlines you write. Keep the log in your scrapbook.

■ CQ name(s) in every story you edit. CQ is an abbreviation of the Latin phrase "cadit quaestio," which literally translates to "the question falls," meaning there is no question or doubt remaining. Putting a CQ next to something indicates that you've verified its accuracy.

■ Make sure all stories have been AC'd, or accuracy-checked.

■ Proof all pages and graphics in the Rim basket. If they are feature or advance pages not for the next day's paper, initial the proof and include your phone number and return it to the news editor.

■ Proof any graphics that arise. As much as possible, the same person should edit a story and its related graphic. Edited graphics go back to the news editor or to a teaching assistant before being returned to the graphics designer.

Designers

■ For news designers, gather your page dummies from the news editor. Take them to the budget meeting.

■ After budget, make a detailed list of what stories, photos and graphics you will need, and check them off as they arrive at the desk. This is good practice for all designers.

■ As you design pages, put headline specifications (specs) on all copy.

■ It is your job to coordinate with photo editors, graphics editors and city editors as to length, size and expected time of arrival. Do this often to avoid late-night surprises. This is true for all designers.

■ Double-check all page dummies for ads that should be on each page.

■ Double-check all story jumps.

■ News and sports designers who work until close are not allowed to leave until the pages have been sent to the press.

Goal

The death of every individual in Boone County (Columbia, Ashland, Centralia, Hallsville, Rocheport, Sturgeon) will be announced in the Death Notices section (Page 2) of the Columbia Missourian, if at all possible, also published on the website. When the Missourian does receive an obituary from a funeral home or member of the deceased's family, the deceased will receive a maximum of two obituaries (in addition to the death notice) — a family obituary plus a life story. A photograph of the deceased should be requested in all cases if possible.

Types of obituaries

Death notice: *This is a brief announcement of a death with or without funeral services.*

Every reasonable effort will be made by the ACE to post news in a timely manner about deceased individuals in Boone County, to run in the Death Notices section, both print and Web. Death notices will be posted whether funeral service arrangements have been made or not.

Family sumbitted obituary: *This is a reprint of the obituary submitted by a funeral home or family member/friend.*

Within 60 minutes after a family obituary is received, it should be placed in a Blox file and moved to the HOLD queue for fact-checking. It is then moved to ICE Desk SLOW for editing. Include a photo if one is submitted. Credit the source in a tagline. It could be a family member or from a funeral home.

ICE desk: Family obituaries should be edited with a light hand, preserving the language chosen by the family. Do fix grammar, punctuation and spelling errors, but do not edit style or syntax.

Family obituaries will run in print.

Life Story: *This is a featurized obituary that relies on information from outside sources about the life and contributions of the deceased.*

Every effort should be made to complete a Life Story for a subject. Appropriate considerations to include in a Life Story could be based on longevity in Boone County, significant contributions to the community or newsworthy life activity. Any length of time spent as an adult in the county beyond one year would be appropriate.

Although you might feel awkward about calling family members during a time of grief, you will find that if you engage in sensitive reporting, relatives will ultimately appreciate your efforts.

Life Stories run online and in print. Include a photo if one is submitted.

Guidelines

■ If the memorial or funeral service is set three or more days ahead, and sources cannot be reached to complete a Life Story by 5 p.m. on the day the information is received, the Life Story will be rolled over to the next day. Because a majority of services fall into this category, the likelihood of a Life Story remains high.

■ If the service is to take place sooner than three days ahead, a decision will be made before 5 p.m. on the day the information was received about whether to stop working toward a Life Story.

■ Reporters will continue to work on a Life Story only if there is a reasonable expectation that sources will be available.

■ If an individual was a prominent member of the community (Rodney Smith, Almeta Crayton, etc.), the option will be to write a news story that will fulfill the intent of a Life Story.

■ If the memorial or funeral service has already been held, we will write a Life Story only if the individual was a prominent member of the community.

■ If the memorial or funeral service is to be held on an unidentified future date, we will announce that information after we receive it only as a Death Notice.

Tips

■ **A person dies *of* a disease**, not from a disease; **after a *lengthy* illness**, not an extended illness; *after* **an operation**, not as a result of an operation.

■ **A woman is survived by her husband**, not her widower; **a man is survived by his wife**, not his widow.

■ **A funeral is offered or held**, not celebrated. The exception is if the funeral includes **a Catholic Mass**, in which case, it is **celebrated**.

■ Featurized Life Stories are more flexible on format, but the death should still be high up in article.

■ In print, featurized Life Stories will take a headline. See Pages 99 and 100.

■ Check everything that appears on an obituary sheet, and accuracy check everything with the family.

Missourian policy is that if a correction is necessary on a Life Story, the Life Story must be run again in full.

■ Remember that Life Stories are likely the last time a deceased person's name will appear in print, and they are cherished beyond most other things printed in the newspaper. It is crucial that you double-check for accuracy and exercise sensitivity when dealing with sources.

Style

These style rules apply to Missourian obituaries and Life Stories, but not family obituaries.

A ADDRESSES: Do not print the addresses of any person mentioned in an obituary. Simply list the town for the deceased and all survivors. For the deceased, list the town that would provide the closest local connection. For example, if someone moved to New York City after living in Columbia for years, say *formerly of Columbia* instead of *of New York City*. Print the full street address for places having to do with the services, and include the town if it is not in Columbia. Print the full mailing address for memorial contributions. For more, see **addresses** and **of (hometown)** in the main alphabetized section.

AGES: Always check that the birth year subtracted from the death year agrees with the age listed. When subtracting, make sure the birthday has already occurred; otherwise, subtract one more year. For example, a person born Aug. 4, 1925, who died June 4, 2009, would be 83, not 84.

C CAUSE OF DEATH: In Life Stories, make efforts to find the cause of death for anyone younger than 60. See also **suicides**.

CEMETERY: Include the address. See the list of **cemeteries** on the next page.

COURTESY TITLES: Use courtesy titles on second and subsequent references to the deceased: *Mrs., Mr., Ms., Miss* or *Dr.* Always check with the family on which to use; never guess. Do not refer to the deceased as *Mrs.* until after it is mentioned that she married. See **religious titles.**

D DATELINE: All Missourian obituaries and Life Stories should have a dateline.

DATES: When listing the day a person died, always use the day of the week, the date and the year. For example, *John Doe of Columbia died Friday, Dec. 20, 2009, at his home.* This is an exception to standard style. The reason for this exception is that obituaries usually stand as the official record of death for many families, and relatives often want to remember the exact day and date. Make sure the day and date match. For all other days mentioned in the obituary, follow standard Missourian style.

DR.: Use the title for nonmedical doctors if the person used it during his or her life. See also **religious titles**.

E EUPHEMISMS: Never write euphemisms such as *passed away, met her maker* or *is resting in the arms of Jesus.* Instead, use *died*.

F FUNERAL HOMES: Always insert which funeral home is handling the services, and use full street addresses. Also, include which funeral home is handling the arrangements if it has not been previously noted in the story. For more, see the list of **funeral homes** starting on the next page.

FUNERAL SERVICES: The word *funeral* is redundant.

I INURNMENT: This term, which means to put someone's ashes in an urn, can be included in obituaries.

M MEMORIALS: If it is available, provide the full mailing address for sending memorials. Check to make sure the address is for a legitimate group or place. You do not want anyone to be scammed into sending memorials to a fake charity or organization.
For online memorials, follow this style: *Tributes can be posted at memorialfuneralhomeandcemetery.com.* Use of the word *condolences* is also acceptable.

MORTICIAN: Use *mortician* instead of *undertaker*.

MOTHER'S MAIDEN NAME: Preferred: *She was born Aug. 12, 1904, to Joe and Sarah (Smith) Jones.* (The mother's maiden name is put in parentheses.) Also acceptable: *She was the daughter of Joe Jones and Sarah Smith.* If the couple's last name is hyphenated, use that form: *Joe and Sarah Smith-Jones.*

P PARENTS: If the person who died is older than 75, do not say the parents died earlier because it is expected the parents would have died. See also **survivors**.

PRECEDED IN DEATH: Never use. Use *died earlier.*

R RELIGIOUS TITLES: Use *the Rev.* or *the Rev. Dr.* before the names of any religious leaders conducting services, regardless of whether they are ministers, preachers, priests, etc. The exception is if the person is a church elder. Then, use *Elder* before the name. For example, *the Rev. John Doe, Elder Jane Doe.* For non-Christian religions, use the proper title before the name. Consult the AP Stylebook for other questions.

S SERVICES: Use *conducted,* not *officiated* or *celebrated,* to refer to the funeral: *Services, conducted by the Rev. John Doe, will be held from 2 to 4 p.m. Saturday.* (The exception is a Catholic Mass — see the AP listing.) Always list services after the visitation. Include the full street address for places having to do with the services and the town if it is not in Columbia.

SUICIDES: See the **Missourian policies section** on Page 13.

SURVIVORS: Use the following tips when listing survivors:
■ When listing groups of survivors, use a comma after the name of the grouping, commas between entries and semicolons between groupings: *Survivors include three brothers, John Doe and Bill Doe, both of Columbia, and Jack Doe of Ashland; and a sister, Jane Doe of Columbia.* Use a semicolon before the *and* of the last grouping.
■ Use the town of residence for each survivor.
■ The usual order for survivors is spouse, children, parents, siblings, grandchildren, great-grandchildren and other family members. List in-laws and spouses of survivors, e.g., *Casey Law and her husband, John, of Columbia.* There are several exceptions, such as if a deceased person is only survived by nieces and nephews, etc. Use your judgment on whether a relative needs to be included, or ask the assistant city editor on duty.
■ If relatives died earlier, list them in a paragraph after the survivors with the phrase *died earlier.*
■ Spouses and parents **should** be named again in the survivors/died earlier. Do give the names of most survivors, but usually it is unnecessary to name great-grandchildren and nieces or nephews. Again, there are exceptions.

Cemeteries

Some cemeteries' information can be obtained only by calling the town's city hall or the organization indicated in parentheses.

■ **Ashland Cemetery**, 816-232-3923
2324 Ashland Ave., St. Joseph, MO 64506
■ **Boonville Memorial Gardens Cemetery**, 660-882-7447
Maple and Cherry streets, Boonville, MO 65233
(Boonville Parks and Recreation Department)
■ **Callaway Memorial Gardens**, 573-642-4468
1700 S. Business Road 54, Fulton, MO 65251
■ **City of Centralia Cemetery**, 573-682-2849
North Rollins Street, Centralia, MO 65240
(Centralia City Hall)
■ **Columbia Cemetery**, 449-6320
30 E. Broadway, Columbia, MO 65203
■ **Crown Hill Cemetery**, 660-826-1562
830 N. Engineer Ave., Sedalia, MO 65301
■ **Elmwood Cemetery**, 573-581-2100
Elmwood and Liberty streets, Mexico, MO 65265
■ **Friedens Cemetery**
Route A, Hartsburg, MO 65039
■ **Glendale Memorial Gardens**
101 Highway 22 E., Centralia, MO 65240 (The mailing address is at 104 S. Collier St.)
■ **Harrisburg Cemetery**
201 E. Sexton St., Harrisburg, MO 65256
■ **Hawthorn Memorial Gardens**, 573-635-4594
4205 Horner Road, Jefferson City, MO 65109
■ **Highland Sacred Gardens**, 660-826-7791
3600 E. 28th St., Sedalia, MO 65301
■ **Hillcrest Cemetery**, 573-592-3111
(Fulton City Hall)
750 Hillcrest St., Fulton, MO 65251
■ **Jefferson City Cemetery**, 573-634-6410
1000 E. McCarty St., Jefferson City, MO 65101
■ **Lee's Summit Historical Cemetery**, 816-969-7403
806 S.E. Third St., Lee's Summit, MO 64063

■ **Longview Cemetery**, 573-634-6410
204 Scott Station Road, Jefferson City, MO 65109
■ **Memorial Park Cemetery**
  ● 1217 Business Loop 70 W., Columbia, MO 65203
    (**Memorial Funeral Home** at same address.)
    443-3173
  ● 101 W. Wightman St., Moberly, MO 65270
    660-263-4701
  ● 3306 Greenridge Road, Sedalia, MO 65301
    660-826-7791
■ **Oakland Cemetery**, 660-269-9452
East Rollins Street, Moberly, MO 65270
■ **Pioneer Cemetery**
Westminster Avenue and Fourth Street,
Fulton, MO 65251
■ **Resurrection Cemetery**
  ● 3015 W. Truman Blvd., Jefferson City, MO 65109
    Tel: 573-893-2751
  ● 6901 Mackenzie Road, St. Louis, MO 63123
■ **Riverview Cemetery**, 573-636-6713
2600 W. Main St., Jefferson City, MO 65109
■ **Southside Cemetery**
Ravine and Third streets, Fulton, MO 65251
■ **St. Charles Memorial Gardens**, 636-946-6935
3950 W. Clay St. #200, St. Charles, MO 63301
■ **Ste. Philippine Cemetery**, 314-381-1313
4057 Towers Road, St. Charles, MO 63304
(Catholic Cemeteries of the Archdiocese of St. Louis)
■ **Sunset Hills Cemetery**, 660-882-7447
Third and South streets, Boonville, MO 65233
(Boonville Parks and Recreation Department)
■ **Walnut Grove Cemetery**, 660-882-7622
1006 Locust St., Boonville, MO 65233
■ **Woodcrest Cemetery**, 573-657-2342
406 S. Henry Clay Blvd., Ashland, MO 65010
(Woodcrest Primitive Baptist Church)
■ **Woodland Cemetery**, 573-634-6410
1022 E. McCarty St., Jefferson City, MO 65101

Funeral homes

Always check against the phone book and the letterhead of the obituary sheet, which contains the name and address. The following addresses take precedence over Google Maps and MapQuest. **NOTE:** Include the address for the cemetery if it is different from the funeral home's address. See **cemeteries** for more.

■ **Arnold Funeral Home**, 573-581-5330
425 S. Jefferson St., Mexico, MO 65265
■ **Bowlin-Cantriel Funeral Services**, 573-796-4901
100 S. Oak St., California, MO 65018
■ **Buescher Memorial Home**, 573-636-8163
429 E. Capitol Ave., Jefferson City, MO 65101
■ **Carr-Yager Funeral Home**, 660-248-2244
204 N. Linn St., Fayette, MO 65248
■ **Cater Funeral Home**, 660-263-3360
1520 E. Rollins St., Moberly, MO 65270
■ **Davis Funeral Chapel**, 660-882-3381

1397 W. Ashley Road, Boonville, MO 65233
■ **Debo Funeral Home**
  ● 833 Court St. #152, P.O. Box 818, Fulton, MO 65251
    573-642-2211
  ● 10920 Old U.S. 54, P.O. Box 314, Holts Summit, MO
    65043 (This address is a chapel and is not for burial.)
    573-896-5572
    ◆ **Summit Memorial Park**, 10920 Old U.S. 54, Holts
      Summit, MO 65043
      573-896-5572
■ **Dulle-Trimble Funeral Home**
  ● 3210 N. 10 Mile Drive, Jefferson City, MO 65109
    573-893-5251
  ● 109 Maries Ave., Westphalia, MO 65085
    573-455-2338
■ **Fancher-Rekus Funeral Homes**
  ● 902 E. North St., Eldon, MO 65026
    573-392-3351
  ● 2247 Highway 17, Iberia, MO 65486

Funeral homes continued

573-793-2211
- Fourth and Walnut streets, Meta, MO 65058
573-229-4228
- Franklin and Plum streets, St. Elizabeth, MO 65075
573-493-2417

■ **Fenton Funeral Chapel**
- 104 S. Collier St., Centralia, MO 65240
573-682-3703
   - ◆ Glendale Memorial Gardens, 101 Highway 22 E., Centralia, MO 65240 (This is the cemetery for the Centralia location. The mailing address is at 104 S. Collier St.)
- 306 E. Proctor St., Sturgeon, MO 65284
573-687-3348

■ **Freeman Mortuary**, 573-636-5533
915 Madison St., Jefferson City, MO 65101

■ **Friemonth-Freese Funeral Service**
- 174 Highway 5 and 240, Fayette, MO 65248
660-248-3116
- 112 Market St., Glasgow, MO 65254
660-338-2316

■ **Heartland Cremation and Burial Society**, 442-7850
1114 Wilkes Blvd., Columbia, MO

■ **Hilke-Millard Funeral Home**, 573-455-2424
101 Linn St., Westphalia, MO 65085

■ **Houser-Millard Funeral Directors**, 573-636-3838
2613 W. Main St., Jefferson City, MO 65109

■ **H.T. May and Son Funeral Home**
- 405 Sycamore St., Boonville, MO 65233
660-882-5404
- 304 Tolson St., Fayette, MO 65248
660-248-2771
- 2207 Holly Ave., Columbia, MO 65202
443-2273

■ **Kemper-Marsh-Millard Family Funeral Chapels**
- Main and West Lincoln streets, Hawk Point, MO 63349
636-338-4375
- 351 Monroe St., Troy, MO 63379
636-528-8221

■ **Markland-Yager Funeral Home**, 660-848-2345
P.O. Box 126, 113 E. Broadway, New Franklin, MO 65274

■ **Maupin Funeral Home**
- 103 E. Harrison St., Auxvasse, MO 65231
573-386-2455
- 304 Tolson St., Fayette, MO 65248
660-248-2771
- 301 Douglas Blvd., Fulton, MO 65251
573-642-3334

■ **Memorial Funeral Home**, 443-3173
1217 Business Loop 70 W., Columbia, MO 65202
(**Memorial Park Cemetery** is at the same address.)

■ **Meyer-Hilke-Millard Funeral Home**
- Second and Market streets, Chamois, MO 65024
573-763-5658
- 21 E. Fifth St., Gerald, MO 63037
573-764-3300

■ **Millard Family Funeral Home**, 573-442-7112
12 E. Ash St., Columbia, MO 65203

■ **Million-Taylor-Patton Funeral Home**, 660-456-7234
320 S. Williams St., Moberly, MO 65270

■ **Morton Funeral Home**, Tel: 573-897-2214
911 Main St., Linn, MO 65051

■ **Nilson Funeral Home**, 474-8443
5611 E. St. Charles Road, Columbia, MO 65202

■ **Oliver Funeral Home**
- 102 E. Sneed St., Centralia, MO 65240
573-682-1164
- 107 S. Ogden St., Sturgeon, MO 65284
573-687-3317

■ **Parker Funeral Service & Crematory**, 449-4153
22 N. Tenth St., Columbia, MO 65201

■ **Pickering Funeral Home**, 573-581-3207
403 N. Western St., Mexico, MO 65265

■ **Robinson Funeral Home**, 657-1136
601 N. Henry Clay Blvd., Ashland, MO 65010

■ **Scrivner-Morrow Funeral Homes**
- 5414 Simpson St., Russellville, MO 65074
573-782-4815
- 204 W. Third St., Stover, MO 65078
573-377-2212
- 210 E. Jasper St., Versailles, MO 65084
573-378-4676

■ **Slater-Millard Family Funeral Chapel**, 573-896-5959
540 S. Summit Drive, Holts Summit, MO 65043

■ **Thacher Funeral Home**, 660-882-2311
629 E. Morgan St., Boonville, MO

■ **Weber Funeral Home**
- 211 S. Oak St., California, MO 65018
573-796-4611
- 13415 Route C, Russellville, MO 65074
573-782-3525

■ **William Wood Funeral Service**, 660-882-2495
517 Fourth St., Boonville, MO 65233

Samples

Death notices

Death notices for Sept. 30

James Tucker, 67, of Columbia, died Saturday. Services will be held at 10 a.m. Friday at Our Lady of Lourdes Catholic Church, 903 Bernadette Drive.

Eliza Everstone, 59, of Columbia, died Wednesday. Funeral arrangements are under the direction of H.T. May and Son Funeral Home, 2207 Holly Ave.

Emmett Johnson, 99, of Columbia, died Thursday. Funeral arrangements are under the direction of Memorial Funeral Home.

— **Missourian staff**

Family submitted obituary

Jennifer Smith, June 13, 1936 — May 13, 2015

Jewelry maker also owned turkey farm

FAYETTE — Jennifer Smith of Fayette passed away May 13, 2015, at Cooper County Memorial Hospital. She was 78 years old.

Smith was born June 13, 1936, in Harrisburg, Missouri, to the late Bill Stone and Jesse Jones. She married John Taylor on April 6, 1957. He survives at the Fayette Caring Center, where they had been cared for and made their home in recent years.

Prior to retirement, Smith had been employed as a nurse aid, and the family had also operated a turkey farm in Saugus, California. Smith enjoyed making bead jewelry and giving it as gifts to family and friends.

In addition to her husband, she is survived by a sister, Mary Johnson of San Luis Obispo, California, and nieces and nephews including her niece, Jen Stephens of Redlands, California.

She was preceded in death by four brothers, Jake, David, Ron and Joe Smith, and by three sisters, Sheila James, Cindy Richards and Susie Thompson.

Services will be held at 11:00 a.m. Monday at Carr-Yager Funeral Home in Fayette with the Rev. Kris Lopez officiating. Visitation will be one hour prior to the service.

Interment will follow at Fayette City Cemetery.

Memorial contributions are suggested to the Fayette PAWS program.

— **Submitted by family of Jennifer Smith**

Life Story

Professor followed, shared core values

By ALEX MILLER
news@columbiamissourian.com

When Leonard Chambers was 16 years old, he began his teaching career in a one-room school in Sullivan, Missouri.

Every night before class, he prepared a large pot of beans for his students. He wanted to make sure everyone had something to eat. This was a testament of his giving spirit, said his wife, Chelsea Hinton.

From that single-room school in rural Missouri, Dr. Chambers climbed the ranks and eventually served as president of Northeast Missouri State University, now Truman State University, for 20 years.

Leonard Chambers died Thursday, Jan. 3, 2015. He was 83.

Dr. Chambers was born on Oct. 23, 1931, in Eldon, Missouri, to Ernie and Marie Chambers. He married Chelsea Hinton in 1995, and the couple has lived in Columbia since that time.

Dr. Chambers graduated from Southwest Missouri State University, now Missouri State University, in 1957 with a Bachelor of Science in education. He earned a master's degree in education from MU in 1959 and a doctorate, also in education, from MU in 1964.

Dr. Chambers founded Jefferson College in Hillsboro, Missouri, in 1963. He served as president of Northeast Missouri State University from 1970 to 1989.

During his tenure at Northeast Missouri State, Dr. Chambers grew the school from a teachers' college to a liberal arts and sciences institution. His family said it was his proudest professional achievement.

LEONARD CHAMBERS

Laraine Ottoman, current president of Truman State University, described Dr. Chambers as a visionary. "He was someone who could see things beyond the horizon," she said.

Ottoman also remembers him for his persistence. "He had a quiet intensity about him," she said. "He was someone who was very dignified in manner but driven by his core values and beliefs in education."

Dr. Chambers also had a knack for remembering students' names. Alumni still marvel at his ability to remember their names and greet them as they passed each other on campus, Ottoman said.

"He had a memory like no one else I've known," she said. " He was incredibly intelligent."

His wife remembered his talent for working with teachers. "He had a great passion for attracting the best teachers into the profession," she said.

In 1989, he served as the commissioner of higher education for the state.

"He was challenged by anything that required him to be analytical," Hinton said. "He was an excellent problem-solver."

Dr. Chambers was also dedicated to his community. He was involved with various churches throughout his life. In Columbia, he attended Missouri United Methodist Church on Ninth Street. He also worked with Boy Scouts and Girl Scouts.

"He was a person who wanted to give support, in terms of encouragement, to anyone he could help," Hinton said.

Dr. Chambers is survived by his wife, Chelsea Hinton; two daughters, Wendy Jackson and her husband, Eric, of Columbia, and Jessica Moore and her husband, Ken, of St. Louis; two stepchildren, Nina and Joe and his wife, Claire; four grandchildren and two step-grandchildren, Frank, Laura and her husband, Bryant, Michael, Jeffrey, Erica and Jesse; and three great-grandchildren, Alberta Grace, Christina Grand and Bill Friar.

Services will be held at 2 p.m. Thursday at Missouri United Methodist Church, 204 S. Ninth St.

Memorial contributions can be made to the Leonard Chambers Scholarship Fund at Truman State University, 100 E. Normal Ave., Kirksville, MO, 63501.

Condolences can be posted at parkerfuneralservice.com.

Supervising editor is Kris Taylor.; news@columbiamissourian.com, 882-7884.
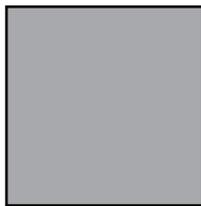
ALPHABETIZED and PREFERRED TERMS

STYLEGUIDE

A

abortion
See the **preferred terms section**.

*academic degrees
Use the word *degree* after the appropriate designation: *associate degree* (nonpossessive)*, bachelor's degree, master's degree, doctoral degree* (*doctorate* is the noun form and would not take *degree* behind it). Example: *She earned a master's degree in agriculture,* not *She earned a master's in agriculture.* Do not use abbreviations because though some people might know what a B.A. is, it is less likely they will know what a B.J. is. Use *Ph.D.* only in quotes.

academic departments
Uppercase in all uses: *the Anthropology Department, the History Department.* The inverted form is also acceptable: *Department of Anthropology*, *Department of History*. Additionally, schools, colleges and **governmental departments** are capitalized: *the Missouri School of Journalism* and *the Missouri Department of Conservation*. Note the capitalization on first reference. See the **higher education section** for a list of MU schools and colleges.

Activity and Recreation Center
Located at 1701 W. Ash St. Use the full title on first reference. On second reference or in headlines, *ARC* is acceptable. Note the singular use of *Activity.*

addresses
■ If a building's address is not necessary, do not include it. For example, a story quoting a principal does not need the school's address, but a story about a coming event at the school might use the address.
■ The purpose of providing an address is to provide specifics. For example, when listing stores in the Columbia Mall, give the store name and then the address of the mall. With rare exceptions, do not list addresses as at the corner of two streets.
■ In Life Stories where there is a listing of survivors and deceased, do not use street addresses unless services will be in the home. Use city and state, if appropriate, for the survivors and the deceased. Always provide the address for charities, churches, funeral homes and cemeteries.
■ In letters to the editor, use the city but not the address.
■ Individuals' home addresses are rarely needed in news stories, though it might be relevant to note a neighborhood.
■ For the police blotter, use the exact address if a crime occurred at a business (e.g., *a robbery at Casey's Diner, 225 S. Eighth St.),* but use only the street address if it occurred outside the business (e.g., *a mugging in the parking lot of South Eighth Street*). For a personal residence, use the block (e.g., *a robbery in the 1600 block of Hanover Boulevard).*
■ Anytime a street is used, give the proper street designation: *1323 Anthony St., North Ninth Street.* Abbreviate directions with periods in complete addresses (e.g., *110 E. Stewart Road)*; spell out otherwise. Broadway does not take any street designation. See **roads**.
■ Abbreviate *street, avenue* and *boulevard* with full addresses, but no others. The exception is in small graphics in which space is restricted. Graphics allow additional abbreviation for compactness, such as *lane, road, drive, court* and *parkway*.
■ When addresses follow names, use the preposition *of: Casey Smith of 203 Melody Lane,* or *Casey Smith, 23, of 203*

Melody Lane.
■ When giving a complete mailing address, give the ZIP code abbreviation without any commas surrounding it: *Memorials may be sent to the American Cancer Society, Suite 304, 3211 S. Providence Road, Columbia, MO 65203*. Note the capitalization of *MO*. We give mailing addresses to help readers, and we do them a disservice if they have to look in another place to find the postal abbreviation.
■ c/o — This is the abbreviation for *in care of*: *Casey Smith Memorial Fund, c/o Parker Funeral Service & Crematory, 22 N. Tenth St., Columbia, MO 65201.*

African-American
See ethnic references in the **preferred terms section**.

AIDS
Use *person with AIDS*, but do not use *AIDS victim* or *AIDS sufferer*. People do not die of AIDS but of AIDS-related complications. See the AP entry for more.

Almeta Crayton's Everybody Eats
The annual food drive was organized by former Columbia City Council member Almeta Crayton, who died Oct. 21, 2013.

Alumni Center
See **Reynolds Alumni Center**.

alumnus, alumni, alumna, alumnae
Do not use *alum* in place of *alumni*. See the AP Stylebook.

Ameren Missouri
Formerly known as AmerenUE and prior to that as Union Electric Co., it is a natural gas and electricity provider for portions of Missouri and is based in St. Louis. It owns the Callaway Nuclear Power Plant. The parent company is Ameren Corp., which also owns Ameren Illinois. On second reference, use Ameren, and Ameren is acceptable in headlines.
That said, a number of Nuclear Regulatory Commission documents still officially list Union Electric Company as the licensee.

American Indian
See ethnic references in the **preferred terms section**.

area (and local)
Limit usage by being as precise as possible: *a Columbia woman, a Boone County committee, a Boonville fire.*

area codes
■ Do not use parentheses around the area code: *201-555-0663.*
■ Do not include the 573 area code if the number is local. Not all numbers with 573 area codes are local; some are long-distance. Call the number to double-check.

Armory Sports and Recreation Center
Located at 701 E. Ash St. On second reference, use *the recreation center.*

Army Corps of Engineers
A national military and civilian governmental organization and Army command with state bureaus. When referring to the Missouri branch, use *the Missouri branch of the Army Corps of Engineers* or *the state Army Corps of Engineers.* On second reference, use *the corps.* Note that *corps* is an *it,* not a *they.*

Arrow Rock Lyceum Theatre
Located at 114 High St. in Arrow Rock, Missouri. The **nonprofit** theater houses professional productions. On first reference, use the alternate spelling of *Theatre* in the proper name and *the theater* on subsequent references.

Associated Press, The
In body copy, use *The Associated Press* on first reference, *AP* after that. Note the capitalization of *The.* In photo credits, bylines, graphics credits, etc., use *The Associated Press*.

Associated Students of the University of Missouri
This is a group that represents students from all four University of Missouri System campuses in state government issues. Use the full title on first reference. On second reference, use *the student group* or *the MU student group* to avoid confusion with the **Missouri Students Association**. Limit using *ASUM* to tight headlines.

athletics
Note the *s* on *athletics*. This rule applies to titles, such as *athletics director*, and to the department. The athletics department at MU is not an academic department. It is an organizational department that encompasses MU-sanctioned team sports and sporting events.
To determine whether to capitalize other schools' athletics departments or whether there's an s in *athletics*, check the school's official website or use the generic *athletics department* (*Syracuse athletics department*). See **academic departments**.

auditoriums
The only auditorium that does not need a building name is MU's Jesse Auditorium because it is the most known in Columbia. Other auditoriums should list the building name and the college or university: *Fisher Auditorium, Gannett Hall, MU.*

automated phone calls
This is the preferred term instead of **robo calls**.

avenues, numbered
See **roads**.

— B —

believe
Beliefs are deeply held ideas in the heart and soul. One *believes* in a religion but does not *believe* it will rain tomorrow. Use the word *said*, or if you feel the emotion is closer to a belief, use the construction *said he/she believes*. See **feel**, **said/says** and **think** for more.

Bengals Bar & Grill
Located at 227 S. Sixth St. Note that there is no apostrophe.

billion and million
Do not abbreviate in text or headlines.

Black Culture Center
See **Gaines/Oldham Black Culture Center**.

Bleu Restaurant & Wine Bar
Located at 811 E. Walnut St. *Bleu Restaurant* is acceptable in all references.

"Blind" Boone Community Center
See **J.W. "Blind" Boone Community Center**.

blue book
Familiar term for the Official Manual for the State of Missouri, so called because of its color. The biennial publication from the Missouri secretary of state's office contains historical, political and statistical information about the state.

Blue Note, The
Located at 17 N. Ninth St. Note the capital *The.*

Board of Curators
See **UM System Board of Curators**.

Board of Education
See **Columbia School Board**.

*board of trustees
Although the AP Stylebook says to always lowercase *board of trustees*, there are two local exceptions. See **Columbia College Board of Trustees** and **Stephens College Board of Trustees**.

boards, commissions, committees, etc.
■ Use the pronoun *it*, not *they*, to describe a board or other similar collective noun. Use singular verbs unless the members are not acting together, as in a disagreement: *the board agrees* (singular), *the board disagree* (plural). To get around this odd-sounding usage, use *board members* if they are in disagreement.
■ If a committee is standing, such as a governmental or university one, capitalize its name. In general, though, lowercase committee names.

BoCoMo
Informal abbreviation for Boone County. Do not use unless part of a quote or formal title. See **CoMo**.

BoCoMo Bay
Located at 1122 Wilkes Blvd. Note the capitalization in *BoCoMo*.

Boeing Co.
■ The country's dominant aeronautics developer and manufacturer. Use the full title on first reference. On second reference, use *Boeing*.
■ In 1997, Boeing took over McDonnell Douglas Corp., which had its headquarters in St. Louis. The St. Louis plant was renamed Boeing, but the Boeing world headquarters is in Chicago.

Bond Life Sciences Center
Use on first reference, even though its full name is Christopher S. Bond Life Sciences Center. On second reference, use *the Life Sciences Center* or *the center*.

Booche's
Located at 110 S. Ninth St.

book store/bookstore
Columbia has many bookstores, and each one has a different spelling. Check the phone book or the store's website on how to spell it.

Boone County
See the **Boone County government section** for information on cities, towns and communities in the area, as well as the **boards, commissions, committees, etc.** entry.

Boone County Commission
Use on first reference. On second reference, use *the County Commission* or *the commission.* For the commissioners, use these titles on first reference before their names: *Southern* or *District I Commissioner; Northern* or *District II Commissioner;* and *Presiding Commissioner.* See **Boone County Planning and Zoning Commission** and the **Boone County government section.**

Boone County Community Services Department
The department oversees the county's children's services funds, the portion of the Boone Hospital Center lease revenue designated for health care, the domestic violence funds collected through court fees, and Social Services funds. Located at 605 E. Walnut St., Suite A.

Boone County Courthouse
Located at 705 E. Walnut St. This is not the same building as the **Roger B. Wilson Boone County Government Center.**

Boone County fairgrounds
See **Central Missouri Events Center.**

Boone County Farmers Market
Note that there is no apostrophe. On second reference, use *the farmers market* (plural nonpossessive). Located in the parking lot of the Columbia Mall, 2300 Bernadette Drive.

Boone County Fire Protection District
Use on first reference. On second reference, use *the Fire District* (note the capitalization). Whenever possible, use *county firefighters* instead of just *the district* because there are many districts in the region and it is better to talk about people doing things rather than districts doing things. See **Columbia Fire Department** and **Southern Boone County Fire Protection District.**

Boone County Museum and Galleries
It is operated by the Boone County Historical Society, 3801 Ponderosa St., Columbia, in Historic Nifong Park. The society is a nonprofit organization committed to preserving and interpreting local and regional history.
Included within its operations are:
■ **Walters History Museum** Use the full title on first reference. On second reference, use the historical museum or the museum.
■ **Montminy Art Gallery**
■ **The Village at Boone Junction**
■ **Historic Maplewood House**

Boone County Jail
On second reference, use *the county jail* or *the jail.*

Boone County Planning and Zoning Commission
The Planning and Zoning Commission advises the **Boone County Commission** on matters of land use. It hears requests for conditional-use permits and rezoning and reviews subdivision plats. Avoid using *P&Z* except in tight headlines and commentaries. On second reference, use *Planning and Zoning Commission* or *the commission.*

Boone County prosecuting attorney
Capitalize if used before a name. Anyone in the prosecuting attorney's office could be referred to as a prosecutor, but there is only one prosecuting attorney. Others are usually called assistant prosecutors.

Boone County Sheriff's Department
Note the apostrophe. On second reference, use *the Sheriff's Department* or *the department.* The law enforcement personnel are called *deputies,* not *officers.*

Boone County Sheriff's Department Cyber Crimes Task Force
This is the name for the agency previously called the Mid-Missouri Internet Crimes Task Force. The task force consists of three full-time Boone County detectives, one part-time officer from the MU Police Department and one part-time agent from the FBI.

Boone County Zoning Board of Adjustment
Planning and Zoning regulations allow property owners to make requests for a variance from the regulation requirements. The Zoning Board of Adjustment conducts a public hearing and decides, case by case, what relief may be reasonably granted. It meets the fourth Thursday of the month.

Boone Electric Cooperative
A **not-for-profit** electric utility that serves all of Boone County, including Columbia, and parts of Audrain, Callaway, Howard, Monroe and Randolph counties. The main office is located at 1413 Range Line St.

Boone Hospital Center
See **hospitals.**

Boonslick
The name given to an area that includes Boonville and Cooper, Howard and Saline counties. Named for the 18th-century Boone's Salt Lick on the Missouri River. Note there is no *e.*

Boonville
Note there is no *e.* See the **Mid-Missouri section** for more.

Bootheel, the
The *Bootheel* is the most southeastern part of Missouri. It's so named because the shape of the area resembles the heel of a boot. It is composed of Dunklin, New Madrid and Pemiscot counties; however, the term is also used to refer to the southeastern lowlands of Missouri. The largest cities in the region are Sikeston and Kennett. The word *Bootheel* is almost always preceded by the word *the.*

Boys & Girls Clubs of Columbia
The organization operates an after-school program for elementary students and a teen center. It is affiliated with the Boys & Girls Clubs of America.

Break Time
Two words. Gas stations and convenience stores owned and operated by **MFA Oil Co.**

Broadway
See **roads**.

Broadway Columbia, The
The hotel, located in **The District**, is a DoubleTree by Hilton. The address is 1111 E. Broadway. Formerly the Regency.

bulleted lists
See *lists*.

bur oak, Burr Oak
The tree (the state's champion is located in the Missouri River bottom near McBaine) is spelled *bur oak*, but the road in Columbia is spelled *Burr Oak*.

Business Loop 70 East/West
See **roads**.

bylines, photo credits
If you come across a type of byline or photo credit not included in this list, look up how we've done it in the past or ask a news editor. See also **taglines**.

BYLINES (ONLINE)
■ **A story written by a Missourian reporter:** By CASEY SMITH
■ **A story written by two or three Missourian reporters:**
By CASEY SMITH, ALEX MILLER and JESSE JONES
■ **A story written by four or more Missourian reporters:**
By Missourian staff (Include a tagline at the bottom of the story with all of the reporters' names: — Missourian reporters Casey Smith, Alex Miller, Jesse Jones and Kris Taylor contributed to this report.) Note the long dash.
■ **A wire story:** By CASEY SMITH/The Associated Press (Do not use topical bylines such as AP Science Writer.)
■ **A wire story with no byline:** By The Associated Press
■ **A story written by a Missourian reporter(s) that uses considerable wire material:** From staff and wire reports (Include a tagline at the bottom with the reporters' and wire services' names: *Casey Smith and The Associated Press contributed to this report.*) Note the italics.
■ **A story written by a Missourian reporter(s) that uses little wire material:** Use a standard byline for the Missourian reporter(s), and include the wire attribution in the body copy.
■ **A story written from a news release, with little or any original reporting, use a tagline: — Casey Smith**
■ **A story written by a Missourian reader:**
By Casey Smith/Missourian reader
■ **An opinion piece signed by a newspaper:**
By St. Louis Post-Dispatch, By The New York Times

PHOTO CREDITS (ONLINE)
■ **A photo by a Missourian photographer:** CASEY SMITH/Missourian
■ **A photo by a wire photographer:**
CASEY SMITH/The Associated Press
■ **Multiple photos:** Photos by CASEY SMITH/Missourian
■ **A wire file photo:** File photo by The Associated Press
■ **A courtesy photo:** Courtesy of CASEY SMITH

*Exceptions to AP style

BYLINES (PRINT)
See Page 74 of the Design Styleguide for the type styles of print bylines.
■ **A story written by a Missourian reporter:**
By CASEY SMITH
news@columbiamissourian.com
■ **A story written by two Missourian reporters:**
By CASEY SMITH
and ALEX MILLER
news@columbiamissourian.com
■ **A story written by three Missourian reporters:**
By CASEY SMITH, ALEX MILLER
and JESSE JONES
news@columbiamissourian.com
■ **A story written by four or more Missourian reporters:**
By Missourian staff (Include a tagline at the bottom of the story with all of the reporters' names: Missourian reporters Casey Smith, Alex Miller, Jesse Jones and Kris Taylor contributed to this story.)
■ **A wire story:**
By CASEY SMITH
The Associated Press
■ **A wire story with no byline:**
By The Associated Press
■ **A story written by a Missourian reporter(s) that uses considerable wire material:**
From staff and wire reports (Include a tagline at the bottom with the reporters and wire services' names: Casey Smith and The Associated Press contributed to this report.)
■ **A story written by a Missourian reporter(s) that uses little wire material:**
Use a standard byline for the Missourian reporter(s), and include the wire attribution in the body copy: The suspect was a native of Israel, The Associated Press reported.
■ **A story that combines multiple wire services' stories:**
From wire reports (Include a tagline at the bottom of the story with all of the wire services' names.)

PHOTO CREDITS (PRINT)
See Page 84 of the Design Styleguide.

C

calendar (Page 2A of the daily Missourian)
■ Calendar entries should be translated to Missourian style, not left in public-relations speak. WRONG: *Come help children learn to garden on Saturday.* RIGHT: *The Boone County Learning Garden Committee is hosting a community workday for children on Saturday.*
■ You *call* but never *contact* a single person.
■ All plays, exhibits and lectures take quotation marks around the title. In calendar heads, use single quotation marks.
■ Never use *http://* when listing a site. If the address works without *www.*, delete it: *gocolumbiamo.com*.
■ For addresses, list from smaller to larger: *Room 316-E, Dorsey Hall, 331 Rogers St., Columbia College.* Note that room numbers with letters are hyphenated to separate the elements.
■ See Page 96 of the **Design Styleguide** for more on the calendar format.

Callaway Nuclear Power Plant
On second reference, use *the power plant*.

campus
The word *campus* with the name of a college or university, such as *MU campus*, is often redundant. If you can remove *campus* and the meaning is still clear, don't include it. *The campus* can be used on second reference for colleges and universities and in geographic descriptions. See **East Campus** and the **higher education section**.

Cancer Research Center
Located at Woodrail Building 2, 3501 Berrywood Drive. It is a **nonprofit** organization affiliated with **University Hospital** but is separate from **Ellis Fischel Cancer Center**. Use the full title on first reference. On second reference, use *the research center*. See **hospitals**.

Carnahan Quadrangle
See **Mel Carnahan Quadrangle**.

Case.net
See **Missouri Case.net**.

cemeteries
See the **obituaries section** for a list.

Central Missouri Community Action
An organization that sponsors Head Start and other governmental programs. On second reference, use *Community Action* or *the organization*.

Central Missouri Food Bank
See *Food Bank for Central and Northeast Missouri*.

Central Missouri Events Center
Closed Jan. 1, 2015. Its full name was *Central Missouri Events Center, Home of the Boone County Fair*. It was previously known as the Boone County Fairgrounds.

Central Missouri Humane Society
Located at 616 Big Bear Blvd. Use the full title on first reference. On second reference, use *the Humane Society* or *the society*.

Centralia Fire Department
The volunteer fire department is located at 114 S. Rollins St. in Centralia. Use the full title on first reference. On second reference, use *the Fire Department.*

*chairman, chairperson, chairwoman
Use *chairman* or *chairwoman* when the person's gender is known. For example, "Martine Genovese is the chairwoman of the Committee of Concerned Consumers." Use *chairperson* when a person's gender is not known or when the position is not filled. For example, "The Committee of Concerned Consumers will elect a new chairperson in August."

Chamber of Commerce
See **Columbia Chamber of Commerce**.

Circuit Court
■ Always use *the 13th Circuit Court* on first reference because it encompasses Boone and Callaway counties. It can also be referred to as *the 13th Circuit Court for Boone County* or *for Callaway County.* On second reference, use *the Circuit Court* or *the court.* Do not use *the Boone County Circuit Court* because there is no such entity.
■ The Circuit Court has three classifications of judges: circuit, associate circuit and municipal. The first two hear all civil, criminal, juvenile and probate cases; the third type hears cases involving city ordinances.
■ There are 10 divisions within the 13th Circuit Court; refer to them by Roman numeral: *Division IX* for Division 9. Missouri circuit courts are courts of original civil and criminal jurisdiction. That is, cases usually begin in the circuit court, which is where trials might occur. Within the circuit court, there are various divisions, such as the associate circuit, small claims, municipal, family, probate, criminal and juvenile. Missouri's counties and the city of St. Louis are organized into 45 judicial circuits. There is a court in every county. The circuit court is typically in the county seat and might be in additional locations in the county.

city of Columbia
Do not capitalize *city*. Do not include *city of* if it's not necessary, but sometimes the nuance is needed to distinguish the city government from the physical place.

cities in Missouri
See **state names**.

*citizen, resident, subject, national, native
Follow AP style. (A Missourian exception allows the use of the word *citizen* when talking about an American who is actively engaged in a civic or democratic action, such as voting, protesting, assembling, speaking or paying taxes. Use sparingly. If in doubt, check with a news editor for appropriateness.)

Citizens Involved and Invested in Columbia
Use on first reference. On second reference, use *the committee* or *CiViC*. It is a political action committee. Note the lowercase *i*'s in *CiViC*.

Citizens Police Review Board
Note the *s* and lack of apostrophe. The Columbia City Council established the board in July 2009. Police officers and citizens can appeal final decisions of the police chief to the board in cases of alleged police misconduct.

city buildings
■ **Daniel Boone City Building**, 701 E. Broadway, is the main city building; the mayor's office is there, and the Columbia City Council meets there. On second reference, use *City Building* or *city hall*, but be consistent throughout the article. Note the capitalization on *City Building* and the lowercase on *city hall*.
■ **Gentry Building**, 1 S. Seventh St. — departments of Parks and Recreation, Cultural Affairs and Volunteer Services
■ **Grissum Building**, 1313 Lakeview Ave. — Public Works Operations Center; Household Hazardous Waste Collection Facility
■ **Howard Municipal Building**, 600 E. Broadway — city prosecutor; Municipal Court; Human Resources Department
■ **Sanford-Kimpton Building**, 1005 W. Worley St. — Public Health and Human Services Department

City Council
On first reference, always capitalize and precede with the city's name if it is a specific governmental body: *Columbia City Council*, *Fulton City Council*. On second reference, use *the council.* Remember, a council is an *it*, not a *they*; the word takes singular verbs, unless the council members disagree, in which case they are acting as individuals and would need a plural verb. Adding *members*, as in *the council members*, is also acceptable. See gender terms in the **preferred terms section** for more.

city hall
Columbia does not have an official city hall. See the **city buildings** entry for more details.

classes
Lowercase the names of classes: *freshman* (note the singular usage), *sophomore, junior, senior, graduate* (not post-graduate), *doctoral*. Example: *She is a graduate student. He is pursuing a doctoral degree. She is a sophomore.*

Clery release
The Clery Act requires universities to disclose information about crime on and around campus. The information is disclosed in the form of a Clery release. Do not capitalize *release*.

colleges
See the **higher education section**.

COLT
Can be used on first reference, but soon after, the article should include *Columbia Terminal*, the full name. It is a railroad line owned and operated by **Columbia Water and Light**.

Columbia Art League
Located at 207 S. Ninth St. It offers year-round artwork displays, exhibitions and gallery sales.

Columbia/Boone County Public Health and Human Services Department
See **Public Health and Human Services Department**.

Columbia Chamber of Commerce
The chamber does not need *Columbia* on first reference unless there would be confusion, in which case you would use the city's name. On second reference, use *the chamber*.

Columbia City Council
See **City Council**.

*Columbia College Board of Trustees
Because Columbia College is a prominent local entity, capitalize its board of trustees on first reference in the full name. On second reference, use *the board of trustees* (lowercase) or *the board.* This is only one of two exceptions to the board of trustees rule in AP style. See also **Stephens College Board of Trustees**.

Columbia Convention and Visitors Bureau
Located at the Walton Building, 300 S. Providence Road, which is also home to the Office of Cultural Affairs. The two organizations work closely to promote Columbia activities. Use the full title on first reference. On second reference, use *the tourism bureau*.

Columbia Daily Tribune
On second reference, use *the Tribune*.

Columbia Hospitality Corps
Its members are volunteers who work for the city of Columbia. At the Daniel Boone City Building's Visitors Center, they greet visitors, answer questions, provide information and restock brochures. They also assist with providing information on Columbia at special events.

Columbia Farmers' Market
Note the apostrophe, which is incorrectly omitted on the farmers market's website. On second reference, use *the farmers market* (plural nonpossessive). Located at:
■ Clinkscales Road and Ash Street, in the parking lot behind the **Activity and Recreation Center**.
■ Near Forum and Nifong boulevards, in the parking lot of Forum Christian Church.
■ A winter location inside Rock Bridge Christian Church, 301 W. Green Meadows Road.

Columbia Fire Department
Use on first reference. On second reference, use *the Fire Department* (note the capitalization). Whenever possible, use *Columbia firefighters* instead of just *the department* because there are many departments in the city and it is better to talk about people doing things rather than departments doing things. It is separate from the **Boone County Fire Protection District** and **Southern Boone County Fire Protection District**.

Columbia Law Department
The department has two branches:
■ **City Counselor's Office**, 701 E. Broadway, includes the city counselor and two assistant counselors. It is responsible for the management of litigation involving the city, preparing and enforcing city ordinances and resolutions, and preparing contracts and leases.
■ **City Prosecutor's Office**, 600 E. Broadway, includes the city prosecutor and one assistant prosecutor. It handles the prosecution of city offices, which involves arraignments and judge-tried cases in Municipal Court, jury trials in Circuit Court and *de novo* appeals in Circuit Court.

Columbia Missourian, the
Located at 221 S. Eighth St. On all references, *the Missourian* is acceptable. See newspaper titles in the AP Stylebook.

Columbia Municipal Power Plant
Located at 1501 Business Loop 70 E. It is a publicly owned utility operated by the city to provide **not-for-profit** electric service by burning coal, gas and oil. Use the full title on first reference. On second reference, use *the Municipal Power Plant* or *the power plant*. See also **MU Power Plant**.

Columbia Para-Transit
A special van system for people with disabilities that is part of the city transit system. Note the hyphenation.

Columbia Parks and Recreation Department
Located at 1 S. Seventh St. The department is organized into two divisions: the Park Services Division, which is responsible for the management and maintenance of recreational facilities, and the Recreation Services Division, which organizes leisure programs and activities.

Columbia Planning and Zoning Commission
Prepares, adopts and submits a comprehensive development plan for the city, makes recommendations for interpretation of the plans, acts as a zoning commission, prepares rules controlling subdivision of land, recommends approval or disapproval of plats for subdivisions and recommends legislation to further city planning. On second reference, use *the Planning Commission* or *the commission*.

Columbia Police Department
Its official title. *Columbia police* and *the Police Department* are acceptable on first reference if the context makes the jurisdiction clear. Generally, use *the police* or *Columbia police* rather than a vague reference to *the department*. Follow these forms: *Columbia Police Officer Casey Smith, Officer Casey Smith, Police Officer Casey Smith*.

Columbia Public Library
■ The Columbia Public Library at 100 W. Broadway is the largest branch of and also the headquarters for the **Daniel Boone Regional Library**. However, it has a separate board of trustees from the system.
■ The library's rooms are the sites of many community activities. The names of such rooms should be capitalized (e.g., *Program Room* and *Children's Area*). The most common place the library is mentioned in the Missourian is in the **calendar**. Please make sure all room names are consistent.

Columbia Public School District
This is the best practice, but it can also be called *Columbia Public Schools* or *the Columbia School District* on first reference. On second reference, use *the district*. See the **Columbia Public School District section** for more.

Columbia Public Works Department
The Public Works Department maintains the city's infrastructure, such as storm, sewer and solid waste utilities, sidewalks and streets, transit services, parking, and traffic control. Use full title on first reference. On second reference, use *Public Works Department* or *department*. Be consistent.

Columbia Regional Airport
Use on first reference. On second reference, use *the airport* or *the Columbia airport*.

Columbia School Board
Use on first reference. On second reference, use *the board*. If there are multiple boards in the story, use *School Board* to differentiate it from others. Note capitalization. See the **Columbia Public School District section** for more.

Columbia School District
See **Columbia Public School District**.

Columbia Water and Light
Located at 701 E. Broadway. Approved by voters in 1904, the municipal electric and water utility is run by the city as a department. The Water and Light Advisory Board makes operational recommendations to the **Columbia City Council** for approval.

Columns
See **MU Columns**.

commencement
Capitalize only when referring to a specific event at a specific school: *MU Commencement*. Lowercase on second reference: *They will attend commencement*. For generic references, use lowercase: *With summer comes thoughts of graduation and commencement*. See **graduation**.

CoMo
Informal abbreviation that refers to the Columbia area. Acceptable only where necessary to fit tight headline specs.

CoMO Connect
The city's bus service, launched in 2014. Replaced Columbia Transit.

company names
Do not use the cutesy symbols or punctuation corporations include in their names. For example, use the AP spelling of *Toys R Us*, which excludes the reversed *R*. Only use all caps for a company name if it is a true acronym: *UPS* stands for *United Parcel Service*, but use *Sysco Corp.*, not *SYSCO Corp.*, because some of the letters don't stand for a word, as in *Systems and Services Co.*

congressional districts
There are eight in Missouri. Follow AP style on numerals in congressional districts: *8th* (not Eighth) *District* or *8th Congressional District*. Note: *Congress* and *congressional* refer to the U.S. Congress, not the **Missouri General Assembly** or any other state legislature. See **House of Representatives**.

conservative/liberal
These words are too broad to be of much use to readers when describing certain entities, such as think tanks and other research, policy or advocacy organizations. Whenever possible, remove the descriptor *liberal* or *conservative* and replace it with a more specific description of what the organization does: advocates for lower taxes, advocates for renewable energy, etc.

Convention and Visitors Bureau
See **Columbia Convention and Visitors Bureau**.

Cooper's Landing
It is a marina and campground on the Missouri River, at 11505 Smith Hatchery Road.

Coordinating Board for Higher Education
On second reference, use *the Education Board* or *the board*.

CORRECTIONS — PRINT/ONLINE
■ Print corrections should follow this basic construction: *Casey Smith is an art teacher at Paxton Keeley Elementary School. An article on Page 1A Thursday incorrectly identified Smith's occupation.*
■ Corrections never say *should have said.*
■ Corrections run on Page 1A or, if room is needed for more, on Page 2A. If there are additional corrections for Page 2A, put at the bottom of the corrections box on Page 1A: *Please see additional corrections on* **Page 2A**.
Online corrections should follow these basic constructions:
For articles: On the article, go to the related tab and click on content. Add new and select Correction. Type the correction in the box. You can change the title from Correction to Clarification if that is more accurate.
An asterisk should be placed at the start of every correction: **The MU mascot is a Bengal tiger. An earlier version of this article misidentified the mascot.*
An asterisk also should be noted in the story immediately following the corrected copy: *The MU mascot is a Bengal* tiger.*
For photos: Corrected captions should be noted in the corrections field:
CORRECTED CAPTION: Casey Smith loads a bag of canned goods into a truck Tuesday as part of Columbia's annual food drive. A total of 73 bags of canned goods were collected on Tuesday alone. An earlier version of this caption misstated the number of bags loaded by the city on Tuesday.
For graphics: Corrections should be noted underneath the corrected graphic in the caption field:
CORRECTION: Jimmy John's is located on Broadway. An earlier version of this graphic incorrectly stated its location.
For slideshows: Corrections should be noted in the corrections field and appear above the introductory paragraph for the corrected slideshow:
CORRECTION: In the fourth photo of this slideshow, Casey Smith, depicted licking an ice cream cone, is 5 years old. An earlier version of this slideshow incorrectly stated his age.
When a correction is made, add #correction in the keywords tab of the asset.

Cosmo-Bethel Park
Located at 4500 Bethel St. On second reference, use *Cosmo-Bethel* to avoid confusion with **Cosmopolitan Park**.

Cosmopolitan Park
Located at 1615 Business Loop 70 W. On second reference, use *Cosmo Park*. Do not confuse with **Cosmo-Bethel Park**.

counties
There are 114 counties in Missouri, plus the city of St. Louis, which by law is a separate entity.

County Government Center
See **Roger B. Wilson Boone County Government Center**.

court
See **Circuit Court**, **Missouri Court of Appeals** and **Missouri Supreme Court**.

*courtesy titles
■ Do not use *Mr., Mrs., Miss, Ms. and Dr.* except in direct quotations, some opinion articles and Life Stories, but then only for the deceased.
■ In commentaries, do not edit out courtesy titles if the author has used them. They are often used to make a point.

*Exceptions to AP style

■ In Life Stories, beginning with the second reference and any subsequent reference, use a courtesy title if appropriate. (Do not refer to the deceased as *Mrs.* until after it is mentioned that she married.)
■ Never assume a married woman goes by *Mrs.* or that an unmarried woman goes by *Miss* or *Ms.*, which is marital status-neutral. Always check.
■ If appropriate, use *the Rev.* or *the Rev. Dr.* on first reference to a religious person performing services. (Note the mandatory *the* with *Rev.*) All other names in Life Stories are as usual. See the **obituaries section**.

Crime Stoppers
It is a **nonprofit** organization that relies on cooperation between police, news media and citizens to fight crime. Crime Stoppers encourages people to call in — anonymously — with information to solve crimes. The direct line is 875-8477. **Do not use** 875-TIPS as the telephone number. Include both the phone number and the website, 875tips.com, in both print and online stories.

Crossing, The
Located at 3615 Southland Drive. It is a member of the Evangelical Presbyterian Church. Note that *The* is capitalized.

curators' professor
A type of professor. It is lowercase before a name. Note the apostrophe after the *s*.

— D —

Dalton Cardiovascular Research Center
Located at 134 Research Park Drive. It is an MU research facility. On second reference, use *the research center.*

Daniel Boone City Building
See **city buildings**.

Daniel Boone Regional Library
There is no such actual place as the Daniel Boone Regional Library; it is a system, even though the word *system* is not in the title. The system serves Boone and Callaway counties with libraries and bookmobiles. Use this title only if referring to the whole system. The names of the individual libraries are *Columbia Public Library* (the largest and the headquarters of the system), *Southern Boone County Public Library* (Ashland) and *Callaway County Public Library* (Fulton). See **Columbia Public Library**.

DARE
See **Drug Abuse Resistance Education**.

*datelines
■ All stories posted online should include a dateline indicating the point of origin. In print, stories that originate in Columbia do not need a dateline, but stories from other cities and towns in our coverage area do take a dateline.
■ The purpose of a dateline is to tell where the reporter gained the information, not necessarily where the action happened. For example, if a reporter writes about an event in Washington, D.C., but never leaves Columbia, there is no dateline in print.
■ The first part should be a city in all caps. If a state/region/country is needed, that part goes in upper-lower style and is

not abbreviated. They are followed by a space, a long dash and another space.
■ See the **state names** entry to determine whether you need to include the state name in the dateline.
■ When using a story with a drop cap, make the drop cap the first letter of the dateline.

degrees
See academic degrees.

departments
See **academic departments** and **governmental departments**.

*detective
Never abbreviate. Capitalize as a formal title before a name: *Columbia Police Detective Casey Smith, Police Detective Casey Smith.*

Dillard's
Use *Dillard's department store* on first reference for clarity, but do not capitalize the words *department store*, which are not part of the store's official name. Note the apostrophe.

disabilities
See the **preferred terms section**.

District, The
See **downtown Columbia**.

doughnuts
Use this spelling. For businesses, use the spelling the business uses. Doughnut shops in Columbia include *Harold's Doughnuts*, *Strange Donuts* and *Dunkin' Donuts*.

dorms
See **residence halls**.

Douglass Park and Pool
That is the full name of the property, but in general, use *Douglass Park* or *Douglass Pool.*

downtown Columbia
■ On first reference, use *downtown Columbia* or *The District* (note capital *T*). On second reference, use *downtown* or *the district*.
■ Its borders are Elm Street (south), Providence Road (west), Ash Street (north) and College Avenue (east).
■ The District includes two business organizations: The Special Business District coordinates planning, encourages business and works to maintain the downtown environment, and the Central Columbia Association is responsible for marketing shopping, dining and entertainment in The District. Additionally, the Downtown Columbia Leadership Council recommends possible development guidelines in The District, and the Columbia City Council can request it to work on other projects. The **Downtown Community Improvement District** is dedicated to providing services and programs to downtown Columbia.

Downtown Community Improvement District
Use on first reference. On second reference, use *the improvement district*. It is an independent organization that works to improve The District, the downtown section of Columbia. It encompasses 43 square blocks. It has a 15-member board of directors.

*Dr.
It is a courtesy title, so use only in commentaries, quotations or Life Stories. If it is necessary to say that someone is a doctor, it should be explained in context: *Casey Smith, who has a doctoral degree in physics,* or *Casey Smith, head of neurosurgery at University Hospital.* See the **obituaries section** for an exception under *the Rev. Dr.* See **courtesy titles**.

Drug Abuse Resistance Education
Spell out on first reference. Use the acronym *DARE* in subsequent references. The acronym is also acceptable in headlines and decks.

─────────────── E ───────────────

East Campus
Note the capitalization. The neighborhood is bounded by Old 63 (east), College Avenue (west), Rollins Street (south) and East Broadway (north).

East Campus Drive
See **roads**.

Ellis Fischel Cancer Center
See **hospitals**.

Enhanced Enterprise Zone
Use on first reference. On second reference, use *enterprise zone*. *EEZ* is acceptable in headlines.

exit
Capitalize when using a number to refer to a specific highway interchange, but lowercase in all other references: *Interstate 70 Exit 124*, but *the Stadium Boulevard exit.*

─────────────── F ───────────────

Farm Service Agency
An agency of the U.S. Department of Agriculture with state and county bureaus. When referring to the Missouri bureau, use *state Farm Service Agency* or *Missouri Farm Service Agency*. On second reference, use *the agency* or *the bureau*. Do not use the acronym *FSA*.

farmers market
There are three farmers markets in the area: **Columbia Farmers' Market**, **Boone County Farmers Market** and **North Village Arts District** Farmers & Artisans Market. On second reference for all, use *the farmers market* (plural nonpossessive) because *farmers* is descriptive; it does not show ownership.

Faurot Field
See the **Sports section**.

feel
Feelings deal with senses and emotions. One feels hungry or feels sympathy for another but does not *feel* it will rain tomorrow. Use the word *said,* or, if you think the emotion is closer to a feeling, use the construction *said he/she feels*. See **believe**, **said/says** and **think**.

fire departments
See **Boone County Fire Protection District, Centralia Fire Department, Columbia Fire Department, MU Fire and Rescue Training Institute** and **Southern Boone County Fire Protection District.**

first names
Use on second reference for anyone younger than 15. However, use the last name for anyone technically a *child* but who is in an adult situation, such as in crime or high school sports stories. First names can also be used in commentaries and with adults if the story is a feature and warrants it. Check with a city editor before using first names for adults. If a story cites multiple adults with the same last name, use first and last names on all references to avoid confusion.

Flat Branch
Do not use *Flat Branch Creek.* Branch means creek, so it would be redundant to use both. Flat Branch is a tributary of Hinkson Creek.

Food Bank for Central and Northeast Missouri
Located at 2101 Vandiver Drive. It is a regional disaster and hunger relief network that acquires and distributes millions of pounds of donated food annually through a network of 135 agencies in 32 Missouri counties. It was previously called Central Missouri Food Bank. On second reference, use *Food Bank* — note capitalization.

Foundation Formula
Use on first reference. Use *the formula* on second reference. Also known as the Foundation Program, it is most commonly called the Foundation Formula. It is Missouri's primary method of distributing money to public schools. The formula is based on several factors: student attendance; local property tax rates; the proportion of students in a district who are disadvantaged or need special education; if the school district provides summer school; and others. Funds received through the Foundation Formula must be used primarily to pay teachers' salaries in the school district.

4-H
See **Missouri 4-H.**

Francis Quadrangle
The proper name does not take the article *the*. On second reference, use *the quadrangle*. *Francis Quad* or *quad* is acceptable in headlines.

fraternities (MU)
- **Acacia**, Missouri chapter
- **Alpha Chi Rho**, Alpha Phi Zeta chapter
- **Alpha Epsilon Pi**, Mu Deuteron chapter
- **Alpha Gamma Rho**, Theta chapter
- **Alpha Gamma Sigma**, Beta chapter
- **Alpha Kappa Lambda**, Gamma Alpha chapter
- **Alpha Phi Alpha**, Zeta Alpha chapter
- **Alpha Tau Omega**, Gamma Rho chapter
- **Beta Sigma Psi**, Iota chapter
- **Beta Theta Pi**, Zeta Phi chapter
- **Brothers Under Christ (Beta Upsilon Chi)**, Sigma chapter
- **Delta Chi**, Missouri chapter
- **Delta Kappa Epsilon**
- **Delta Sigma Phi**, Beta Beta chapter
- **Delta Tau Delta**, Gamma Kappa chapter

- **Delta Upsilon**, Missouri chapter
- **FarmHouse**, Alpha chapter (Note the capital *H.*)
- **Iota Phi Theta**, Beta Tau chapter
- **Kappa Alpha**, Alpha Kappa chapter
- **Kappa Alpha Psi**, Delta Omega chapter
- **Kappa Sigma**, Beta Gamma chapter
- **Lambda Theta Phi Colony**
- **Lambda Chi Alpha**, Gamma Kappa Zeta chapter
- **Omega Psi Phi**, Epsilon Delta chapter
- **Phi Delta Theta**, Missouri Alpha chapter
- **Phi Beta Sigma**, Eta Gamma chapter
- **Phi Gamma Delta**, Chi Mu chapter
- **Phi Kappa Psi**, Missouri Alpha chapter
- **Phi Kappa Theta**, Kappa Upsilon chapter
- **Phi Mu Alpha Sinfonia**, Zeta chapter
- **Pi Kappa Alpha**, Alpha Nu chapter
- **Pi Kappa Phi**, Beta Epsilon chapter
- **Sigma Alpha Epsilon**, Missouri Alpha chapter
- **Sigma Chi**, Xi Xi chapter
- **Sigma Nu**, Rho chapter
- **Sigma Phi Delta**, Beta Omicron chapter
- **Sigma Phi Epsilon**, Missouri Alpha chapter
- **Sigma Pi**, Gamma Sigma chapter
- **Sigma Tau Gamma**, Beta Alpha chapter
- **Tau Kappa Epsilon**, Beta Theta chapter
- **Theta Chi**, Iota Mu chapter
- **Zeta Beta Tau**, Omega chapter

freshman
Use as an adjective and as a noun for one person. The plural form is *freshmen: the freshman quarterback, the freshmen in the residence halls,* but *the freshman class.*

funeral homes
See the **obituaries section** for a list.

G

G&D Steakhouse
Located at 2001 W. Worley St. Although the abbreviation stands for *George and Dino's*, the name does not take the possessive apostrophe and s after *G&D*. The restaurant in Crossroads Plaza is *G&D Pizza-Steak*. The restaurant in Mexico, Missouri, is *G&D Steak House.*

Gaines/Oldham Black Culture Center
Located at 813 Virginia Ave. It is named in honor of Lloyd L. Gaines and Marian O'Fallon Oldham, both of whom helped pioneer racial equality for black students at MU. On second reference, use *the Black Culture Center* or *the center.*

gender terms
See the **preferred terms section.**

General Assembly
See **Missouri General Assembly.**

GetAbout Columbia
Its office is at 703 E. Broadway. Use the full name on first reference. On second reference, use *GetAbout*.
■ Formerly *the Nonmotorized Transportation Pilot Program* and *the PedNet Project*. It is funded through a $22 million federal grant. Its purpose is to demonstrate how much of the need for transportation can be satisfied by bicycling and walking.

Goodrich Forum 8 movie theater
On second reference, use *Forum 8* or *the theater*.

governmental departments
■ On second references, it is OK to give a shortened but still proper version of a full name. These shortened versions should still be capitalized: *Conservation Department* in place of *Missouri Department of Conservation.* See the **Missouri government section**.
■ Generic references are lowercased: *Fire and police departments around Missouri sent representatives.*

graduation
Capitalize only when referring to a specific event at a specific school: *MU Graduation, Hickman Graduation.* Lowercase on second reference: *They will attend graduation.* For generic references, use lowercase: *With summer comes thoughts of commencement and graduation.* See **commencement**.

Grass Roots Organizing
A Boone County-based **nonprofit** organization with an emphasis on issues related to poverty. It is also a generic term, as in *grass-roots organizing.* On second reference, use *the organization*.

Great Flood of 1993 (or '93)
Note the capitalization. It occurred mostly during the summer of 1993 and involved Minnesota, Iowa, Missouri, Kansas, Illinois and Nebraska.

Greek
Always capitalize. Do not use as a noun to refer to a member of a fraternity or sorority. Instead, use *a fraternity brother* or *a sorority sister.* Treat *Greek* as an adjective: *Greek woman*. See **fraternities** and **sororities** for MU chapters.

Greektown
One word. The area is adjacent to MU but is not technically on campus.

H

Harry S Truman School of Public Affairs
Note the *S* without the period. The school's programs inform on policymaking and governance, educate for ethical leadership and facilitate public dialogue on critical issues of public affairs. Use *the Truman School* or *the school* on second reference.

health care
Always two words, even if it is used as an adjective.

Health Department
See **Public Health and Human Services Department**.

HealthNet
See **MO HealthNet**.

Hearnes Center
See the **Sports section**.

Heidelberg, The
Located at 410 S. Ninth St. Do not use *the Berg* except in a feature story or a direct quote.

High School Equivalency Test
As of January 2014, the HiSET is Missouri's new high school equivalency test. It replaced the GED. Spell out *High School Equivalency Test* on first reference. Do not use the redundant *HiSET exam. HiSET* is a proper noun and does not stand for generic references to high school equivalency tests.

highways
■ If direction is important, include it as part of the story: *The car was northbound on U.S. 63.* Note: There is no such thing as *U.S. 63 South* or *U.S. 63 North*.
■ Do not ever refer to a highway by number without a county, state, federal or interstate designation. However, always refer to a highway by number outside of Columbia city limits.
■ State highways should be referred to as *Missouri* with the number: *Missouri 163, Missouri 740,* etc. Three state highways have street names inside Columbia city limits: Providence Road (Missouri 163), Stadium Boulevard (Missouri 740), Range Line Street (Missouri 763 north of Columbia city limits) and College Avenue/Rock Quarry Road (Missouri 763 south of Columbia city limits). Use street names when applicable.
■ Federal highways other than interstates should be referred to as *U.S.* with the number: *U.S. 63, U.S. 54,* etc. Exits should be capitalized: *Exit 25.*
■ For interstates, use the construction *Interstate 70* (capitalized) on first reference and *I-70* on subsequent references.
■ See also **roads**.

Hispanic
See ethnic references in the **preferred terms section**.

Holts Summit, Missouri
Note the lack of an apostrophe.

homecoming
Capitalize only when referring to a specific event at a specific school: *MU Homecoming, Hickman Homecoming.* Uppercase on second reference if referring to a specific school's event: *They will attend the Homecoming events.* For generic references, use lowercase: *With fall comes thoughts of football, bands and homecomings.*

hospitals
■ **Boone Hospital Center**, 1600 E. Broadway: Run by BJC HealthCare (one word) of St. Louis.
■ **Women's and Children's Hospital**, 404 Keene St.: Under the MU Health Care umbrella. On second reference, use hospital or full name if it would be otherwise confusing.
■ **Ellis Fischel Cancer Center**, 1 Hospital Drive: Under the MU Health Care umbrella. It is different from the **Cancer Research Center**. On second reference, use *Ellis Fischel. Fischel* is OK in headlines.
■ **Missouri Psychiatric Center**, 3 Hospital Drive: A partner with MU Health Care.
■ **Truman Veterans' Hospital**, 800 Hospital Drive: A partner with MU Health Care. Use on first reference, even though its full name is *Harry S. Truman Memorial Veterans' Hospital*. Note the possessive in *Veterans'*. On second reference, use

*Exceptions to AP style

the veterans hospital with no apostrophe.
■ **University Hospital**, 1 Hospital Drive: The main teaching lab of the MU School of Medicine, as well as the flagship of MU Health Care. It includes the Women's and Children's Hospital. Use *University Hospital and Clinics* when referring to the hospital and all of its clinics. For just the hospital, use *University Hospital.*

House of Representatives (Missouri)
On first reference, use *Missouri* or *state* before House of Representatives. On second reference use *the House.* There are 163 representatives. (Do not confuse with the lower house of the U.S. Congress.)
Usage: *state Rep. Casey Smith, D-Columbia.* Note: identification is by the official's hometown, not the election district. There are, however, times when it is appropriate to use both hometown and district identification, particularly during an election season or in an article identifying all local representatives. For example, instead of identifying state Reps. Mary Still, Chris Kelly and Stephen Webber as all D-Columbia in the same story, we might want to say *25th District state Rep. Mary Still, D-Columbia.*
See **Missouri General Assembly, Senate (Missouri)** and **legislative titles and party affiliation for U.S. representatives and senators**.

House of Representatives (U.S.)
Identify U.S. representatives by district, party and hometown. For example: 9th District U.S. Rep. Blaine Leutkemeyer, R-St. Elizabeth. See also **Senate (U.S.)**.

Hy-Vee
Note the capitalization and hyphen. Columbia has three Hy-Vee stores: 3100 W. Broadway, 25 Conley Road and 405 E. Nifong Blvd.

I

immigrant
Follow AP style. See the **preferred terms section**.

impact
Never use as a verb. Instead, say *Gas prices might have an impact on presidential approval ratings*.

*Internet addresses
■ Check every website before publication.
■ Do not use *http://.*
■ If a Web address works without *www.*, then eliminate it from the address: *gocolumbiamo.com.* If the address needs *www.*, then use it.
■ Capitalize letters in a URL only if they are capitalized in the actual URL. Go online to check.
■ Try to avoid lengthy Web addresses. Go with the simplest version that would still allow a reader to find a topic within a few clicks.
■ When using websites at the end of a sentence, use a period. If a website splits over two lines, put a shift-return at a convenient spot to avoid hyphenation that could confuse readers. Any punctuation in the website address, such as a hyphen or period, should go on the second line if the address is split.
■ When directing readers to a website, use the phrase *go to*: *For more election coverage, go to columbiamissourian.com.*

I-70 Drive Southwest/Southeast
See **roads**.

J

Jefferson City
Always spell out. Do not use Jeff City in text or headlines.

Jesse Auditorium
It is located in Jesse Hall at MU but does not need the building name because it is one of the most known in Columbia. Do not confuse with **Jesse Wrench Auditorium**, which is in Memorial Union.

Jesse Wrench Auditorium
Located in Memorial Union at MU. Do not confuse with **Jesse Auditorium**, which is in Jesse Hall.

J.W. "Blind" Boone
Use on first reference to the well-known Columbia musician. On second reference, use *Blind Boone,* but do not put quotes around *Blind*. See **J.W. "Blind" Boone Community Center**.

J.W. "Blind" Boone Community Center
Located at 301 N. Providence Road. Use the full name on first reference. On second reference, use *the center.* Named after a well-known Columbia musician, **J.W. "Blind" Boone**, it is a community meeting space across from Douglass Park. The center is home to the youth drill team the **Missouri Highsteppers** and to the **Boys & Girls Clubs of Columbia**.

K

K (thousand)
Use *K* after a figure when describing races and runs. *K* is an abbreviation for thousand, not kilometer, which is abbreviated km. A 5K run is 5,000 meters or 5 km. Note there is no space or hyphen between the figure and *K*.

*Kansas City
Because Kansas City is actually two cities that sit in two different states, it stands alone in datelines and in text unless it is referring to the Kansas side: *KANSAS CITY, Kansas. K.C.* is acceptable in headlines. See **state names**.

Katy Trail
A trail stretching from St. Charles, Missouri, to Clinton. Do not confuse with the **MKT Nature and Fitness Trail**. On second reference, use *the Katy* or *the trail.*

Keys to the City (sculpture)
The keyhole sculpture in front of the Daniel Boone City Building was completed in May 2010 by artist Howard Meehan. Sculptures aren't put in quotation marks.

STYLEGUIDE

L

Lady (mascot)
Never use *Lady* before a school's mascot (*Lady Tigers, Lady Hawks*) to refer to a girls team or a women's team, even if the school itself uses the term. It is sexist and out of date. However, if a female mascot is a different form of the male mascot, such as *Trojans* and *Trojanettes*, use the feminine form of the mascot.

Lake of the Ozarks
Also referred to as *Lake Ozarks*. Use *the lake* on second reference.

Lee's Summit, Missouri
Note the apostrophe.

legislative titles and party affiliation for U.S. representatives and senators
See AP entries. Also see **House of Representatives (U.S.)** and **Senate (U.S.)**.

*legislature
The official name of the state legislative body is the **Missouri General Assembly**. If calling it a *legislature*, lowercase it. When dealing with other states' legislatures, always look them up to see what their proper names are.

LGBTQ Resource Center
Also known as the Lesbian, Gay, Bisexual, Transgender, Queer Resource Center. It is located in the MU Student Center. Use *LGBTQ Resource Center* on first reference. On second reference, use the *resource center. LGBTQ* is also acceptable in text and headlines.
If used in text, spell out full name, though it does not need to be on the first reference, e.g. Sally Smith, director of the center for the lesbian, gay, bisexual, transgender and queer community, will attend the conference.

liberal/conservative
See **conservative/liberal**.

lists
Lists should be indicated with bullets or numerals. Bullets denote items of equal value; numerals denote the order of importance or steps in a process.
Each item in a bulleted list, whether a word, phrase or complete sentence, should:
- Be capitalized.
- End in a period.
- Be written as if it were immediately to follow the sentence that introduces the list.
Do not use a conjunction between the final two items in the list.
When adding a list in print, follow each bullet with an en space — a fixed-width space with the same width as an en dash, typed with Cmd-Shift-N — to prevent the space's width from varying among items when justified.

M

Macklanburg Playhouse
Located at 100 Willis Ave., next to **Warehouse Theatre**. It is the main theater at Stephens College.

Macy's
Note the apostrophe.

Maneater, The
The MU student-run paper takes the article *The* (note the capital *T*) before the name.

Historic Maplewood House
Located at 3801 Ponderosa St. Do not use *Maplewood Home*.

Mel Carnahan Quadrangle
Use on first reference. On second reference, use *the south quadrangle. Carnahan Quad* or *quad* is acceptable in headlines. This open space is located south of Jesse Hall at MU. It was dedicated on Sept. 12, 2003, in honor of a former governor of Missouri.

Memorial Stadium
See the **Sports section**.

Memorial Student Union
Memorial Student Union is divided into Memorial Student Union, North Tower; and Memorial Student Union, South Tower. When mentioning specific rooms within the student union, use N or S before the room number to denote which tower the room is in. For example, Room N-12 or Room S-14. Note the hyphen between the letter and numeral. On second reference, use *the student union*.

MFA Inc.
Use on first reference. Originally the Missouri Farmers Association, it is a private farm cooperative and lobbying group. Its corporate office is located at 201 Ray Young Drive in Columbia. Use *MFA* or *the association* on second reference. It is a separate entity from **MFA Oil Co.**

MFA Oil Co.
Organized in 1929 by Missouri farmers who wanted to be assured of a reliable supply of quality petroleum products at a fair price. It owns **Break Time** gas stations and convenience stores and operates Big O Tires and Jiffy Lube franchises in mid-Missouri. Use *MFA Oil* on second reference. It is a separate entity from **MFA Inc.**

*middle names/initials
■ Missourian style is to exclude middle names and initials unless there would be confusion or a person would not be known without the initial. For example, readers would know Donald Rumsfeld without the *H.*, but would they recognize the actor Michael Fox without the *J.*?
■ When an initial appears at the front of someone's name, use it: *author F. Scott Fitzgerald*.
■ With middle names, make sure the name is actually a middle name and not part of the first name: *Anne Marie*.
■ For blog entries, crime stories and Life Stories, middle initials are preferred to avoid misidentification.

mid-Missouri
Use instead of *central Missouri.* Lowercase *mid–* unless it is part of a proper name. Do not hyphenate if it is not hyphenated in a proper name. See the AP Stylebook for more.

midnight
Can be ambiguous. AP style says, "It is part of the day that is ending, not the one that is beginning," and the National Institute of Standards and Technology's Time and Frequency Division does not specify to which day midnight belongs. It may be used to refer to either the end of one day or the beginning of the next, but make sure it is clear to the reader which day is meant; for example, *8 p.m. to midnight Friday* and *just after midnight Saturday morning* would both be acceptable.

Midway Travel Plaza
Located west of Columbia along Interstate 70. The site is home to several businesses, restaurants and the Midway Exposition Center. The travel plaza was featured on the Travel Channel show "Truck Stop USA." On second reference, use *the travel plaza*.

*military
If the Missourian is writing about someone in the U.S. military, it is unnecessary to put *U.S.* before the branch. Readers assume Casey Smith from Columbia would be fighting with the U.S. Army instead of the Israeli army. Capitalize the U.S. military branches, per AP style. For National Guard and Air National Guard units, always identify the state: *the Missouri National Guard.* On second reference, use *the guard.*

million and billion
Do not abbreviate in text or headlines.

Missouri Bar, The
A statewide lawyers organization. Note the capital *T* on *The*. On second reference, use *the bar*.

Missouri Case.net
Do not use — confusing to readers because it looks like a website address but isn't one. The case management system, maintained by the Missouri Office of State Courts Administrator and available at www.courts.mo.gov/casenet, is useful to reporters as an electronic source of records from state and local courts. When attributing information obtained through the service, use *court records*.

Missouri Civil Liberties Association
The association was formed after the dissolution of mid-Missouri's chapter of the American Civil Liberties Union. On second reference, use *the association*.

Missouri Court of Appeals
This appellate court has three districts: St. Louis (Eastern District), Kansas City (Western District) and Springfield (Southern District). Boone County is in the Kansas City District.

Missouri 4-H
Use on first reference. On second reference, use *4-H* or *the organization.* Part of **MU Extension**, it is a volunteer-led organization that teaches young people about leadership, citizenship and life skills. The members are called *4-H'ers.*

Missouri government
Each of these departments can be referred to on first reference by its full name or by an inverted style using capital letters: *Missouri Department of Something* or *Missouri Something Department*. If the *Something* is multiple words, use the multiple words in the inverted form. Always strive for clarity. On subsequent references, use *the department*, as long as there is no confusion.

■ **Missouri Department of Agriculture**
Contains these divisions (use *Division of* before all of these): Agricultural Business Development; Animal Health; Grain Inspection and Warehousing; Plant Industries; and Weights and Measures. Also contains the State Milk Board and the Wine & Grape Board.

■ **Missouri Department of Conservation**
Contains these divisions (use *Division of* before all of these): Administrative Services; Design & Development; Fisheries; Forestry; Human Resources; Outreach & Education; Private Land Services; Protection; Resource Science; and Wildlife.

■ **Missouri Department of Corrections**
Manages the state prison system. Contains these divisions (use *Division of* before all of these): Adult Institutions; Human Services; Offender Rehabilitative Services; and Probation and Parole.

■ **Missouri Department of Economic Development**
Contains these eight divisions (use *Division of* before all of these): Administrative Services; Business and Community Services; Credit Unions; Finance; Professional Registration; Public Service; Tourism; and Workforce Development. Also contains the Office of Public Counsel, the Arts Council, the Housing Development Commission and the Development Finance Board.

■ **Missouri Department of Elementary and Secondary Education**
Oversees and assists school districts in administration and in carrying out the state's educational requirements. The department is supervised by the state Board of Education, whose eight members are appointed by the governor and approved by the Senate. The commissioner of education is the chief executive officer.

■ **Missouri Department of Health and Senior Services**
Governed by the state Board of Health and the state Board of Senior Services, each of which has seven members who are appointed by the governor and approved by the Senate.

■ **Missouri Department of Higher Education**
On second reference, use *the Higher Education Department* or *the department*. It is charged with the oversight of colleges and universities, both private and state-supported. Its governing body is the **Coordinating Board for Higher Education**. Its nine members are appointed by the governor and approved by the Senate. The commissioner of higher education is appointed by the board and serves as its executive officer.

■ **Missouri Department of Insurance, Financial Institutions and Professional Registration**
Regulates Missouri's insurance industry. It contains these divisions (use *Division of* before all of these): Consumer Affairs; Insurance Company Regulation; Insurance Market Regulation; and Resource Administration.

■ **Missouri Department of Labor and Industrial Relations**
On second reference, use *the Labor Department* or *the department*. Contains these divisions (use *Division of* before both of these): Employment Security (do not refer to it as *the unemployment department*) and Workers' Compensation (note the apostrophe in *Workers'*).

■ **Missouri Department of Mental Health**
Do not confuse with the **Missouri Department of Health and Senior Services**. Contains these divisions (use *Division of* before all of these): Alcohol and Drug Abuse; Comprehensive Psychiatric Services; and Developmental Disabilities. Also contains the Office of Comprehensive Child Mental Health and the Office of Transformation.

■ **Missouri Department of Natural Resources**
The acronym *DNR* is acceptable in quotes or tight headlines. Contains these divisions (use *Division of* before all of these): Environmental Quality; Field Services; Geology and Land Survey; and State Parks. Also contains the commissions of Air Conservation, Clean Water and Hazardous Waste Management, as well as the Advisory Council on Historic Preservation.

■ **Missouri Department of Public Safety**
Contains the Missouri State Highway Patrol and these divisions (use *Division of* before all of these): Alcohol & Tobacco Control; Fire Safety; Highway Safety; and Water Safety.

■ **Missouri Department of Revenue**
Central collection agency for all state revenues, including the licensing of vehicle operators and the collection of taxes, title and registration of cars.

■ **Missouri Department of Social Services**
Contains the following divisions (use *Division of* before all of these): Children's; Family Support; Finance and Administrative Services; Legal Services; **MO HealthNet**; and Youth Services.

■ **Missouri Department of Transportation**
Use on first reference. On second reference, use the acronym *MoDOT* (note the first *o* is lowercase).

■ **Missouri General Assembly**
The official name of the state legislative body. On second reference, *the General Assembly* is acceptable, but it must always be capitalized. If calling it a *legislature*, lowercase it. When dealing with other states' legislatures, always look them up to see what their proper names are. See **House of Representatives (Missouri)** and **Senate (Missouri)**.

■ **Missouri Higher Education Loan Authority**
Use on first reference. On second reference and in headlines, use *MOHELA*. It is a student loan servicing company and works in conjunction with the **Missouri Department of Higher Education** to provide student loans.

■ **Missouri Highway Patrol**
See **Missouri State Highway Patrol**.

■ **Missouri Lottery Commission**
Specific games are capitalized, such as *Powerball, Show Me Cash*, etc. Lowercase generic terms, such as *the Missouri lottery*.

■ **Missouri Office of Administration**
Provides central administration support services for state government, including accounting, computers, telephones, etc.

■ **Missouri State Highway Patrol**
Not *Missouri Highway Patrol*. On second reference, use *the Highway Patrol*. Officers with this law enforcement agency are *troopers*, not police officers. The superintendent is supported by the assistant superintendent and five bureau commanders. A **Special Weapons and Tactics Team** is stationed at Troop F in Jefferson City. The Missouri State Water Patrol has been merged with the Missouri State Highway Patrol. It is called the Water Patrol Division.

Missouri Highsteppers
A youth drill team. Rolando Barry is the drill team's director.

Missouri residents
Use to refer to people who live in Missouri. Do not use *Missourians*.

Missouri River
Always capitalize *River* when using a river's name unless you are describing multiple rivers at once. For example, the Missouri River is sometimes called *the Big Muddy*, but *the Missouri and Mississippi rivers both pass through St. Louis.* On second reference, use *the river*.

Missouri School Boards' Association
Note the apostrophe.

Missouri Students Association
The governing body for MU students. Note the plural *Students* with no apostrophe. Do not confuse with **Associated Students of the University of Missouri**. *MSA* is acceptable on second reference.

Missouri Supreme Court
The state's highest court is headed by a chief justice and six judges (not justices). On second reference, use *the state high court* or *the state Supreme Court*.

Missouri Theatre
Located at 203 S. Ninth St. It is a historic landmark. It was previously managed by the Missouri Symphony Society but is now under the direction of MU's Event Production Services. On first reference, use *Theatre. Use theater* on subsequent references. Do not refer to it as the Missouri Theatre Center for the Arts because that name is no longer used.

Missouri Transportation Development District Act
Enacted in 1990, the Missouri Transportation Development District Act helps counties fund transportation projects. The act provides for the establishment of special taxing districts authorized to undertake certain public improvements. The improvements are financed by the district through the issuance of notes or bonds, which are in turn retired by the district's levy of various taxes within the geographic boundaries of the district, including sales tax, property tax and special assessment.
There are several such districts in Columbia. On first reference, use the location and *Transportation Development District*: *Northwoods Transportation Development District*. On second reference, use the site name and *TDD* or simply *the TDD* if the location is clear.
Active TDDs in Columbia:
■ Broadway-Fairview
■ CenterState (Note the capital S.)
■ Columbia Mall

- Conley Road
- Crosscreek
- Grindstone Plaza
- Lake of the Woods
- Northwoods
- Rock Bridge Center
- Shoppes at Stadium
- Stadium Corridor

Missourian
See **Columbia Missourian, the**, and **Missouri residents**.

Mizzou
Use sparingly. *Mizzou* can be used in direct quotes and opinion articles. Do not use in reference to Missouri sports teams. If used, uppercase the *M* and lowercase the rest of the word. Consider the tone of the story. It is appropriate to use in a feature story but not to save room in a hard-news headline. Use *Missouri* in sports stories to refer to the team. Use *MU* to refer to the university. Otherwise, ask your news editor. See **University of Missouri**.

M-I-Z-Z-O-U
A chant often heard at Missouri events. Use sparingly. Use in direct quotes.

Mizzou Alumni Association
Located at 123 Reynolds Alumni Center, MU. Use its full name on first reference. On second reference, use *the Alumni Association*.

Mizzou Arena
See the **Sports section**.

Mizzou North
Former home of Ellis Fischel Cancer Center at 115 Business Loop W. Now home to MU museums, some departments and some administrative offices.

Mizzou Store, The
As of June 1, 2013, this is the new name for the former University Bookstore. Note the capitalized *The*.

MKT Nature and Fitness Trail
Use on first reference. On second reference, use *MKT*. The MKT is not the same as the **Katy Trail**, but the two trails do intersect.
The MKT, part of the old Missouri-Kansas-Texas railroad line that was converted to a hiking trail, is an 8.9-mile trail (4.7 miles of which is within the city) used for bicycling, hiking, jogging, walking and cross-country skiing and as a fitness course.
The trail has five main accesses:
- Flat Branch Park, Fourth and Cherry streets (trailhead)
- MKT Trail Plaza, 501 S. Providence Road
- Forum Nature Area & Trail, 2701 Forum Blvd.
- Martin Luther King Jr. Memorial at Battle Garden, 800 W. Stadium Blvd.
- Playfields at Scott Boulevard, 3662 Scott Blvd.

mobile home
Use this term to describe large homes on wheels. The terms *trailer* or *manufactured home* are also acceptable.

*Exceptions to AP style

MO HealthNet
Note the capitalization. It is a Missouri health care program. On second reference, use *HealthNet*.

MOHELA
See **Missouri Higher Education Loan Authority**.

MO-X shuttle
Note the capitalization and hyphen.

Mr., Mrs., Miss, Ms.
See **courtesy titles.**

MU
Always use when referring to the Columbia campus. *Missouri* is preferred in sports stories. See **University of Missouri**.

MU buildings
Capitalize the proper names of buildings, including the word *building* if it is an integral part of the proper name: *the Chemistry Building*. See also **room numbers**.

MU Columns
Use on all references when referring to those on the Francis Quadrangle (note the capitalization of *Columns*) so as not to confuse them with *the columns* (lowercase) on the opposite end of Eighth Street, which were part of a former **Boone County Courthouse**.

MU Department of Residential Life
The department oversees student housing at MU. On second reference, use *the department.*

MU Extension
A partnership of the MU campuses, Lincoln University, county extension councils and the Cooperative State Research, Education and Extension Service of the U.S. Department of Agriculture. It provides a variety of outreach programs to the community, not just agricultural ones. On second reference, use *MU Extension* or *the extension program*.

MU Fire and Rescue Training Institute
An **MU Extension** program, the training institute is a source for research-based information on the latest technology and techniques in firefighting. It offers continuing professional education to statewide fire departments and fire protection districts, emergency service personnel, and private sector and institutional emergency brigade members. Its headquarters is located at 240 Heinkel Building, MU. On second reference, use *the training institute*.

MU Faculty Council
Use on first reference. Use *Faculty Council* or *the council* on second reference. The MU Faculty Council is the elected representative organization of the MU faculty. It traditionally approaches issues from a campus perspective. Council members are elected by and from the faculty of MU's 14 academic divisions. Faculty Council can have no fewer than 25, nor more than 30, members at any time.

MU graduate school
Although MU treats its graduate school as it does other schools (Journalism School, Medicine School) and capitalizes it, the Missourian does not capitalize *graduate school* because it encompasses all academic areas. Choose a construction such as *She is a graduate student in journalism.*

MU Health Care
Use *MU Health Care* on all references to MU Health System. MU Health Care includes five hospitals and a network of more than 50 primary and specialty clinics throughout mid-Missouri.

The five hospitals are:
- **Ellis Fischel Cancer Center**, 1 Hospital Drive (inpatient) and 115 Business Loop 70 W. (clinics/outpatient)
- **Missouri Orthopaedic Institute**, 1100 Virginia Ave.
- **Missouri Psychiatric Center**, 3 Hospital Drive
- **Women's and Children's Hospital**, 404 N. Keene St.
- **University Hospital**, 1 Hospital Drive

MU Health Care also includes these MU schools:
- **MU School of Health Professions**, 505 Lewis Hall
- **MU School of Medicine**, 1 Hospital Drive
- **MU Sinclair School of Nursing**, 11 Hospital Drive

Other health care facilities affiliated with MU Health Care are:
- **Callaway Community Hospital** (Fulton)
- **Capital Region Medical Center** (Jefferson City)
- **Central Ozarks Medical Center** (Richland, Missouri)
- **Columbia Regional Hospital**, 404 Keene St.
- **Cooper County Memorial Hospital** (Boonville)
- **Leonard Wood Army Hospital** (Fort Leonard Wood, Missouri)
- **Missouri Rehabilitation Center** (Mt. Vernon, Missouri)
- **Moberly Regional Medical Center** (Moberly)
- **MU Student Health Center**, 1101 Hospital Drive
- **Putnam County Memorial Hospital** (Unionville, Missouri)
- **Royal Oaks Hospital** (Windsor, Missouri)
- **Rusk Rehabilitation Center**, 315 Business Loop 70 W.
- **Samaritan Hospital** (Macon, Missouri)
- **Scotland County Memorial Hospital** (Memphis, Missouri)
- **Sinclair Home Care**, 115 Business Loop 70 W.
- **Sullivan County Memorial Hospital** (Milan, Missouri)
- **Truman Veterans' Hospital**, 800 Hospital Drive
- **all of the clinics**

MU Police Department
- This is the official title. *MU police* and *campus police* are often acceptable on first reference. Do not use *MUPD*.
- The forms are: *MU Police Chief Casey Smith; MU Police Sgt. Casey Smith. Police* is always uppercase before a person's name or in a proper name. See also **Columbia Police Department**.

MU Power Plant
Located at 417 S. Fifth St. It is operated by Energy Management, a department of Campus Facilities. It has been providing steam, electricity and water for MU from its current location since 1923. On second reference, use *the power plant*. See also **Columbia Municipal Power Plant**.

MU Research Reactor Center
MU's nuclear reactor. On second reference, use *the reactor* if talking about it specifically or *the center* if talking about the general research center.

MU South Farm
Operated by the MU College of Agriculture, Food and Natural Resources, it is a 1,452-acre agricultural experiment station on New Haven Road, about three miles southeast of the main campus and adjacent to U.S. 63. It is home to Discovery Ridge Research Park, a business model that uses public/private partnerships to generate new technologies and industry.

MU Student Center
Use on first reference. On second reference, use *the student center*.

MU Student Recreation Complex
Use on first reference. On second reference, use *the MU rec complex*. Do not use *Mizzou Student Recreation Complex*. The complex features four facilities under one roof (Brewer Fieldhouse, Mizzou Aquatic Center, Rothwell Gymnasium and the Student Rec Addition) as well as outdoor facilities and is located in the center of campus at Hitt and Rollins streets. Fully funded by student recreation activity fees, the complex was renovated and expanded in 2005. It is managed by MizzouRec Services and Facilities.

N

Native American
See ethnic references in the **preferred terms section**.

neighborhood associations
Columbia has more than 70 neighborhood associations. Capitalize *neighborhood* when used with the full name of the group, e.g., Grasslands Neighborhood Association and Benton-Stephens Neighborhood Association. However, if the action is only occurring in a neighborhood and not dependent on or affiliated with the association's action, lowercase neighborhood.

Newman Center
See **St. Thomas More Newman Center**.

9th St. Video
Located at 10 Hitt St. Note it is not *Ninth Street Video.*

nonprofit, not-for-profit
These two terms are not interchangeable; they are two different legal terms. Most of the time, *nonprofit* is the one to use, but call an organization and ask for its tax exemption code to make sure.
- *Nonprofit* means a group does not make a profit for the individuals who work there; any earnings go toward future programs and services of the group that might not otherwise be provided by governmental entities. Nonprofit groups depend solely on donations and are exempt from taxes under 501(c)(3) of the Internal Revenue Code.
- *Not-for-profit* means a group can make money, but all profits must go back to the community, not to the group itself.
Not-for-profit groups exclusively promote social welfare or local employee associations and are exempt from taxes under 501(c)(4) of the Internal Revenue Code.

North Village Arts District
Located on the north side of downtown Columbia. It is a coalition of businesses related to the arts, and it sponsors various activities, including a Sunday farmers and artisans market. On second reference, use *the arts district*. See **farmers market**.

*numbers in headlines
While the AP Stylebook says to always use numbers in headlines, at the Missourian it is acceptable to spell out numbers one through nine in headlines, but always use numerals when referring to money.

nuclear reactor
See **Research Reactor Center**.

O

Oak Towers
Note the plural on *Towers*. Located at 700 N. Garth Ave., it is a housing community for elderly or near-elderly residents and for individuals with disabilities. This is also the headquarters of the Older American Klub, but the building's name is not an acronym. Do not use *OAK,* an acronym for the club's name, if referring to both within a story.

OATS Inc.
A **nonprofit** agency that offers door-to-door van service to older people, people with disabilities and those who have difficulty traveling or leaving their home. The name used to stand for *Older Adults Transportation Services*, but now only the acronym is used.

obituaries
See the **obituaries section**.

occupy
Lowercase *occupy* when describing the larger movement that encompasses specific groups. But capitalize the word when referring to specific groups, such as **Occupy COMO** or Occupy Wall Street.

Occupy COMO
Note the capitalization of *COMO*.

*of (hometown)
■ Do not use commas unless other information (such as age) separates the name from *of* and the hometown. For example, *Casey Smith of Columbia will travel to Morocco in May* but *Casey Smith, 36, of Columbia, will travel to Morocco in May.*
■ If the hometown is not used on first reference to the person, use commas on second reference, e.g., *Smith, of Columbia, will travel to Morocco in May.*
■ Do not leave out the *of*, e.g., *Casey Smith, Columbia, will travel to Morocco in May.*

office
Capitalize *office* if it is part of a formal name. For example, Office of Emergency Management and Office of Administration. Otherwise, lowercase *office*. For example, *Boone County recorder of deeds' office* and *Missouri secretary of state's office*.

Office of Cultural Affairs
Part of city government, its mission is to promote artists and cultural organizations. It is located at the Walton Building, 300 S. Providence Road, which is also home to the **Columbia Convention and Visitors Bureau**. The two organizations work closely to promote Columbia activities.

Old 63
See **roads**.

One Mizzou
It is a student-led initiative to create a more inclusive community. It advocates education, programming and the exchange of dialogue facilitated by student organizations and campus resources.

P

PACER
For consistency with our practice for **Missouri Case.net**, use *court records*. Stands for Public Access to Court Electronic Records. The paid service, maintained by the Administrative Office of the United States Courts and available at pacer.gov, provides access to federal court records. Staff members requiring access to the service should consult a city editor for assistance.

page numbers
Always capitalize *page* when it is followed by a figure or a figure and letter. For example, "The book ends on Page 457," and "Please see Page 2A for more information."

Paquin Tower
Located at 1201 Paquin St. It is a housing community for people with disabilities. Note that *Tower* is singular.

Para-transit Service
Use on all references. It is part of Columbia Transit and offers services for individuals with disabilities that prevent them from riding the fixed-route buses.

PedNet Coalition
A **nonprofit** group of businesses, individuals and organizations that promotes nonmotorized transportation, such as walking and bicycling. It is not the same as, nor is it connected to, the **PedNet Project**. On second reference, use *PedNet* or *the coalition*.

PedNet Project
See **GetAbout Columbia**.

P.E.O.
An international organization that provides educational opportunities for women. The organization has traditionally been secretive about what the acronym stands for. Refer to the organization as P.E.O. on all references and explain in the body of the story what it does. The organization tends to be mentioned in Missourian obituaries.

*percent
Always spell out; do not use the % symbol, except in print headlines. For a range, use *percent* after each number: *12 percent to 15 percent*, or *between 12 percent and 15 percent*.

STYLEGUIDE

Petro-Mart
Gas stations and convenience stores owned and operated by Nebraska-Iowa Supply Co. Inc. Note the capitalization and hyphen.

photo credits
See **bylines, photo credits**.

Planning and Zoning
See **Boone County Planning and Zoning Commission** and **Columbia Planning and Zoning Commission**, as well as the **city and county government section**.

police
Lowercase when used as a generic term or adjective: *police said*. Uppercase when part of a proper name or before a person's name: *Columbia Police Department, Police Sgt. Casey Smith*. It is *the Police Department*, *MU Police Capt. Casey Smith*, *Columbia Police Officer Casey Smith* and *Highway Patrol Sgt. Casey Smith*. Use the term *police officer* instead of *policeman* or *policewoman*. See **Columbia Police Department**, **Missouri State Highway Patrol** and **MU Police Department**.

power plants
See **Columbia Municipal Power Plant**, **MU Power Plant** and **Callaway Nuclear Power Plant**.

profanities
Should be edited around. If it must be used in quotes, use the first letter followed by a hyphen for every letter missing: *s - - -* or *f - - -*. All uses of profanity must be approved by the executive editor, managing editor or news editor.

professor
Do not refer to faculty members as professors unless they have earned that academic rank. Any variations of professor, such as *associate professor* or *professor emeritus*, should be used. The preferred use is to put the title after someone's name: *Casey Smith, an associate professor at the Missouri School of Journalism*.

Providence Road
See **roads**.

Public Health and Human Services Department
Located at the Sanford-Kimpton Building, 1005 W. Worley St. Use *the Health Department* on first reference, but soon after, the article should cite the full name. Continue using *the Health Department* in subsequent references.

Q

quotation marks
Use single quote marks in display type, including heads, t-decks and subheads within text. Use double-quote marks in cutlines and c-decks.

R

radio stations
On first reference, list the call letters and station frequency: *KBIA/91.3 FM*. On second reference, use only the call letters: *KBIA*.

■ KCOU/88.1 FM	Columbia (MU)
■ KJAB/88.3 FM	Mexico, Missouri
■ KJLU/88.9 FM	Jefferson City (Lincoln University)
■ KOPN/89.5 FM	Columbia
■ KBKC/90.1 FM	Moberly
■ KWWC/90.5 FM	Columbia (Stephens College)
■ KBIA/91.3 FM	Columbia (Missouri School of Journalism)
■ KWRT/93.1 FM	Boonville
■ KSSZ/93.9 FM	Boonville
■ KATI/94.3 FM	Jefferson City
■ KWWU/94.9 FM	Fulton
■ KWWR/95.7 FM	Mexico, Missouri
■ KCMQ/96.7 FM	Columbia
■ KJMO/97.5 FM	Jefferson City
■ KFMC/98.3 FM	Jefferson City
■ KCLR/99.3 FM	Boonville
■ KBBM/100.1 FM	Jefferson City
■ KKCA/100.5 FM	Fulton
■ KPLA/101.5 FM	Columbia
■ KBXR/102.3 FM	Columbia
■ KMFC/103.1 FM	Columbia (92.1 in Centralia)
■ KRES/104.7 FM	Moberly
■ KZZT/105.5 FM	Moberly
■ KOQL/106.1 FM	Columbia
■ KTXY/106.9 FM	Jefferson City
■ KFAL/900 AM	Fulton
■ KWOS/950 AM	Jefferson City
■ KLIK/1240 AM	Jefferson City
■ KXEO/1340 AM	Mexico, Missouri
■ KFRU/1400 AM	Columbia
■ KTGR/1580 AM	Columbia

Ragtag Cinema
Located at 10 Hitt St. On second reference, use *Ragtag* or *the cinema*.

Rain-Central Missouri
Spell out on first reference. On second reference or in headlines, use *Rain*.

Range Line Street/Rangeline Road
See **roads**.

Red Campus
Derived from MU buildings constructed of red brick, *Red Campus* refers to an area near Jesse Hall and **Francis Quadrangle**. Also see **White Campus**.

red-light cameras
Note hyphenation.

Redskins
The nickname of the NFL team in Washington, D.C. The term should not be used except in direct quotations. Instead, use *the Washington team* or *the professional team in Washington, D.C.*

Regional Economic Development Inc.
Spell out on first reference. On second reference or in headlines, *REDI* is acceptable.

*Exceptions to AP style

religious titles
Use the appropriate titles. See also the **obituaries section**.

representatives (Missouri)
Use cities, not counties, to designate where state representatives are from: *state Rep. Casey Smith, D-Columbia*. Follow AP style for designations. See **House of Representatives (Missouri)**.

Research Reactor Center
See **MU Research Reactor Center**.

Residence Halls Association
The governing body for students in MU's residence halls. On second reference, use *the association*.

residence halls
Most colleges, including MU, Stephens College and Columbia College, now refer to student housing buildings as *residence halls* instead of *dormitories* or *dorms*. Only use *dormitories* or *dorms* in quotes and Opinion articles. *Dorms* would be acceptable, not preferable, in tight headlines.
All of the following take the word *Hall* after the name, except Tiger Diggs and TRUE Scholars House.

MU RESIDENCE HALLS

- Center
- College Avenue
- Defoe-Graham
- Discovery
- Dogwood
- Excellence
- Galena
- Gillett
- Hatch

- Hawthorn
- Hudson
- Johnston
- Jones
- Lathrop
- Laws
- McDavid
- Mark Twain
- North

- Respect
- Responsibility
- Schurz
- South
- Tiger Diggs
- TRUE Scholars House
- Virginia Avenue South, slated to open in 2015
- Wolpers

STEPHENS COLLEGE RESIDENCE HALLS

- Columbia
- Hillcrest
- Pillsbury

- Prunty
- Roblee
- Searcy

- Tower
- Wood

COLUMBIA COLLEGE RESIDENCE HALLS

- Banks
- Cougar Village

- Hughes
- Miller

Residence on the Quad
Built in 1867, the building on Francis Quadrangle is the oldest one on campus and has served as home to many MU presidents and chancellors.

Reynolds Alumni Center
Use on first reference, even though its full name is Donald W. Reynolds Alumni and Visitor Center. On second reference, use *the Alumni Center* or *the center*.

Reynolds Journalism Institute
Use on first reference, even though its full name is Donald W. Reynolds Journalism Institute. On second reference, use *Journalism Institute* or *the institute*.

Rhynsburger Theatre
An MU theater. On first reference, use the alternate spelling of *Theatre* in the proper name and *the theater* on subsequent references.

roads

- **avenues, numbered:** Columbia has numbered streets as well as Third and Fourth avenues. The numbered streets run north/south and are located just north of MU; the numbered avenues run east/west and are located west of Providence Road and south of Interstate 70.
- **county-maintained roads:** These usually take a letter designation and are called routes: *Route K, Route VV,* etc. Again, some roads have street names inside Columbia city limits: Nifong Boulevard (Route AC), Paris Road (Route B), Stadium Boulevard (changes to Route E north of Interstate 70), Clark Lane (Route PP), West Broadway (Route TT) and East Broadway (Route WW).
- **Broadway:** Columbia's main east-west road. It does not take a street designation. It is also known as Route TT (West) and Route WW (East)*,* but it should not be called either unless the section referred to is outside Columbia city limits. Note: Scott Boulevard turns into Route TT north of Nifong Boulevard, then curves into the West Broadway portion of the route.
- **Business Loop 70 East/West:** This is an east-west connector loop running for the most part south of Interstate 70. Do not abbreviate *East* or *West* unless using an exact address. Put the directional indicator at the end instead of before the street: *601 Business Loop 70 W.* This is an exception to normal Missourian style. Just east of West Boulevard, the road becomes **I-70 Drive Southwest/Southeast** and ends just west of Strawn Road.
- **East Campus Drive:** *East* is abbreviated with full addresses: *2100 E. Campus Drive.*
- **I-70 Drive Southwest/Southeast:** Runs for the most part alongside Interstate 70 between just east of West Boulevard and just west of Strawn Road. When referring to this street, never spell out *Interstate*. If the address includes the number, then abbreviate *S.W.* or *S.E.*: *5500 I-70 Drive S.E.* Without a number, spell out the direction: *I-70 Drive Southwest*.
- **Old 63:** Do not use the terms *Business 63* or *Old Highway 63*. Because Old 63 is a road and not a highway anymore, it is acceptable to use the north and south designations with full addresses: *2500 S. Old 63*.
- **Providence Road:** One of the main north-south routes and the western boundary of downtown. It is also known as *Missouri 163*, but do not call it that unless the section referred to is outside Columbia city limits.
- **Rangeline Road:** Note the difference in spelling from **Range Line Street**. Both are north-south roadways. Rangeline Road is east of U.S. 63 and south of Interstate 70.
- **Range Line Street:** Note the difference in spelling from **Rangeline Road**. Both are north-south roadways. Range Line Street, which extends north to U.S. 63, is also called *Missouri 763*, but do not call it that unless the section referred to is outside Columbia city limits.
- **Stadium Boulevard:** Use on all references to sections within Columbia city limits. Also known as *Missouri 740* south of Interstate 70 and *Route E* north of I-70.
- **West Boulevard:** A north-south street. *West* is never abbreviated because it is the name of the street, not a direction. When giving full addresses, put the directional indicator at the end so as not to confuse with the street name: *308 West Blvd. S.* This is an exception to normal style.
- See also **highways**.

robo calls
The preferred term is **automated phone calls**. *Robo call* tends to be a pejorative term for an automated phone call, so please keep the negative connotation in mind. However, do not change in quotes.

STYLEGUIDE

Rock, The
A campus-based ministry that meets at 7:07 every Saturday night in MU's Middlebush Auditorium. The Rock was started to help people investigate and experience spirituality in nontraditional ways. It is part of Great Commission Ministries. Its goals are to create church communities and world missions and to provide leadership development.

Rock Bridge/Rockbridge
■ The area in the southeastern part of Columbia is named for Rock Bridge Memorial State Park, which treats *Rock Bridge* as two words. However, some businesses in the area treat *Rockbridge* as one word. Always look it up to see whether it is one or two words, and remember not to always trust the phone book or websites.
■ Some common names that are two words: **Rock Bridge High School** and the Rock Bridge Shopping Center.

Roger B. Wilson Boone County Government Center
Located at 801 E. Walnut St. Use the full name on first reference. On second reference, use *the County Government Center* (note the capitalization).

room numbers
Always capitalize *room* when it is followed by a figure or a figure and letter. For example, *Room 341*, *Room 201-E* and *Room E-121*. Note the hyphen between the letter and numeral. See **MU buildings**.

Root Cellar
Located at 1023 E. Walnut St. Do not use *the*.

Roots 'N' Blues 'N' BBQ Festival
On first reference, use this style, though it is not the spelling on the festival's website. Note that all of the apostrophes' tails face left. On second reference, *the festival* or *the blues festival* is acceptable.

—————————— S ——————————

said/says
■ *Said* is the preferred word for attribution, as opposed to *admitted, conceded, thinks, believes, told reporters,* etc.
■ The word *says* is appropriate in stories that take a more featurized tone. Consult your faculty editor, and alert the copy desk if a story should use the word *says*.
■ The Missourian uses the *person said* construction because subject-verb is standard English: *"The Missourian is great," Casey Smith said.* However, if there is a clause or more information after the attribution, it is sometimes better to invert the attribution: *"The Missourian is great," said Casey Smith, executive editor of the Missourian.* See **titles**.
■ See **believe**, **feel** and **think**.

same-sex marriage or same-sex couples
Same-sex marriage or same-sex couple is preferred as they are more specific terms to both genders. See the **preferred terms section**.

School Board
See **Columbia School Board**.

school district
When possible, use *schools*. See **Columbia Public School District**.

schools
There are about 30 schools that are part of Columbia Public Schools and about a dozen independent schools in the city. Use the word *School* on first reference in the full proper name: *Hickman High School*. *School* can be dropped on subsequent references, as well as the grade designation, if no confusion would result: *Hickman*. See the **Columbia Public School District section** for more information.

Senate (Missouri)
Always capitalize. Lowercase *senator* unless it is used before a name, in which case it would be abbreviated as *Sen*.
There are 34 senators in the state Senate. Boone and Randolph counties make up the 19th District, which includes Columbia. (Do not confuse with the upper house of the U.S. Congress.)
Usage: *state Sen. Casey Smith, D-Columbia*. Note: Identification is by the official's hometown, not the election district.
There are, however, times when it is relevant to use both hometown and district identification, particularly during an election season or in an article that identifies senators representing the Columbia area.
See **Missouri General Assembly, House of Representatives** and **legislative titles and party affiliation for U.S. representatives and senators**.

Senate (U.S.)
Identify U.S. senators by party and state. For example, *U.S. Sen. Roy Blunt, R-Mo.*

Shakespeare's Pizza
Located at 225 S. Ninth St. and 3304 Broadway Business Park Court.

Shelter Gardens
Located at 1817 W. Broadway. It is owned by **Shelter Mutual Insurance Co.** but is open to the public.

Shelter Insurance Cos.
A corporate umbrella that comprises several companies, including **Shelter Mutual Insurance Co.**, whose headquarters is in Columbia.

Shelter Mutual Insurance Co.
Its headquarters is located at 1817 W. Broadway. It is the regional subsidiary of **Shelter Insurance Cos.**

sheriff
See **Boone County Sheriff's Department**.

Show-Me
Always hyphenate, even in proper names, when used as an adjective. For example, the Show-Me State and the Show-Me State Games. However, note that it is not hyphenated on state license plates.

*Exceptions to AP style

sororities (MU)
- **Alpha Chi Omega**, Alpha Nu chapter
- **Alpha Delta Pi**, Alpha Gamma chapter
- **Alpha Kappa Alpha**, Delta Tau chapter
- **Alpha Phi**, Omicron chapter
- **Alpha Phi Gamma**, Eta chapter
- **Chi Omega**, Rho Alpha chapter
- **Delta Delta Delta**, Delta Xi chapter
- **Delta Gamma**, Mu chapter
- **Delta Sigma Theta**, Epsilon Psi chapter
- **Gamma Phi Beta**, Alpha Delta chapter
- **Kappa Alpha Theta**, Alpha Mu chapter
- **Kappa Delta**, Epsilon Iota chapter
- **Kappa Kappa Gamma**, Theta chapter
- **Phi Mu**, Chi chapter
- **Pi Beta Phi**, Missouri Alpha chapter
- **Sigma Alpha Epsilon Pi**, Lambda chapter
- **Sigma Alpha Iota**, Iota Lambda chapter
- **Sigma Kappa**, Epsilon Mu chapter
- **Sigma Lambda Gamma**, Beta Beta chapter
- **Sigma Phi Lambda**, Chi chapter
- **Sigma Sigma Sigma**, Eta Chi chapter
- **Zeta Phi Beta**, Chi Kappa chapter
- **Zeta Tau Alpha**, Alpha Psi chapter

Southern Boone County Fire Protection District
Located in Ashland. On second reference, use *the Fire District* (note the capitalization). Whenever possible, use *Ashland firefighters* instead of just *the district* because there are many districts in the county and it is better to talk about people doing things rather than districts doing things. See **Boone County Fire Protection District** and **Columbia Fire Department**.

Speakers Circle
No apostrophe. It is where speakers gather, but it does not belong to the speakers.

Special Weapons and Tactics Team
See **SWAT**.

*spokesman, spokesperson, spokeswoman
Use *spokesman* or *spokeswoman* when a person's gender is known. For example, "Eric Pettyfore is the spokesman for Tuttleson Umbrella Co." Use *spokesperson* when a person's gender is not known or when the position is not filled. For example, "Tuttleson Umbrella Co. will hire a new spokesperson in August."

Springfield
When referring to the Missouri city, it stands alone in datelines and text. For other cities of the same name, follow it with the state abbreviation: *Springfield, Illinois.* See **state names**.

St., Ste.
Use *St.*, an abbreviation for Saint, when referring to most cities named after saints. For example, *St. Louis*, *St. Charles* and *St. Ann*. Use *Ste.*, an abbreviation for Sainte, when referring to a few cities named after saints that use the French spelling of the feminine word *sainte*. For example, *Ste. Genevieve* and *Sault Ste. Marie, Michigan.*

St. Paul A.M.E. Church
Located at 501 Park Ave. Note periods in *A.M.E.*, which is an abbreviation for *African Methodist Episcopal*; do not spell out. The congregation was founded in 1880 when Columbia's black residents who had belonged to the Methodist Episcopal Church, North, decided to form their own church. The current church building was dedicated April 17, 1892, and cost $10,000. St. Paul A.M.E. played an influential role in Columbia's black community, serving both as a religious center and a social center. The church continues to serve its active congregation. The church was listed on the National Register of Historic Places in 1890.

St. Thomas More Newman Center
Located at 602 Turner Ave., it is a campus ministry parish for Catholics. On second reference, use *the Newman Center* or *the center*.

Stadium Boulevard
See **roads.**

Starbucks
Note that there is no apostrophe.

State Farm Insurance Co.
The regional office is located at 4700 S. Providence Road.

State Historical Society of Missouri
Located in Ellis Library at MU. The official name can be shortened to *State Historical Society* when there is no chance for confusion with the Missouri Historical Society in St. Louis.

*state names
Spell out state names after U.S. cities in datelines (i.e., *San Luis Obispo, California*). There are several exceptions to this rule. Don't include a state name for:
- the cities listed in the AP Stylebook's datelines entry
- the 17 cities and towns listed on Page 58 of the Guide to Mid-Missouri
- the Missouri cities of St. Louis, Springfield and Kansas City (but do include the state name for Kansas City, Kansas)
Once a Missouri dateline is used, other Missouri cities used in the text do not need the state name. An exception to this rule for local and state stories is to use Missouri in datelines and in text if there would be confusion with some other location (i.e., *Paris, Missouri*; *Cuba, Missouri*; and others).
These rules also apply to cutlines.

Stephens College
See the **higher education section**.

*Stephens College Board of Trustees
Because Stephens College is a prominent local entity, capitalize its board of trustees on first reference in the full name. On second reference, use *the board of trustees* (lowercase) or *the board.* This is only one of two exceptions to the board of trustees rule in AP style. See also **Columbia College Board of Trustees**.

stormwater
Note that one word is the preferred use.

streets
See **roads**.

STRIPES
Use the all-caps acronym on first reference, even though it stands for Supportive Tigers Riding in Pursuit of Ensuring Safety. It is an MU student-run volunteer organization that provides rides to students to prevent drunken driving.

subdivision
Capitalize when using with the name of a development area, e.g. *Green Meadows Subdivision*, *Hillcrest Subdivision*, *Gateway II*. Lowercase when used in a generic sense, e.g. *The road winds through the subdivision*.

Supreme Court
See **Missouri Supreme Court**.

SWAT
Use *the SWAT Team* or *the team* on all references to the Columbia team. For others, make sure the acronym stands for *Special Weapons and Tactics*. If not, spell out the unit's name on first reference and use the acronym on subsequent references. The Columbia team is operated by the **Columbia Police Department** and responds to situations deemed beyond the realm of normal patrol work. Examples would be hostage situations or riots.

— T —

taglines
■ These are used at the end of stories and infoboxes to indicate either additional sources of information or contribution of reporters, something to the effect of *Missourian reporter Casey Smith contributed to this article*. They are also used at the end of briefs or Life Stories that use information primarily from news releases (indicated with an em dash, a space and the reporter's name). Sometimes called *shirttails*.
■ **Supervising editor taglines:** Missourian news and sports stories typically have an italicized supervising editor tagline. See the daily budget for a full list.
For online stories: *Supervising editor is Casey Smith.* Link the editor's name to their Missourian profile.
For print stories: *Supervising editor is Casey Smith: smithc@missouri.edu, 555-5555.*

Taser
The acronym for Thomas A. Swift's Electric Rifle, an electronic control device or stun gun. The preferred usage is to say *Police shocked* (or *stunned*) *the suspect with a Taser.* If it all possible, avoid using *Taser* as a verb or a gerund, the noun form of a verb that ends in *–ing*.

Tax increment financing
Tax increment financing allows government officials to freeze property and sales taxes within a specified geographic area and divert any additional tax revenue, made up of future taxes on property upgrades or growth in sales, to a special fund to finance infrastructure and other projects. On second reference, use *TIF*.

TDD
See **Missouri Transportation Development District Act**.

teaching assistant
Always spell out on first reference. The abbreviation is *TA*; the plural form is *TAs*.

tea party and tea partier
Follow AP style as of 2011, except that every effort should be made to avoid the use of tea partier, replacing it with activists or attendants when appropriate.

telephone numbers
See **area codes**.

television stations
For broadcast stations, list the call letters and affiliate. On second reference, use only the station's call letters: *KOMU*.
■ KOMU/NBC   Columbia
■ KRCG/CBS   Jefferson City
■ KMIZ/ABC   Columbia
For cable stations, just give the station name since the channel varies among providers: *Bravo*, *ESPN*.

*Tenth Street
Because there are only 10 numbered streets in Columbia, spell out all of them for consistency: First, Second, Third, etc., including Tenth.

theatre/theater
Use this alternate spelling on first reference only when it appears in a proper name, such as the *Missouri Theatre Center for the Arts* and *MU Department of Theatre*. On subsequent references, use *the theater* with the usual spelling. See **Arrow Rock Lyceum Theatre, Missouri Theatre, Rhynsburger Theatre** and **Warehouse Theatre**.

think
You think with your intellect and reason. One thinks it might rain tomorrow. Of the three — believe, feel or think — *think* is the safest word to use: *Scientists think there could be life on Mars.* However, it is still best to use *said* whenever possible. See **believe**, **feel** and **said/says**.

Tiger Hotel, The
Located at 23 S. Eighth St. Note the capital *The* and *H*.

time, date, place
■ The Missourian follows this style anywhere an event's specifics are given: the calendar, infoboxes, body copy, cutlines, etc.: *The dinner will be at 7:30 p.m. Friday at Ridgeway Elementary School, 107 E. Sexton Road.*
■ Use this style for events having a definite start and end time: *2 to 4 p.m.* or *11 a.m. to 2 p.m.* Note that if both times are in the same half of the day, only one a.m./p.m. designation is needed.

titles
■ Use first and last names on first reference for presidents: *President Barack Obama,* not *President Obama.*
■ Never use more than three title words before someone's name. If using more than three, put them after the name: *British Prime Minister Gordon Brown* (three title words), but *Casey Smith, vice chancellor for student affairs* (five title words). See **said/says**.

today

■ Use *today* to refer to events happening the day of the newspaper's print publication. Most wire copy will simply give the day of the week. Change stories to match the publication date. In online stories, use the day of the week on which the story is posted (e.g., Monday, Tuesday, etc.). If the event is outside of a week of the posting date, use the date: *Oct. 17*.

■ Be especially careful when writing/editing advance copy to make sure that *today* will be used correctly.

■ Never use *tomorrow* or *yesterday*.

True/False Film Fest

Use on first reference. On second reference, use the *film festival* or *festival*. Started in 2004, the festival is held annually in mid- to late-February or March. Documentary films are shown at a variety of venues in downtown Columbia.

True North

Use on first reference even though its official name is True North of Columbia Inc. On second reference, use *True North* or *the agency*. It is a nonprofit organization that provides emergency shelter and services for women who are victims of domestic abuse and/or sexual assault. It was previously called The Shelter.

Truman Veterans' Hospital

See **hospitals**.

U

UM System Board of Curators

The governing body of the **University of Missouri System**. Use the full title on first reference. On second reference, only use *the curators*, not *the board*. *Board of Curators* is capitalized while *board of trustees* is not because *curators* is not as common a term as *trustees*. See also **University of Missouri**.

University of Missouri

Use *MU* on all references to the Columbia campus except in sports stories, in which *Missouri* is preferred. Never use *University of Missouri-Columbia* or *UMC*. If there would be confusion with another college in the system, then write around it using something to the effect of *the Columbia campus*. When referring to the whole system, use *the University of Missouri System* (*System* is capitalized) on first reference. *UM*, *the UM System*, *the system* or *the four-campus system* is acceptable on second reference. See the **higher education section** for more.

University of Missouri Health Care

See **MU Health Care**.

University of Missouri System

Use on first reference when referring to the whole system. On second reference, *UM, the UM System, the system* or *the four-campus system* is acceptable. See **University of Missouri** and the **higher education section** for more.

*U.N.

Use the periods in both print and online headlines. This is an exception to AP style.

*U.S.

Use the periods in both print and online headlines. This is an exception to AP style.

*Exceptions to AP style

URLs

See **Internet addresses**.

V

Voters Guide

No apostrophe. It is a guide for voters, but it does not belong to the voters.

vote tabulations

See AP entry.

Vox Magazine

On second reference, use *Vox*. For online content, use *voxmagazine.com*. Note capitalization.

W

Walking School Bus program

Use on first reference. On second reference, use *the program* or *the walking program* to differentiate from other programs mentioned in the same article. It is a program offered through PedNet that provides a system in which children can walk to some Columbia elementary schools as a group under the supervision of trained adults.

*Walmart/Wal-Mart Stores Inc.

For the stores, use *Walmart* on first reference. On second reference, use *Walmart* or *the store*.

Use *Wal-Mart Stores Inc.* on first reference for the Bentonville, Arkansas, corporation that owns the stores.

Columbia has three Walmart stores: at 415 Conley Road, 3001 W. Broadway and 1201 Grindstone Parkway. It also has one Walmart Express, at 308 S. Ninth St.

The late founder, Sam Walton, played quarterback for Hickman High School in the 1930s and graduated from MU with a degree in economics in 1940. Two of his nieces reside in Columbia.

*wards

Spell out and capitalize the political divisions in Columbia and surrounding communities: *Fifth Ward*. There are six wards in Columbia. See the **city government section** for ward boundaries and council members.

Warehouse Theatre

Located at 100 Willis Ave., Stephens College. On first reference, use the alternate spelling (*Theatre)* and *the theater* on subsequent references.

Web addresses

See **Internet addresses**.

West Boulevard

See **roads**.

White Campus

Derived from MU buildings constructed of white limestone, *White Campus* refers to an area near **Memorial Student Union**. Also see **Red Campus**.

STYLEGUIDE

—————— Y ——————

years
Use a hyphen when referring to fiscal or school years, as in *fiscal year 2009-10.* See also the AP Stylebook.

—————— Z ——————

ZIP codes
Use all caps for *ZIP,* which stands for *Zone Improvement Program*, but lowercase *code.* Columbia has 10:
- 65201 for addresses south of Interstate 70 and east of Providence Road
- 65202 for addresses north of I-70
- 65203 for addresses south of I-70 and west of Providence Road, including Providence Road
- 65205 for all post office boxes
- 65211 for MU administrative offices
- 65212 for University Hospital and Clinics
- 65215 for Stephens College
- 65216 for Columbia College
- 65217 for State Farm Insurance Co.
- 65218 for Shelter Mutual Insurance Co.

Zou Crew
The official student cheering section of Missouri basketball.

ABORTION
- People who support a woman's right to choose an abortion are *abortion-rights supporters* or *supporters of abortion rights*. People who think abortion should not be an option are *abortion-rights opponents, opponents of abortion rights* or *members of an anti-abortion group*.
- In quoted material, editorials or letters to the editor, *pro-choice* and *pro-life* are acceptable.

AIDS
- Use *person with AIDS*, but do not use *AIDS victim* or *AIDS sufferer*.
- People do not die of AIDS but from AIDS-related complications.

AVOIDING AGEISM
- Avoid *elderly* except in generic references because it hints at incapacitated, decrepit or unable to care for oneself.
- Use *older citizens* or *older people*. *Senior citizen* will often be used by sources and is acceptable but not preferable.
- Just because people are older does not mean they are *grandmotherly* or *grandfatherly*. It is possible they are not grandparents or even parents at all. Likewise, someone who has grandchildren is not necessarily an older person. Also, do not use terms such as *little old lady* or *little old man*.
- Avoid using a phrase such as *active grandmother* because it is ageist and assumes that an active grandmother is an exception rather than the rule.

ETHNIC REFERENCES
Only use ethnic or racial descriptors if they are pertinent to the story (e.g., hate crime, racial profiling, cultural story). In all cases, it is best to ask the source for his/her preference. If it is relevant to use an ethnic label in the story, use the most precise descriptor preferred by the person in the story (e.g., Mexican-American, Chicano/a, Peruvian, Costa Rican). Be sure to indicate such a preference within the article file in notes mode.
- Ethnic references that end in *–American* are hyphenated in all instances except for *Native American*. When possible, refer to a person's country of origin, such as *Mexican-American*.
- *African-American* or *black* is acceptable as an adjective, though not all black people are from Africa or are American. Stay consistent within a story. Some people and groups prefer one term over the other.
- *American Indian* or *Native American* is acceptable, but it's best to use specific tribe names when possible. In Alaska, for example, the indigenous groups include Aleuts, Inuits, Eskimos and Indians.
- *Asian-American* is acceptable; never use *Oriental*. Use specific terms if possible, such as *Chinese-American*.
- **Hispanic* is a U.S. ethnic category designation used to describe people of ancestry from a Spanish-speaking country or culture. Hispanics can be of any racial category (e.g., George Zimmerman, a white Hispanic). NOTE: Hispanic is a general category (e.g., just as is "Asian"). Latino/a, another general category often used interchangeably with Hispanic, may be preferred, and, if used, select the proper gendered term (i.e., Latino(s) for males, Latina(s) for females, Latinos for a group that includes males and females). The 1997 U.S. government Office of Management and Budget guidelines for ethnic classifications do not include Brazilians as Hispanic or Latino/a, but Brazilians are often referred to as Latinos, as Brazil is located in South America — choose the most precise descriptor (e.g., Brazilian) or the preferred descriptor of your story source. (Hispanic and Latino/a are often used

synonymously, but that is disputed.) **Note:** Puerto Ricans are American citizens.
- Jews are an ethnic group and a religious group.

GENDER TERMS
- Use *–man* or *–woman* endings when possible: *chairwoman* or *businessman; councilman* or *councilwoman*. If sex is not known, use *–person*.
- Do not use the terms *lady* or *gentleman*.
- Use *firefighter, flight attendant, homemaker, humanity, man and wife, letter carrier* or *postal worker, National Guard members, police officer, service members and workers' compensation*.
- *Woman* or *women*, not *lady* or *ladies*. Always call females 18 and older *women* and males 18 and older *men*.

IMMIGRANTS
- **Undocumented immigrant* is the preferred term rather than *illegal immigrant* because he or she has not yet been determined to be illegal and might not work. Also, many undocumented immigrants originally had valid visas but stayed in the U.S. after their visas expired.
- Never use *illegal alien* or *illegals* because both are considered derogatory.
- Except in direct quotes essential to the story, use *illegal* only to refer to an action, not a person: *illegal immigration*, but not *illegal immigrant*. Acceptable variations include living in or entering a country illegally or without legal permission.
- Do not describe people as violating immigration laws without attribution. Specify wherever possible how someone entered the country illegally and from where. Crossed the border? Overstayed a visa? What nationality?
- People who were brought into the country as children should not be described as having immigrated illegally. For people granted a temporary right to remain in the U.S. under the Deferred Action for Childhood Arrivals program, use temporary resident status, with details on the program lower in the story.

PEOPLE WITH DISABILITIES AND MENTAL ILLNESSES
- **Disabled* should not be used as either an adjective or a noun. A person with a disability is not necessarily disabled. Instead, use *a person with a disability* or *a person who uses a wheelchair* as nouns to refer to someone.
- Never use *crippled, handicapped* or *wheelchair-bound*. Avoid *afflicted with, stricken with, suffers from* or *is a victim of*. Instead, *He or she has* (or *acquired*) *cystic fibrosis*.
- Keep *deaf* lowercase, even though some groups want it capitalized as a cultural identification.
- **Mentally ill* should not be used as either an adjective or a noun. Instead, use *a person with a mental illness*. Be specific. She has depression; he has been diagnosed as schizophrenic.

SEXUAL ORIENTATION
- People who are homosexual are *gay men* and *lesbians*. *Gay* can be used as a blanket term for people of same-sex orientation (e.g., in headlines), but it is best to be specific.
- Only use *homosexual* in scientific or clinical stories. People who are heterosexual can be referred to as *straight* or *heterosexual*.
- Use the term *partner* to refer to a spouse or significant other of a gay person. Always check with the couple to verify if *partner* is correct. Ask the person's preference.
- Do not use *sexual persuasion*, *sexual preference* or *gay/homosexual lifestyle*. All are pejorative phrases because they imply choice. Instead, use *sexual orientation*.

SPORTS STYLE

Numbers

■ **Write numbers larger than nine as numerals UNLESS they start a sentence**: *Thirteen games have been the longest Missouri winning streak this season.* Zero through nine should be spelled out. This is proper even when combining statistics larger and smaller than 10: *Casey Smith had 10 points and eight rebounds.*

■ **Scores are ALWAYS numerals, and the higher score comes first except in tennis and volleyball**, in which multiple games are played in a set. For those, list the winning team's scores first for all games: *Missouri defeated Iowa State 25-18,*

17-25, 25-20, 19-25, 15-8.

■ **When writing about tennis, volleyball or softball/baseball doubleheaders, keep the scores strung together** instead of sprinkling them among paragraphs.

■ **For height, use numerals in feet and inches**: *Casey Smith is 6 feet 3 inches tall* or *Casey Smith, a 6-foot-3-inch quarterback.*

■ **For weight, use numerals in pounds**: *Casey Smith weighs 220 pounds.* Do not abbreviate *pounds*.

■ **Avoid burdening your copy with too many numbers.** They slow readers down and are difficult to digest.

Team names/first references

On first reference, use the school name or city (for professional sports). When using school names, use the shortened version instead of the official name (*Kansas* instead of *University of Kansas*). Use nicknames as a second reference, and alternate after that. Make sure to include the nickname of the opposing team for parallel construction.

■ **Columbia College Cougars** — Never use *Cougs* or *Columbia.*

■ **Douglass Bulldogs**

■ **Fr. Tolton Regional Catholic High School Trailblazers** — On second reference, use *Tolton* or *Trailblazers.*

■ **Hickman Kewpies** — *Kewpies* is preferred. *Kewps* is acceptable in headlines.

■ **Missouri Tigers** — Use *Missouri* or *Tigers* on all references

to the sports team. *MU* is acceptable in tight headlines.

■ **Battle High School Spartans** — On second reference, use *Battle High School* or *Spartans.*

■ **Redskins** — The nickname of the NFL team in Washington, D.C. The term should not be used except in direct quotations. Instead, use *the Washington team* or *the professional team in Washington, D.C.*

■ **Rock Bridge Bruins** — *Rock Bridge* is two words.

■ **Southeastern Conference** — On second reference, drop conference or use *SEC* or *conference* but not both. See also the **Writing tips** section.

■ **Stephens College Stars** — Don't drop *College* on first reference. Note that there is no apostrophe in *Stephens.*

Facilities/venues

■ **A.L. Gustin Golf Course** — An 18-hole course owned and operated by MU. It is open to the public. Use *the golf course* on second reference.

■ **The Arena at Southwell Complex** — The name of Columbia College's basketball arena. Use *the arena* on second reference.

■ **Audrey J. Walton Stadium** — MU's soccer stadium and outdoor track facility. Use *Walton Stadium* or *the stadium* on second reference.

■ **Cosmopolitan Park** — Use on first reference. On second reference, use *Cosmo Park.*

■ **Devine Practice Facility** — Indoor practice facility where multiple sports teams practice in inclement weather. MU's softball team plays here when **University Field** is unavailable for games (see separate entry).

■ **Faurot Field** — Use only when referring to the playing surface at **Memorial Stadium** (see separate entry).

■ **Green Tennis Center** — MU's tennis courts.

■ **Hearnes Center** — No *the* before *Hearnes Center*. MU's gymnastics, wrestling and volleyball facility. Contains Hearnes Center Fieldhouse, MU's indoor track facility.

■ **LeMone Field** — Use on all references to the Hickman High School football/soccer field.

■ **Memorial Stadium** — MU's football stadium. See also

Faurot Field.

■ **Mizzou Athletics Training Complex** — Houses student-athlete services, such as the Sells Family Athletic Dining Hall.

■ **Mizzou Arena** — MU's basketball arena. Use *the arena* on second reference. See also **Norm Stewart Court**.

■ **MU Student Recreation Complex** — Houses the Aquatic Center, where the MU swimming pool is located. Use *the MU Student Recreation Complex pool* on first reference. On second reference, use *the pool*. See also **MU Student Recreation Complex** in the main alphabetized section.

■ **Norm Stewart Court** — Formerly in **Hearnes Center**. Use only when referring to the playing surface at **Mizzou Arena** (see separate entry).

■ **Sells Field** — Use on all references to the Rock Bridge High School football/soccer field.

■ **Simmons Field** — Use only when referring to the playing surface at **Taylor Stadium** (see separate entry).

■ **Taylor Stadium** — MU's baseball stadium. See also **Simmons Field**.

■ **The Club at Old Hawthorne** — a private golf club. Missouri's golf team plays here.

■ **University Field** — MU's softball field.

Southeastern Conference

Missouri joined the Southeastern Conference on July 1, 2012. School abbreviations can be used in tight headlines and quick-hit elements such as infoboxes. See also **Writing tips**.

Alabama Crimson Tide (UA) — Located in Tuscaloosa. Part of the Western Division. rolltide.com

Arkansas Razorbacks (UARK) — Located in Fayetteville. Part of the Western Division. arkansasrazorbacks.com

Auburn Tigers (AU) — Located in Auburn, Alabama. Part of the Western Division. auburntigers.com

Florida Gators (UF) — Located in Gainesville. Part of the Eastern Division. gatorzone.com

Georgia Bulldogs (UGA) — Located in Athens. Part of the Eastern Division. georgiadogs.com

Kentucky Wildcats (UK) — Located in Lexington. Part of the Eastern Division. ukathletics.com

Louisiana State Tigers (LSU) — Located in Baton Rouge. Part of the Western Division. lsusports.net

Mississippi Rebels (Ole Miss) — Located in Oxford. Part of the Western Division. olemisssports.com

Mississippi State Bulldogs (MSU) — Located in Starkville. Part of the Western Division. hailstate.com

Missouri Tigers (MU) — Located in Columbia. Part of the Eastern Division. mutigers.com

South Carolina Gamecocks (USC) — Located in Columbia. Part of the Eastern Division. gamecocksonline.com

Tennessee Volunteers (UT) — Located in Knoxville. Part of the Eastern Division. Men's athletics website: utsports.com. Women's athletics website: utladyvols.com.

Texas A&M Aggies (A&M) — Located in College Station. Part of the Western Division. aggieathletics.com

Vanderbilt Commodores (Vandy) — Located in Nashville, Tennessee. Part of the Eastern Division. Vanderbilt is the only private university in the SEC. vucommodores.com

Baseball/softball

ballclub	left-hander
ballpark	outfielder
ballplayer	pinch hit (v.), pinch-hit (n., adj.)
base runner	pinch hitter
bullpen	play off (v.), playoff (n., adj.)
center field(er)	RBIs (note the s for plural)
doubleheader	shortstop
first base	third baseman (use –*man* even
ground-rule double	when it's a woman playing)
home run (not *homer*)	3-for-4

- **Cliches to avoid:** *hurler, on the hill, port sider, southpaw, three bagger,* etc.
- **Redundancies to avoid:** *bases-clearing triple* (redundant and incorrect — it clears all those who were on base, but the hitter is left on base), *complete game shutout* (pitchers can't throw a shutout unless they pitch the entire game; if they shut out certain innings, say that), *grand-slam home run*
- Anything more than a single is *an extra-base hit*. Do not say it's an extra-bases (with an s) hit.

Basketball

air ball	half-court pass
alley-oop	halftime
backboard	hardwood (not a synonym
backcourt (man)	for *court*)
baseline	hook shot
foul line	jump ball
foul shot	layup
free throw	midcourt
free-throw line	pivotman
frontcourt	tipoff
full-court press	up-tempo

- **Redundancies to avoid:** *jump shot, slam dunk, 3-pointer from beyond the arc* (it has to be beyond the arc or it's not a 3-pointer)
- **double-doubles** — Reaching double digits in two categories (or double digits in three categories for a triple-double). If you say *Casey Smith had 14 points and 10 rebounds*, it is redundant to say Smith had a double-double because the numbers already convey that.
- **NCAA Tournament and Sweet Sixteen** — Capitalize the *T* in *Tournament*; this is an exception where *Sixteen* is spelled out.
- **Zou Crew**
The official student cheering section of Missouri basketball.

Football

ball carrier	line of scrimmage
end zone	out of bounds (adv.)
field goal	out-of-bounds (adj.)
fullback	place kick
goal line	place-kicker
goal post	play off (v.), playoff (n., adj.)
halfback	running back
halftime	tailback
handoff	tight end
kick off (v.), kickoff (adj.)	touchback
linebacker	wide receiver

- **Redundancies to avoid:** *offensive guard/offensive tackle, place-kicker* (*kicker* is fine; the other person who kicks is a punter), *quarterback sack, yard line*
- **TD or QB** — Spell out *touchdown* and *quarterback* except in tight headlines.
- **height** — Use figures in feet and inches: *The 6-foot quarterback* or *The quarterback is 6 feet 2 inches tall.*
- **weight** — Use figures in pounds: *The 200-pound linebacker* or *The linebacker weighs 200 pounds.*
- **Yards are always numbers**, even if it is fourth-and-1.

Golf

approach shot	hole — 9-hole, 18-hole golf course	■ **Golf score format**
backswing	(refrain from placing "s" after	When recapping the scores, use this construction (4-round
backspin	hole when referring to golf course	totals), e.g., 70-70-70-70 = 280.
back nine	layout)	
chip (v.)	hole-in-one (avoid using "ace")	■ **Columbia area golf courses**
draw (v.)	out-of-bounds	L.A. Nickell Golf Course (Municipal)
fade (v.)	par-72	The Club at Old Hawthorne Golf Course (Private)
front nine	slice (ball arcs to right)	Country Club of Missouri (Private)
hook (ball arcs to left)	under-par (over-par)	Columbia Country Club (Private)
		Lake of the Woods Golf Course (Municipal)

Gymnastics

Individual events:
Vault
uneven bars
balance beam
floor exercise

Soccer

defender (not defenseman)	midfielder
forward or striker	offside
goalkeeper or goalie (not *goaltender*)	sideline

Swimming

■ **Redundancies to avoid:** *finished first* (use *won*), *in a time of/with a time of* (use *in*)

■ **breaststroke**

■ Some pools are yards, others in meters. Ask.

■ Spell out minutes and seconds on first reference: *Casey Smith finished in 3 minutes, 14.2 seconds.*

■ For relays, use *men's 4x100 freestyle relay, women's 4x100 medley relay,* etc. (In high school, it would be *boys* and *girls,* no apostrophe.) Try to get all the names.

Track and field/cross-country

■ **Redundancies to avoid:** *finished first* (use *won*), *in a time of/with a time of* (use *in*)

■ **100-meter dash** — Use *the 100* on second reference.

■ **cross-country** — Note the hyphen.

■ Scoring is in minutes, seconds and tenths/hundredths of a second: *Casey Smith finished in 3 minutes, 14.84 seconds.* On second reference, use *3:14.84.*

■ For track relays, use *4x800, 4x400,* etc. Try to get all the names.

■ Spell out minutes and seconds on first reference.

Volleyball

backcourt (endline to attack line)	libero	setter	winning by at least two points. If a fifth set is
defensive specialist	middle blocker (center)	spike	needed, the first team to
dig	opposite hitter (also known as attacker)	Matches are best-of-five	15 points, winning by two points, gets the victory.
jump serve	outside hitter	sets. Each set must reach	
kill	right side hitter	25 points with one team	

Wrestling

escape (**1** point)
takedown (**2** points)
neutral
fall
injury time
near-fall (**2, 3** points)
pin
reversal (**2** points)
riding time (**1** point after maintaining control of wrestler for at least one minute)
stalling (v.)

■ **Meet scoring**

Decision: If the match concludes, and a wrestler has a margin of victory of less than 8 points; 3 points awarded to the team.

Major decision: 8 to 14 point victory; 4 points awarded to team.

Technical fall: 15+ point victory; 5 points.

Technical fall (with no near fall points awarded during the match): 4 points.

Fall (or pin): 6

Forfeit: 6

Default: 6

Disqualification: 6

■ The meet is the overall match between the two teams.
■ Matches (or bouts) are individual matchups within the event.
■ Periods are individual time spans within each match. College matches are 7 minutes with one 3-minute period and two 2-minute periods.
■ The Southeastern Conference does not include wrestling. The Missouri wrestling team is an affiliate member of the Mid-American Conference.

Writing tips

■ **Search the Internet for common cliches** for your sport. **Never use them.**
■ **Use easy-to-understand, precise language.**
■ **Team is singular; team nicknames are plural:** *Missouri won **its** first three games. The Tigers won **their** first three games.* Even if a team nickname sounds singular, such as *Magic*, use a plural verb.
■ **Pretend you are writing for the audience** at the game. They know what happened; **give them a story**.
■ **Game stories should have an interesting lede followed by the turning point of the game.** Balance your coverage with quotes from teams, standout players' statistics, the teams' nicknames and records for both teams.
■ **Do not write the story chronologically.** Start with an interesting tidbit about the game and build into a discussion of it. Game action can be summarized in a few paragraphs.
■ **Place the final score high up in the story**, usually in the second paragraph, **but never in the lede.** Do not list any partial scores before the final score. (**WRONG:** *MU led 14-0 at halftime on its way to a 21-0 victory Saturday.*) Also, do not place records in the lede.
■ **Do not make readers guess the score** by writing *The Tigers scored to get within four points*. Instead, just write what the score was at that time.
■ **Mention the venue early in the story and only once.**
■ **The proper word for attribution is said.** Use the *source said* construction, not the *said source* construction. See **said/says** in the main alphabetized section.
■ **Pay attention to what quotes you are getting from coaches and players**; cliches are a large part of their vocabulary. If they aren't saying anything interesting, rephrase your question.
■ **Include the date, time and place of the team's next game at the end of the story.**

■ **Commonly missed words that are one word:**

ballgame	postgame
lineup	postseason
matchup	pregame
nonconference	preseason

■ **boys team, girls team** — No apostrophes.
■ **head coach** — Only use if the story mentions assistant coaches. *Coach* implies the one in charge.
■ **postseason** — Your story must explain who advances, when and where (advancing is the whole point of postseason play). There is no such thing as *regionals, districts* or *states*. They are *regional, district or state meets*. Only use *Final Four* for the NCAA Tournament (both men's and women's). Otherwise, use *semifinals*.

Ledes

NEVER use these ledes in sports stories:
■ holiday ledes
■ homecoming ledes
■ one-word ledes
■ question ledes
■ quote ledes
■ rivalry ledes
■ senior-night ledes
■ weather ledes

Avoiding redundancy/tightening stories

The key to avoiding redundancy is to ask yourself whether you can omit words without changing the meaning. Here are redundancies to avoid:
- **currently is** (*Currently* means *is*. Same with *is now*.)
- **first-ever** (*First* means *the first time*.)
- **first-team All-State/All-America** (If a person is All-State, that is first-team. Only designate if someone is second-team, etc. Make sure *All-State* is part of the proper name of an entity before capitalizing it.)
- **game-tying** (What else would the team tie?)
- **game-winning** (What else would the team win?)
- **grand slam home run** (A grand slam is automatically a home run that drives in four runs.)
- **improved its record to 3-2** (The construct of the sentence implies a record. Instead, say *improved to 3-2*.)
- **new record** (What other kind would anyone set?)
- **quarterback sack** (Who else would be sacked?)
- **single-game record** (Does a double game exist?)
- **slam dunk** (A dunk is a slam; a slam is a dunk.)
- **36-yard line** (If a person is tackled at the 36, it must be a yard line.)
- **tied at 1-1, tied at 7-all** (If it is tied, both teams have the same score. Use *tied at 7*.)
- **The volleyball team is playing some of its best volleyball of the season.** (What else would the volleyball team play? Make it *playing as well as it has all season*.)

- **transfer away from** (If a person transfers from a place, it must be away from it.)
- **unanswered points** (Write *consecutive points* or *points in a row* instead.)

To tighten your writing, again ask yourself if you can omit words without changing the meaning. Remember, 30 useless words equal about 1 inch you can use to tell your story better.
- **all-time** — Often unnecessary. A record means all-time.
- **games** — Can be deleted: *The Tigers won 12-of-14.*
- **in history** — Such as *Missouri beat Kansas for the first time in history.* End the sentence after *time*.
- **just** — Its construction often sets up a poor performance, such as *Missouri shot just 2-for-23.* Just avoid.
- **last season, last month, last game** — Do not use *last* unless the team will never play again. Instead, use *past*.
- **left in the game** — If a game is in the last quarter, half or period, there is no need to say *in the game*.
- **only** — The same rules as **just**.
- **on the offensive/defensive end** — Just say *on offense/ defense*.
- **remainder/remaining** — Change to *left*.
- **simply** — A useless word.
- **took over sole possession of first place** — Change to *took over first place*. If it is a tie, then say so.

Guide to MID-MISSOURI

About Columbia

■ Columbia began as a town called Smithton, centered in the area around the current Walnut Street. Because of a water shortage, the town shifted its central location and was renamed Columbia in 1821.
■ Columbia has been described in several magazines as one of the best places to live for a city its size. Although there are a lot of young adults in the city because of the three colleges, Columbia also has a large population of residents who are more than 60 years old.
■ Education and health care are the primary employers in Columbia. The top four are **MU**, **MU Health Care**, **Columbia Public School District** and **Boone Hospital Center**. The city itself is the fifth largest employer. Another economic staple is insurance, with **State Farm** and **Shelter Insurance** employing large numbers of people. Education, health care and insurance are generally considered to be necessities, so Columbia is less likely to be affected seriously by a recession.
■ The community is politically diverse. At first glance, it appears to be a liberal city, but voting patterns show it to be more moderate.

City buildings to know

■ **Activity and Recreation Center**
1701 W. Ash St.
■ **Columbia Fire Department**
201 Orr St.
■ **Columbia Police Department**
600 E. Walnut St.

■ **Columbia Public Library**
100 W. Broadway
■ **Columbia Public Schools**
1818 W. Worley St.
■ **Daniel Boone City Building**
701 E. Broadway

■ **Gentry Building**
1 S. Seventh St.
■ **Howard Municipal Building**
600 E. Broadway
■ **Sanford-Kimpton Building**
1005 W. Worley St.

City government

Columbia operates with a council-manager form of government. With this setup, the Columbia **City Council**, of which the mayor is a member, establishes law and policy, and the city manager is responsible for carrying out the day-to-day functions of the city. The city has six wards, and each ward elects one representative for a three-year term. Council candidates are nominated by petition. The council appoints the city manager. The whole city elects the mayor for a three-year term.

To see a map of the city's wards, go to gocolumbiamo.com/Maps/wards.php (case-sensitive).

City officials and meetings

First Ward: Clyde Ruffin
ward1@gocolumbiamo.com
Second Ward: Michael Trapp
ward2@gocolumbiamo.com
Third Ward: Karl Skala
ward3@gocolumbiamo.com
Fourth Ward: Ian Thomas
ward4@gocolumbiamo.com

Fifth Ward: Laura Nauser
ward5@gocolumbiamo.com
Sixth Ward: Betsy Peters
ward6@gocolumbiamo.com
Mayor Bob McDavid
mayor@gocolumbiamo.com
City Manager Mike Matthes
cityman@gocolumbiamo.com

For more information about the Columbia City Council, go to gocolumbiamo.com/Council/Meet_The_Council/ (case-sensitive). The council holds regular meetings at 7 p.m. on the first and third Mondays of the month in the Council Chambers of the Daniel Boone City Building, 701 E. Broadway.

Boone County government

■ The **Boone County Commission** is an elected three-member governing body with a District I (Southern) Commissioner, a District II (Northern) Commissioner and a Presiding Commissioner.

The commission establishes county policy; approves and adopts the annual budget for all county operations; approves actual expenditures for each department; supervises the operations of Public Works, Planning and Zoning, building codes, human resources, purchasing, information technology, and facilities and grounds maintenance; ensures countywide compliance with numerous statutory requirements; and acts as liaison with county boards, commissions and other governmental entities.
Source: showmeboone.com/clerk/

Current commissioners are:
■Southern District (District I) Commissioner: Karen Miller
■ Northern District (District II) Commissioner: Janet Thompson
■ Presiding Commissioner: Dan Atwill
■ Meetings are held in the Roger B. Wilson Boone County Government Center, 801 E. Walnut St.

MID-MISSOURI CONTINUED

Communities

ASHLAND
Located southeast of Columbia on U.S. 63, Ashland is a community of 3,707, according to 2010 census data. It was founded in 1820 and developed around a trading post. It was incorporated in 1877.

BOONVILLE
Located in Cooper County, west of Boone County, Boonville is the oldest city in mid-Missouri. Founded in 1810, it is named for the pioneer Daniel Boone. Boonville is a community of 8,300, according to 2012 census data.

CALIFORNIA, MISSOURI
Located in Moniteau County, southwest of Boone County, California was founded in 1834 as Boonesborough and changed the name in 1848. It is named after California Wilson, a man who said he would buy everyone in the town two gallons of whiskey if they named the town after him. California is a community of 4,278, according to 2010 census data. It is the county seat of Moniteau County.

CENTRALIA
Located north of Columbia on Calvert Hill Road, Centralia was founded in 1857 along the North Missouri Railroad. Centralia is a community of 4,027, according to 2010 census data. It is the second-largest community in Boone County behind Columbia.

FAYETTE
Located in Howard County, west of Boone County, Fayette was founded in 1823 by Southerners and was part of Missouri's "Little Dixie Region." Fayette is a community of 2,688, according to 2010 census data. It is the county seat of Howard County.

FULTON
Located in Callaway County, east of Boone County, it is known for being the site of Winston Churchill's Iron Curtain speech. Fulton is a community of 12,728, according to 2012 census data.

HALLSVILLE
Located northeast of Columbia at the intersection of routes B and OO, Hallsville was incorporated in 1954. Hallsville is a community of 1,491, according to 2010 census data.

HARRISBURG
Located in northwestern Boone County at the convergence of routes J, E and F and Missouri 124, Harrisburg is incorporated and is a community of 266, according to 2010 census data.

HARTSBURG
Located south of Columbia on the Missouri River and the **Katy Trail**, Hartsburg is a small town that was founded by German and Dutch settlers. Hartsburg is a community of 103, according to 2010 census data. It is known for its pumpkin festival.

JEFFERSON CITY
Located in Cole County, south of Boone County, Jefferson City is Missouri's capital and one of Missouri's largest cities. It was founded in 1822 and named for Thomas Jefferson in honor of the Louisiana Purchase and the Lewis and Clark journey along the Missouri River. Jefferson City is a community of 43,183, according to 2012 census data.

McBAINE
Located southwest of Columbia on the Missouri River and the **Katy Trail**, McBaine is a community of 10 people, according to 2010 census data. The community was larger until the **Great Flood of '93** destroyed property and residents moved.

MEXICO, MISSOURI
Located in Audrain County, northeast of Boone County, Mexico is a community of 11,551, according to 2012 census data. It was once known as the "Saddlehorse Capital of the World."

MOBERLY
Located in Randolph County, north of Boone County, Moberly was founded in 1866 as the result of a railroad auction. Moberly is a community of 13,987, according to 2012 census data. It is the largest city in Randolph County.

PIERPONT
Located south of Columbia at Missouri 163 and Route N, Pierpont won the right to be an incorporated village in November 2004. Pierpont is a community of 76, according to 2010 census data.

PRATHERSVILLE
Located north of Columbia on Missouri 763, Prathersville is an unincorporated community of about 100 people.

ROCHEPORT
Located west of Columbia near Interstate 70, Rocheport is a community dating back to the 1840s. It is known for its winery overlooking the Missouri River and its access to the **Katy Trail**. Rocheport is a community of 239, according to 2010 census data.

STURGEON
Located in extreme northern Boone County off U.S. 63, Sturgeon was founded in 1856. It is named for Isaac Sturgeon, president of the North Missouri Railroad. Sturgeon is a community of 872, according to 2010 census data.

Communities continued

RANDOLPH COUNTY

Moberly

AUDRAIN COUNTY

HOWARD COUNTY

Sturgeon   Centralia

Mexico, Missouri

Fayette

Harrisburg

Hallsville

BOONE COUNTY

CALLAWAY COUNTY

Prathersville

Rocheport   Columbia

Boonville

Pierpont

Fulton

COOPER COUNTY

McBaine

Ashland
Hartsburg

California, Missouri

MONITEAU COUNTY

Jefferson City

COLE COUNTY

CITY GOVERNMENT HIERARCHY

Columbia residents

Mayor and City Council

Municipal judge

City clerk

Boards and commissions

City manager

Internal auditor

Assistant to city manager

Public Communications officer

Assistant city manager

Assistant city manager

Labor negotiations

Community Services manager

Emergency communications and management administrator

Special projects

IS steering committee

IS director

Web/ e-government, printing services, mail services

Joint Communications

Emergency Management

Finance director

Administration and financial planning, treasury management, accounting, purchasing, self-insurance/ management, utilities accounts and billing, business licenses

Human Resources director

ADA coordinator, employee health

City counselor

City prosecutor

Police chief

Administration, patrol, investigative services

Fire chief

Administration, emergency services, community services, training

Director of public health

Public health services, environmental health, animal control, clinic and nursing

Planning and Development director

Planning, zoning, CDBG, Neighborhood Association

Public Works director

Traffic, airport, engineering, streets and sidewalks, parking, protective inspection, solid waste, transit system, wastewater treatment, stormwater utility, custodial, vehicle maintenance

Water and Light director

Administration, engineering, fiscal planning, energy management, railroad, electrical and water production, water distribution and electrical transmission, Cable Channel 13

Convention and Visitors Bureau director

Office of Volunteer Services

Cultural Affairs manager

Economic Development director

Special projects

Legislative affairs

Parks and Recreation director

Administration, CARE, recreation services, park operation, park development

Columbia School Board and members

■ Use *Columbia School Board* on first reference. On second reference, use *the board*.

■ The board consists of seven members who are elected in staggered three-year terms. Elections are held in April.

■ The board appoints the superintendent, who is responsible for executing board policies. **Peter Stiepleman** has been the superintendent since 2014.

■ Members must be U.S. citizens, voters in the school district and 24 years old. They must have lived in Missouri for one year and have an interest in educational opportunities for children.

■ **Christine King**, president, caneking2@hotmail.com

■ **James Whitt**, vice president jawhitt@cphase.com

■ **Darin Preis,** dspries88@yahoo.com

■ **Jan Mees**, janmees@mchsi.com

■ **Jonathan Sessions,** jonathan@ jonathansessions.com

■ **Paul Cushing,** paul.unixcorn @gmail.com

■ **Helen Wade,** hwade@hewnlaw.com

ELEMENTARY SCHOOLS

Use the headings provided and the word *School* on first reference. On subsequent references, drop the grade designation *(elementary, middle, high)*. Go online for more complete entries.

Alpha Hart Lewis Elementary

■ **ADDRESS:** 5801 Arbor Pointe Parkway
■ **PHONE:** 214-3200
■ **GRADES:** Kindergarten through fifth grade

■ **MASCOT:** Huskies
■ **SCHOOL COLORS:** Blue and green
■ Opened in January 2010

■ **WEBSITE:** cpsk12.org/ahl

Battle Elementary

■ **ADDRESS:** 2600 Battle Ave.
■ **PHONE:** 214-3400
■ **GRADES:** Kindergarten through fifth grade
■ **MASCOT:** To be determined

■ **SCHOOL COLORS:** Navy
■ **SECOND REFERENCE:** Battle, but if there is possible confusion with Battle High School, use *Battle Elementary*.

■ **FULL NAME:** Eliot Battle Elementary School
■ Set to open fall 2015
■ **WEBSITE:** cpsk12.org/ Domain/39

Benton STEM Elementary

■ **ADDRESS:** 1410 Hinkson Ave.
■ **PHONE:** 214-3610
■ **GRADES:** Preschool through fifth grade
■ **MASCOT:** Bees

■ **SCHOOL COLORS:** Black and yellow
■ **FULL NAME:** Thomas Hart Benton STEM Elementary School
■ **SECOND REFERENCE:** Benton

■ Original school opened in 1896
■ **WEBSITE:** cpsk12.org/Domain/9
■ **STEM school** — Science, Technology, Engineering and Mathmatics Learning Center

Blue Ridge Elementary

■ **ADDRESS:** 3700 Woodland Drive
■ **PHONE:** 214-3580
■ **GRADES:** Preschool through fifth grade

■ **MASCOT:** Mustangs
■ **SCHOOL COLORS:** Blue and white
■ Opened partially in 1965, fully

opened in 1966
■ **WEBSITE:** cpsk12.org/Domain/10

Beulah Ralph Elementary

■ **ADDRESS:** northwest corner of Scott Boulevard and Route KK; exact address to be determined
■ **PHONE:** 214-3400

■ **GRADES:** Kindergarten through fifth grade
■ **MASCOT:** To be determined
■ **SCHOOL COLORS:** To be deter-

mined
■ Set to open fall 2016
■ **WEBSITE:** cpsk12.org/Domain/6239

Cedar Ridge Elementary

- **ADDRESS:** 1100 Roseta Ave.
- **PHONE:** 214-3510
- **GRADES:** Kindergarten through fifth grade
- **MASCOT:** Cardinals
- **SCHOOL COLORS:** Green and white
- Opened in December 1978 as New Haven North or North School, name changed to Cedar Ridge in 1987
- **WEBSITE:** cpsk12.org/Domain/11

Derby Ridge Elementary

- **ADDRESS:** 4000 Derby Ridge Drive
- **PHONE:** 214-3270
- **GRADES:** Kindergarten through fifth grade
- **MASCOT:** Dragons
- **SCHOOL COLORS:** Purple and green
- Opened in 1991
- **WEBSITE:** cpsk12.org/Domain/14

Fairview Elementary

- **ADDRESS:** 909 S. Fairview Road
- **PHONE:** 214-3590
- **GRADES:** Preschool through fifth grade
- **MASCOT:** Falcons
- **SCHOOL COLORS:** Blue, yellow and white
- Opened in 1965
- **WEBSITE:** cpsk12.org/Domain/16

Grant Elementary

- **ADDRESS:** 10 E. Broadway
- **PHONE:** 214-3520
- **GRADES:** Kindergarten through fifth grade
- **MASCOT:** Generals
- **SCHOOL COLORS:** Royal blue and gold
- **FULL NAME:** Ulysses S. Grant Elementary School
- Opened in January 1911
- **WEBSITE:** cpsk12.org/Domain/18

Lee Expressive Arts Elementary

- **ADDRESS:** 1208 Locust St.
- **PHONE:** 214-3530
- **GRADES:** Kindergarten through fifth grade
- **MASCOT:** Explorers
- The original school opened in 1904, and the current building opened in 1934. It became an expressive arts school in 1990. Previously known as Robert E. Lee Elementary.
- **SECOND REFERENCE:** Lee
- **WEBSITE:** cpsk12.org/Domain/22
- **OTHER INFORMATION:** Partners with Stephens College's Art Department and MU's Art and Music departments.

Midway Heights Elementary

- **ADDRESS:** 8130 U.S. 40
- **PHONE:** 214-3540
- **GRADES:** Kindergarten through fifth grade
- **MASCOT:** Eagles
- **SCHOOL COLORS:** Blue and white
- Opened in 1956
- **WEBSITE:** cpsk12.org/Domain/24

Mill Creek Elementary

- **ADDRESS:** 2200 W. Nifong Blvd.
- **PHONE:** 214-3280
- **GRADES:** Kindergarten through fifth grade
- **MASCOT:** Cougars
- Opened in 1988
- **WEBSITE:** cpsk12.org/Domain/25

New Haven Elementary

- **ADDRESS:** 3301 New Haven Road
- **PHONE:** 214-3640
- **GRADES:** Preschool through fifth grade
- **MASCOT:** Stars
- **SCHOOL COLORS:** Blue and silver
- Opened in 1954
- **WEBSITE:** cpsk12.org/Domain/27

Parkade Elementary

- **ADDRESS:** 111 Parkade Blvd.
- **PHONE:** 214-3630
- **GRADES:** Preschool through fifth grade
- **MASCOT:** Panthers
- **SCHOOL COLORS:** Blue and yellow
- Opened in 1958
- **WEBSITE:** cpsk12.org/Domain/29

Paxton Keeley Elementary

- **ADDRESS:** 201 Park de Ville Drive
- **PHONE:** 214-3570
- **GRADES:** Kindergarten through fifth grade
- **MASCOT:** Comets
- **SCHOOL COLORS:** Red, white and blue
- Opened in 2002
- **WEBSITE:** cpsk12.org/Domain/23

Ridgeway Elementary

- **ADDRESS:** 107 E. Sexton Road
- **PHONE:** 214-3550
- **GRADES:** Kindergarten through fifth grade
- **MASCOT:** Rams
- **FULL NAME:** John C. Ridgeway Elementary School
- Opened in 1923
- **WEBSITE:** cpsk12.org/Domain/30
- **OTHER INFORMATION:** Ridgeway is a magnet school based on the concept of Individually Guided Education that draws students based on a lottery system. It does not have a set attendance area or feeder schools.

Rock Bridge Elementary

- **ADDRESS:** 5151 S. Providence Road
- **PHONE:** 214-3290
- **GRADES:** Preschool through fifth grade
- **MASCOT:** Bears
- Opened in 1957
- **WEBSITE:** cpsk12.org/Domain/31

Russell Boulevard Elementary

- **ADDRESS:** 1800 W. Rollins Road
- **PHONE:** 214-3650
- **GRADES:** Preschool through fifth grade
- **MASCOT:** Ravens
- **SCHOOL COLORS:** Green and white
- **SECOND REFERENCE:** Use *Russell* without *Boulevard.*
- Opened in 1958
- **WEBSITE:** cpsk12.org/Domain/33

Shepard Boulevard Elementary

- **ADDRESS:** 2616 Shepard Blvd.
- **PHONE:** 214-3660
- **GRADES:** Kindergarten through fifth grade
- **MASCOT:** Stallions
- **SCHOOL COLORS:** Green and gold
- **SECOND REFERENCE:** Use *Shepard* without *Boulevard.*
- Opened in 1968 and was built on what used to be the Shepard Dairy Farm
- **WEBSITE:** cpsk12.org/Domain/34

Two Mile Prairie Elementary

- **ADDRESS:** 5450 N. Route Z
- **PHONE:** 214-3560
- **GRADES:** Kindergarten through fifth grade

- **MASCOT:** Prairie Dogs
- **SCHOOL COLORS:** Red and white
- Opened in 1963 and became part of Columbia schools in 1972-73.

- **WEBSITE:** cpsk12.org/Domain/36

West Boulevard Elementary

- **ADDRESS:** 319 West Blvd. N.
- **PHONE:** 214-3670
- **GRADES:** Kindergarten through fifth grade
- **MASCOT:** Bobcats

- **SCHOOL COLORS:** Blue and white
- Opened in 1950
- **WEBSITE:** cpsk12.org/Domain/37

- **SECOND REFERENCE:** Use *West*. If there is possible confusion with West Boulevard Middle School, use *West Elementary.*

MIDDLE SCHOOLS

Use the headings provided and the word *School* on first reference. On subsequent references, drop the grade designation *(elementary, middle, junior high, high).* Go online for more complete entries.

Gentry Middle

- **ADDRESS:** 4200 Bethel St.
- **PHONE:** 214-3240
- **GRADES:** Sixth, seventh and eighth grade
- **MASCOT:** Jaguars
- **SCHOOL COLORS:** Rich red and royal blue
- Opened in 1994
- **WEBSITE:** cpsk12.org/Domain/17

Jefferson Middle

- **ADDRESS:** 713 Rogers St.
- **PHONE:** 214-3210
- **GRADES:** Sixth, seventh and eighth grade
- **MASCOT:** Cyclones
- **SCHOOL COLORS:** Red and white
- Opened in 1911
- **WEBSITE:** cpsk12.org/Domain/20

Lange Middle

- **ADDRESS:** 2201 Smiley Lane
- **PHONE:** 214-3250
- **GRADES:** Sixth, seventh and eighth grade
- **MASCOT:** Leopards
- **SCHOOL COLORS:** Navy and silver
- Opened in 1997
- **WEBSITE:** cpsk12.org/Domain/21

Oakland Middle

- **ADDRESS:** 3405 Oakland Place
- **PHONE:** 214-3220
- **GRADES:** Sixth, seventh and eighth grade
- **MASCOT:** Eagles
- **SCHOOL COLORS:** Orange and navy
- Opened in 1971
- **WEBSITE:** cpsk12.org/Domain/28

Smithton Middle

- **ADDRESS:** 3600 W. Worley St.
- **PHONE:** 214-3260
- **GRADES:** Sixth, seventh and eighth grade
- **MASCOT:** Wildcats
- **SCHOOL COLORS:** Black and gold
- Opened in 1995
- **WEBSITE:** cpsk12.org/Domain/35

West Middle

- **ADDRESS:** 401 Clinkscales Road
- **PHONE:** 214-3230
- **GRADES:** Sixth, seventh and eighth grade
- **MASCOT:** Vikings
- **SCHOOL COLORS:** Blue and white
- Opened in 1950
- **WEBSITE:** cpsk12.org/Domain/38
- **SECOND REFERENCE:** *West*
  If there is possible confusion with West Boulevard Elementary School, use West Middle.

HIGH SCHOOLS

Use the headings provided and the word *School* on first reference. On subsequent references, drop the grade designation *(elementary, middle, junior high, high).* Go online for more complete entries.

Battle High

- **ADDRESS:** 7575 E. St. Charles Road
- **PHONE:** 214-3300
- **GRADES:** Ninth through 12th grade

- **MASCOT:** Spartans
- **SCHOOL COLORS:** Blue and gold
- **FULL NAME:** Muriel Williams Battle High School
- **SECOND REFERENCE:** Battle,

but if there would be confusion with Battle Elementary, use *Battle High*.
- Opened in 2013
- **WEBSITE:** cpsk12.org/Domain/26

Hickman High

- **ADDRESS:** 1104 N. Providence Road
- **PHONE:** 214-3000
- **GRADES:** Ninth through 12th grade

- **MASCOT:** Kewpies
- **SCHOOL COLORS:** Purple and gold
- **FULL NAME**: David H. Hickman High School

- Opened in 1927
- **WEBSITE:** cpsk12.org/Domain/19

Rock Bridge High

- **ADDRESS:** 4303 S. Providence Road
- **PHONE:** 214-3100
- **GRADES:** Ninth through 12th grade

- **MASCOT:** Bruins
- **SCHOOL COLORS:** Green and gold
- Opened in 1973

- **WEBSITE:** cpsk12.org/Domain/32

ALTERNATIVE HIGH SCHOOL

Douglass High

- **ADDRESS:** 310 N. Providence Road
- **PHONE:** 214-3680
- **GRADES:** Ninth through 12th grade
- **MASCOT:** Bulldogs
- **SCHOOL COLORS:** Blue and white

- **FULL NAME:** Frederick Douglass High School
- **SECOND REFERENCE**: *Douglass*
- Opened in 1885
- **WEBSITE:** cpsk12.org/Domain/15

- **OTHER INFORMATION:** Columbia's only alternative school caters to students, including former attendees of Hickman and Rock Bridge high schools, who have trouble performing well in a traditional educational setting.

OTHER PUBLIC SCHOOL CENTERS

Center for Responsive Education
ADDRESS: 4600 Bethel Road
PHONE: 214-3740
It is for at-promise children with special needs and empowers individuals' learning and decision-making.
On second reference use *the center*. CORE can be used in tight headlines.

Early Childhood Education Center
ADDRESS: 4001 Waco Road
PHONE: 214-3600
The center offers early childhood special education designed to address the developmental learning needs of children ages 3 to 5.
On second reference, use *the center*.
WEBSITE: cpsk12.org/Page/10209

Center for Gifted Education
ADDRESS: 1010 Range Line St., formerly Field Elementary School
PHONE: 214-3750
On second reference, use *the center*.
WEBSITE: cpsk12.org/Domain/12

PRIVATE SCHOOLS

Apple School

- **ADDRESS:** 5155 S. Providence Road
- **PHONE:** 449-7525
- **GRADES:** Preschool (ages 2 to 5) and kindergarten
- **SECOND REFERENCE:** *Apple School* or *the school*

Christian Chapel Academy

- **ADDRESS:** 3300 S. Providence Road
- **PHONE:** 874-2325
- **GRADES:** Preschool through seventh grade
- **MASCOT:** Eagle in flight
- **RELIGIOUS AFFILIATION:** Christian
- **SECOND REFERENCE:** *Christian Chapel*, *the academy* or *the school*

Christian Fellowship School

- **ADDRESS:** 4600 Christian Fellowship Road
- **PHONE:** 445-8565
- **GRADES:** Pre-kindergarten through 12th grade
- **MASCOT:** Knights
- **RELIGIOUS AFFILIATION:** Christian Fellowship Church
- **SECOND REFERENCE:** *Christian Fellowship* or *the school*

Columbia Catholic School

- **ADDRESS:** 817 Bernadette Drive
- **PHONE:** 445-6516
- **GRADES:** Kindergarten through eighth grade
- **MASCOT:** Tigers
- **RELIGIOUS AFFILIATION:** Catholic
- **SECOND REFERENCE:** *Columbia Catholic* or *the school*

Columbia Independent School

- **ADDRESS:** 1801 N. Stadium Blvd. (upper and lower school)
- **PHONE:** 777-9250
- **GRADES:** Pre-kindergarten through 12th grade
- **MASCOT:** Lions
- **SECOND REFERENCE:** *Columbia Independent* or *the school*

Columbia Montessori School

- **ADDRESS:** 3 Anderson Ave.
- **PHONE:** 449-5418
- **GRADES:** Preschool (ages 4 weeks to 6 years) and kindergarten
- **SECOND REFERENCE:** *Columbia Montessori* or *the school*

College Park Christian Academy

- **ADDRESS:** 1114 College Park Drive
- **PHONE:** 445-6315
- **GRADES:** Preschool through ninth grade
- **RELIGIOUS AFFILIATION:** Seventh-Day Adventist
- **SECOND REFERENCE:** *College Park*, *the academy* or *the school*

Fr. Tolton Regional Catholic High School

- **ADDRESS:** East Gans Road, just off U.S. 63 south of Columbia
- **PHONE:** not available
- **GRADES:** freshman through senior
- **RELIGIOUS AFFILIATION:** Catholic
- **SECOND REFERENCE:** Tolton
- Opened fall 2011

Good Shepherd Lutheran School

- **ADDRESS:** 2201 W. Rollins Road
- **PHONE:** 445-5878
- **GRADES:** Kindergarten through eighth grade
- **RELIGIOUS AFFILIATION:** Lutheran Church Missouri Synod
- **SECOND REFERENCE:** *Good Shepherd* or *the school*

Heritage Academy

- **ADDRESS:** 606 Ridgeway Ave.
- **PHONE:** 449-2252
- **GRADES:** Kindergarten through 12th grade
- **RELIGIOUS AFFILIATION:** Christian nondenominational
- **SECOND REFERENCE:** *the academy*

Islamic School of Columbia

- **ADDRESS:** 408 Locust St.
- **PHONE:** 442-1556
- **GRADES:** Preschool (ages 3 to 4) through fifth grade
- **RELIGIOUS AFFILIATION:** Islam
- **SECOND REFERENCE:** *the school*

Stephens College Children's School

- **ADDRESS:** 1400 Windsor St., Stephens College
- **PHONE:** 876-7260
- **GRADES:** Preschool and pre-kindergarten through fifth grade
- **SECOND REFERENCE:** *the school*

MU High School

- **ADDRESS:** Center for Distance and Independent Study, 136 Clark Hall, MU
- **PHONE:** 800-609-3727 or 882-2491
- **GRADES:** Third grade through 12th grade
- **SECOND REFERENCE:** *the school*
- **OTHER INFORMATION:** MU High School is an alternative high school operated by the MU Center for Distance and Independent Study.

Columbia College

- Founded in 1851 as Christian Female College
- The school became Columbia College in 1970 and began admitting men.
- Today, Columbia College is private and nonsectarian but maintains a covenant with Christian Church (Disciples of Christ).
- Columbia College has 34 extension campuses, many located on military bases, including one at Guantanamo Bay, Cuba. Military education is one of the school's hallmark programs.
- Scott Dalrymple is the 17th and current president.
- David Starrett is the provost.
- Columbia College Cougars participate in men's and women's basketball, men's soccer, softball and volleyball in the NAIA. For more information on the Cougars, see the **sports section**.
- Use *Columbia College* on all references to avoid confusion with our city or Columbia University. *The college* or *the school* are also acceptable on subsequent references if there would be no confusion.

Stephens College

- Founded in 1833 as Columbia Female Academy
- In 1856, it became a full college called Columbia Female Baptist Academy.
- James Stephens, who had once been banished and was trying to redeem himself with good deeds, gave the school $20,000. The college was renamed in his honor in the late 1860s.
- Stephens is the second-oldest women's college in the United States and the only four-year women's college in Missouri.
- Stephens is still a women's college, but men can be admitted in the master's programs and the adult continuing education programs.
- The school is run by a president and a **Board of Trustees**.
- Stephens College Stars participate in basketball, swimming, tennis and volleyball in the NAIA. For more information, see the **sports section**.
- Use *Stephens College* on first reference, *Stephens* on subsequent references. Note that there is no apostrophe. *The college* or *the school* are also acceptable on subsequent references.

Other colleges of note

- **CENTRAL METHODIST UNIVERSITY:** Located in Fayette. It was founded in 1854. Central Methodist has several extension campuses: Park Hills, Sedalia, Union, Clinton, Grandin, Macon, Poplar Bluff, Trenton, Waynesville, Columbia, Lake of the Ozarks, Rolla and St. Louis. The Central Methodist Eagles participate in the NAIA. Use *Central Methodist University* on first reference, *Central Methodist* on subsequent references. *The college, the university* or *the school* are also acceptable on subsequent references if there would be no confusion.
- **LINCOLN UNIVERSITY:** Located in Jefferson City. Established as Lincoln Institute in 1866. In 1921, the school became a university with a board of curators. The name was changed to Lincoln University. Lincoln University Blue Tigers participate in NCAA Division 2.

  Use *Lincoln University* on first reference, *Lincoln* on second reference if there would be no confusion with President Lincoln. *The college, the university* or *the school* are also acceptable on subsequent references.
- **MISSOURI SOUTHERN STATE UNIVERSITY:** Located in Joplin. *Missouri Southern* on subsequent references.
- **MISSOURI STATE UNIVERSITY:** Located in Springfield. *MSU* on subsequent references.
- **MISSOURI WESTERN STATE UNIVERSITY:** Located in St. Joseph. *Missouri Western* on subsequent references.
- **MOBERLY AREA COMMUNITY COLLEGE:** Located in Moberly; extension campus in Columbia. *MACC* on subsequent references.
- **NORTHWEST MISSOURI STATE UNIVERSITY:** Located in Maryville. *NWMSU* on subsequent references.
- **SAINT LOUIS UNIVERSITY:** Note the spelled-out *Saint*. *SLU* on subsequent references and in tight headlines.
- **SOUTHEAST MISSOURI STATE UNIVERSITY:** Located in Cape Girardeau. *SEMO* on subsequent references.
- **TRUMAN STATE UNIVERSITY:** Located in Kirksville. *Truman* on subsequent references.
- **UNIVERSITY OF CENTRAL MISSOURI:** Located in Warrensburg. *UCM* on subsequent references.
- **WASHINGTON UNIVERSITY:** Located in St. Louis. Use *Washington University, the university, the college* or *the school* on subsequent references. Do not use the colloquial *Wash U*.
- **WEBSTER UNIVERSITY:** Located in St. Louis. *Webster* on subsequent references.
- **WESTMINSTER COLLEGE:** Located in Fulton. Founded in 1851 as Fulton College, a training school for Presbyterian ministers. Winston Churchill made his famous Iron Curtain speech, "Sinews of Peace," at Westminster in 1946. The college is run by a president and a board of trustees. Westminster Blue Jays participate in the NCAA Division 3. Use *Westminster College* on first reference, *Westminster* on subsequent references. *The college* or *the school* are also acceptable on subsequent references.
- **WILLIAM WOODS UNIVERSITY:** Located in Fulton. Founded in 1870, it became a four-year institution in 1962. In 1993, it became William Woods University, offered post-graduate degrees and admitted men. One notable program is equestrian education. William Woods Owls participate in the NAIA.

University of Missouri System

■ The University of Missouri System comprises four campuses: Columbia, Rolla, St. Louis and Kansas City.

■ Use *University of Missouri System* on first reference; capitalize *System* because it's part of the official name. On second reference, use *UM System, the system, the university system, the four-campus system,* etc. *UM* is acceptable in headlines.

■ The system is run by a president and a Board of Curators. Each campus has a chancellor.

■ Use *the UM System Board of Curators* on first reference. On subsequent references, use *the board* or *the curators*. The Board of Curators is the governing body of the University of Missouri System and consists of nine members who are appointed by the governor with the advice and consent of the Senate. Curators serve six-year terms with three terms expiring every two years.

■ **MISSOURI UNIVERSITY OF SCIENCE AND TECHNOLOGY:** Founded in 1870 as the Missouri School of Mines and Metallurgy, the first technological university west of the Mississippi. The school was meant as an extension of the Columbia campus. It became University of Missouri-Rolla in 1964. The school is most known for its engineering programs. Use *Missouri S&T* on subsequent references. *MUS&T* is acceptable in tight headlines.

■ **MU:** MU was founded in 1839 as the first public institution west of the Mississippi. Its programs of note are journalism, veterinary medicine and business.

■ **UNIVERSITY OF MISSOURI-KANSAS CITY:** Chartered in 1929 and opened in 1933 as University of Kansas City, a private school. It became part of the system in 1963. It is known for its medicine and music programs. Use *UMKC* on subsequent references.

■ **UNIVERSITY OF MISSOURI-ST. LOUIS:** Founded in 1964. The school is most known for its optometry program. Use *UMSL* on subsequent references.

MU: Style points

■ *MU is acceptable on all references to the Columbia campus.* Do not use *University of Missouri* or *UMC*. The acronym MU comes from the original name in the state Constitution: Missouri University. If a story deals with both MU and the system, make sure to avoid confusion between the two. Only use the word *university* on subsequent references if it is clear you are only talking about the Columbia campus.

■ Do not use *MU campus*; it's redundant. Just use *MU*. **Columbia campus is acceptable for variety when talking about more than one of the UM universities.**

■ Capitalize the names of all schools and colleges at MU, as well as the Agricultural Experiment Station. See below for a list of schools and colleges.

■ **Capitalize the names of all academic departments**: *French Department, Sociology Department*.

■ **Capitalize nonacademic departments on first reference,** such as *Office of Student Affairs*. If talking about a chancellor or provost of that department, the designation would be capitalized before a name: *Vice Chancellor for Student Affairs Cathy Scroggs*. However, because many of those titles are long, it is better to put them after a name and lowercase them: *Cathy Scroggs, vice chancellor for student affairs*.

■ **Capitalize the names of buildings, both proper and generic**: *Gannett Hall*. Do not capitalize if the name is more descriptive: *beef cattle barn*. **Note:** Use the common name for buildings named for individuals: *Neff Hall*, not *Jay N. Neff Hall*.

■ **Capitalize standing special institutions**, such as *Engineers' Week* or *Journalism Day*. Do not capitalize *commencement* or other generic terms.

■ These same rules for capitalization apply to Stephens and Columbia colleges.

■ The chancellor is R. Bowen Loftin. On second reference, use *Loftin.*

MU: Colleges and schools

■ **Note:** Be sure to use the proper designation when describing academic divisions.

■ As with other proper nouns, you can invert the first reference. For example, *the Journalism School.*

■ **College of Agriculture, Food and Natural Resources** — Includes the **School of Natural Resources**.

■ **College of Arts and Science** (note the singular usage of *Science*) — Includes the **School of Music**.

■ **College of Education** — Includes the **School of Information Science and Learning Technologies**.

■ **College of Engineering**

■ **College of Human Environmental Sciences** — Includes the **School of Social Work**.

■ **College of Veterinary Medicine** — There is no *vet school*.

■ **Graduate School** — Only appropriate to capitalize if speaking about the specific department. Lowercase to say someone attends graduate school at MU. Includes the **Harry S Truman School of Public Affairs**.

■ **School of Health Professions**

■ **Missouri School of Journalism** — Do not refer to it as *the J-School.*

■ **School of Law**

■ **School of Medicine**

■ **Sinclair School of Nursing**

■ **Trulaske College of Business** — Includes the **School of Accountancy**.

THE MISSOURIAN DESIGN STYLEGUIDE

Revised and updated, summer 2015

Quick Reference Guide

DESIGN STYLEGUIDE

HEADLINE TYPEFACES

Standard news hed is Franklin DemiCd
An alternative for news is Franklin

ITC Franklin Gothic Std/Demi Condensed is our primary headline typeface. This sans-serif typeface has a heavy, newsy feel and several different weights.

- Paragraph style is **Hed-FranklinDemiCd** or **Hed-FranklinMedCd**.
- Virtually all news headlines are in this typeface.
- Photo captions, subheads, pull quotes and several other elements in the paper's design use this typeface as well.

Standard features hed is Minion Display
Minion Semibold Display is bolder

Minion Pro/Display is used for feature headlines. It offers us a lighter weight that denotes lighter news, and it can also provide contrast to Franklin Gothic in art headlines that use the typefaces together.

- This family can be used for the front page's main story or for special features inside the paper, but only use it if the typeface matches the tone of the content.
- Paragraph style is **Hed-MinionCd** or **Hed-MinionSemiCd**.

POPULAR FRANKLIN AND MINION WEIGHTS

Both families have many weights and styles that designers can use. Although certain elements use specific weights that don't change, a designer can use any typeface in either family for some elements with a little bit more freedom, such as an art headline. Here are a few popular weights:

ITC FRANKLIN GOTHIC STD EXAMPLES

Book	**Demi**
Book Cond	**Demi Cond**
Medium	**Heavy**
Medium Cond	

MINION PRO REGULAR EXAMPLES

Cond	Cond
Regular	*Cond Italic*
Semibold	**Bold Cond**
Semibold	**Bold**

Flag & Body Typography

DESIGN STYLEGUIDE

MISSOURIAN

XXXday, Month XX, 2013 ■ **SERVING THE COMMUNITY SINCE 1908** ■ Join the conversation at columbiamissourian.com ■ 50 cents

Franklin Demi, 12/15

Franklin Medium, 12/15

The Missourian's flag is the most consistent and recognizable feature of our design. The typeface is Caslon 3 LT Std.

BODY COPY RULES & STYLES

Bdy-Byline 1:
Franklin Heavy 9/9

Used for the reporter's name.

Bdy-Byline 2:
Franklin Book 8.5/8.5

Used for the newspaper section's email address.

Bdy-Justify:
Olympian Roman, 8.9/9.7

Justify all news stories such as the column immediately to the right.

By STYLEBOOK
style@columbiamissourian.com

Body copy refers to the style of text in the Missourian's actual articles. It's set in Olympian Roman, 8.9/9.7.

The 9.7 points of space that a line of body copy takes up is equal to one gridline of space.

There are several styles of body copy, depending on the story. News stories should always use justified type. It creates an organized and news-heavy look.

Features can occasionally use ragged-right type. With limited use, it can draw attention to a story on a page, and it creates contrast to news stories. Only use ragged for features if they are the main story on the page and only if they merit it.

We have paragraph styles for both body texts. Below are some more rules:

TRACKING:

Tracking refers to the overall letter-spacing of a chunk of text.

Body copy may be tracked in and out a bit as a last resort to make a story fit.

Our body copy is set at -25 tracking. It may be tracked in to -40 and may be tracked out to -10. Any more than that, the legibility is affected.

LEADING:

Leading is the space between lines of body copy. Designers may not change the leading of body copy to make stories fit. Leading is changed for design purposes on some feature stories only.

Bdy-Ragged:
Olympian Roman, 8.9/9.7

This is used for all briefs and sparingly for feature and opinion pieces, not hard news stories.

Bdy-Subhed:
Franklin Heavy, 8.9/9.7

Use subheads to break up a long story. When you copy the article from Blox, be sure to restore the subheads in the InDesign copy.

BYLINE STYLES

For bylines, the Missourian reporter's name is in all caps, but "By" is upper and lower case. Bylines include the email address for the section, e.g. *news@columbiamissourian.com* or *sports@columbiamissourian.com.*

Bdy-Byline 1:
Franklin Heavy, 9/9

Bdy-Byline 2:
Franklin Book, 8.5/8.5

By HOLLY WRAY
news@columbiamissourian.com

A city fundraising group has agreed to help raise money to repair the Martin Luther King Jr. memorial.

The bylines for all wire stories include the word "By" and the reporter's name in all caps in Bdy-Byline 1 and the name of the wire service in Bdy-Byline 2. For wire stories, delete the list of contributing writers from the bottom of stories. If the story is an analysis, then leave the reporter's information and use italic type.

Bdy-Byline 2:
Franklin Book, 8.5/8.5

By JOHN SMITH
The Associated Press

or

By The Associated Press

For various purposes, including stories with more than two reporters on a byline and for briefs, we use a tagline instead of a traditional byline.

SUPERVISING EDITOR TAGLINES

Supervising editor taglines can be found at the bottom of the print budget.
Example: *Supervising editor is Tom Warhover: warhovert@missouri.edu, 882-5734.*

A city fundraising group has agreed to help raise money to repair the memorial.

— **Joe Smith**

Bdy-Tagline:
Franklin Gothic STD, 8/8

Note space between dash and name

COLUMN GRIDS

■ Missourian section fronts use five columns, which you can see in how the text is arranged on the example to the left. Standard width of each column is **12p9**.

■ Inside pages use a six-column grid. Standard width of each column is **10p6**.

BASTARDS

■ These columns aren't a set size.

■ Bastard columns draw attention, so try to limit them only for a page's main story to create contrast.

RULES

■ Rules divide content and measure .5 points wide and are 100 percent black when used vertically. A double rule (Thin-thin, 3 pt stroke) is used horizontally.
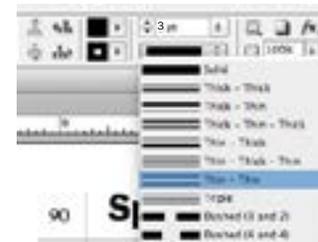
RULE SPACING

■ Rules are placed halfway between stories, which are three gridlines apart on section fronts and two gridlines apart inside.

one gridline = 9.7 points of space

Below are examples of two design features that always run above the masthead. If there is big breaking news for the day, the Vox tease can be redesigned in the floorboard.

VOX TEASE EXAMPLE

SKYBOX EXAMPLE

Headlines — Guidelines & Styles

NEWS HEADLINES

Franklin Demi Condensed is the main style used for hard news headlines. Here are some other headline guidelines:
■ The default size of news headlines is 36 point. The designer should increase or decrease the size depending on the placement and prominence of story.
■ Our headlines are written down-style — only the first word and proper nouns are capitalized.
■ All news headlines should be left justified except sometimes for a page's main story.

FEATURE HEADLINES

Minion Display and its several weights are used for feature headlines.
■ Keep in mind that all other weights of Minion weren't designed to be used at headline size, but the Display weights were designed for this.
■ The bolder weights of Minion Display can be used for newsier features or for purposes of contrast.

LEADING

Missourian headlines use what is known as solid leading, meaning that the leading is set equal to the size of the headline.

For example, a 36 point headline should have 36 point leading. These numbers can be adjusted for special effects.

HYPHENATION

There is no hyphenation in display type unless the hyphen is part of an actual word.
■ Even then, NEVER use hyphens at the end of a line in any headline, T-deck, C-deck or the display type of a blurb.

DESCENDERS

Certain letters, such as this "y," dip below others. The part that does this is called a descender.
■ There is at least one gridline of space between a headline's descenders and the start of any other element, such as a photo, text box or blurb.
■ Even if there isn't a descender, space elements as if there were one.

ay

Descender

that the county
with the local
ors. "We always
he stakeholders
rdinance we are

im ut apelendes
evenihicia illace
quiam aut et int
ipsapientiis aliq
quid quuntiorem

that the county
with the local
ors. "We always
he stakeholders
rdinance we are

im ut apelendes
evenihicia illace
quiam aut et int
ipsapientiis aliq
quid quuntiorem

one gridline = 9.7 points of space

BASELINE GRIDS

The image to the left is a close-up of a Missourian news page.
■ Notice that the text of both columns lines up. That normally doesn't happen in InDesign.
■ A baseline grid (the blue lines) creates this consistency. Everything snaps to it, automatically aligning content.
■ Don't take body copy off the grid.
■ To take text off the the baseline grid, highlight the text and click one of the two buttons shown below.

Takes text off the baseline grid

Bdy-Ragged+

☐ Hyphenate

Aligns text to the baseline grid

DESIGN STYLEGUIDE

NEWS HEADLINE HIERARCHY

To determine the size of headlines, the Missourian uses a headline hierarchy. This chart shows suggested weights, sizes and decks to use for your headlines. Talk to your news editor about options.

	One line deep (not wide)	Multiple lines	T-deck or c-deck?
Lead story	51-66	45-54	always a t-deck or c-deck
Off-lead & middle page	42-48	36-44	only use a c-deck
Lower page option A	30-39	30-36	no t-deck, c-deck optional
Lower page option B	30-39	27-33	no deck at all

HOW DEEP SHOULD HEADLINES BE?

1 column wide	2 columns	3 & 4 columns	5 & 6 columns
3 or 4 lines deep	1, 2 or 3 lines	1 or 2 lines deep	Only 1 line deep

RIM HEADLINE SPECS

Remember that someone will actually have to write something meaningful in the space you provide for a headline. It must be short enough that readers can grasp the gist of the story at a glance.

2-column, 24-point, 3-deep heads are way too long, just look at this example

Difficult 60-pt. head

BUMPING HEADLINES

If your design limits you to bumping headlines, make sure to make the two headlines different styles, sizes and shapes. If one headline is a single line, make the other up to three or four lines deep but not as wide.

Big news headline here

Franklin Demi Cd
45/45

Smaller news head here for news story

Franklin Medium Cd
30/30

C-decks & T-decks

CONVERSATIONAL DECKS

Conversational decks, or C-decks, should be just that: conversational. C-decks should be written as complete sentences with articles (i.e., a, an, the and full names). They should appear just below the headline and just above the byline in the first leg of type. Never hyphenate a word, even a compound modifier, across

C-DECK STYLE

■ C-decks are three to four lines deep.
■ C-decks should almost always be used on Page 1A lead stories unless a T-deck is used. C-decks should also be used on almost every front page story unless a T-deck is used. For inside pages, C-decks can also be used on off-lead stories and are optional for downpage articles.

■ Don't place blurbs or pull quotes next to C-decks. The fonts are similar enough to cause confusion for the reader.

■ Periods are not used on C-decks, and like all display type, do not hyphenate words across lines of type.

Bdy-Cdeck
Franklin Book,
14/14.5

C-DECK TIPS

■ C-decks should add another layer of information for the reader. Avoid repetition of words or ideas from the headline, cutline or lede.

■ Look beyond the lede. If readers see the same thing in the lede that they just read in the c-deck, we've wasted their time.

Italy's former royal family returns from 54-year ban

The pope, supporters and protesters greeted the Savoys upon their arrival

By The Associated Press

Ria consequia dolupta nat denihillecus re sundanimus et audae conse eos dolorectia sollaccat hiliquam et volora duntisi ratus re porepra volore estios inihicia de nam, qui voloriorum solorehent quiae lab in nos sinctium, occus asi ommodit officid quam, ommo ea ipsunt omnimi, iminctem in earum fuga. Ones dolla quatur, quundio rposte pe repud

---

Bdy-TdeckSans: Franklin Book, 20/21

TRADITIONAL DECKS

T-decks are a secondary headline for a story and can work well with big news stories. They should be in Franklin Book or Minion DisplayCd.

The default size of T-deck styles is 20/21. Like the main headline, this size can be adjusted up to 1/2 minus 1 of the main headline. For example, for a 54 point main headline, the T-deck can be as large as 26 points. The designer should increase or decrease the size depending on the placement and prominence of story.

T-decks can also be serif or san serif but should match the main headline.

■ T-decks also don't include end of sentence punctuation and follow the rules for traditional headlines.

T-DECK PLACEMENT

T-decks are used in display stories on section fronts or on big news stories.

It is the designer's decision to place them wherever he or she sees fit, but a package's flow should be headline, t-deck, then story. The placement should encourage this flow.

DESIGN STYLEGUIDE

JUMP SECTION LABEL

The Missourian uses a keyword and label system when it's necessary to jump from the front page of the paper to another page.

Note: To jump a story, there must be a minimum of 4 inches of text. If less than 4 inches, either ask for a trim or add more design elements, such as a pull quote, to the front page story.

For an entire page of jumps, stretch this label across all six columns with the folio rule acting as the top rule.

Package Label:
Minion Pro-Display,
20/21, all caps, 1-point rule

This label takes up three gridlines of space counting the depth of each rule. The format is built into the paragraph style.

This label is also used to package some stories together (Page 88).
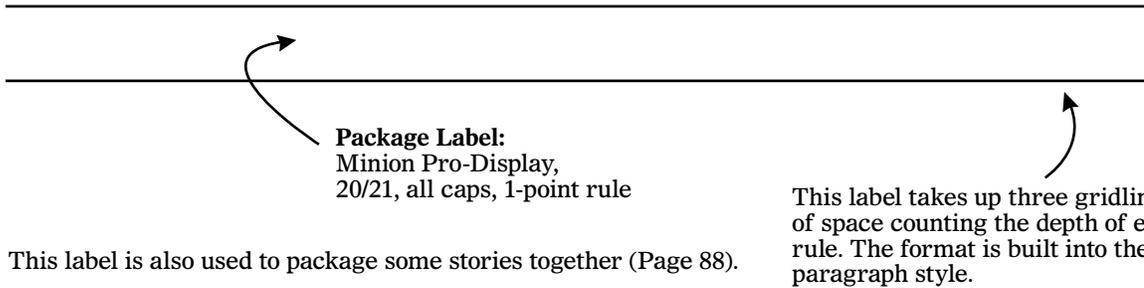
THE LABEL

■ Stretch this label over all jumped content. If one story on a jump page isn't a jump, then place it in a way that shows it isn't part of the jump package.

■ Group jumped stories together, and use the label only once on each page.

■ Both rules on the label are one point thick.

■ If placing the FROM THE FRONT PAGE label at the top of the page, then use the rule that already exists in the folio as the top rule for the label and delete the top rule on the label itself.

WRITING JUMP HEADLINES

A jump page headline should summarize what happens in the section of the story on the jump page itself. Here are some other tips:

■ At the very least, the jump headline should be different from the headline on the front.

■ Jump headlines should read just like normal headlines.

■ The same rules of headline hierarchy and style apply to jump pages (and all other inside pages).

FORMATTING & USING KEYWORDS

When jumping stories, keywords are used so the reader can find the article on a jump page.

■ Center the keyword line for jump pages; align right for section fronts.

■ Don't indent the first line of the story on the jump page unless it actually starts a new paragraph.

■ Try to jump at a paragraph break, but never do it in the middle of a word.

■ **Always check keywords and page numbers on the front with the keywords and locations of the jump copy.**

■ To place the keyword line in copy, make sure it is one gridline high, then put a text wrap around it. Text wrap the text box with one gridline of space — 9.7 points — on top for a Page 1A jump line and on the bottom of the box for a jump page jump line.

JUMP LINE EXAMPLES

The report was about junk vehicles, sagging roofs, boarded-up windows, falling down gutters and debris scattered about the rental properties.

The committee took no action on Senate Bill 730, which is sponsored

Please see **RENTAL**, page **4A**

RENTAL from page **1A**

by Sen. Kurt Schaefer, R-Columbia.

Because Boone County lacks a charter form of government, the county commission is unable to create and enact these types of ordinances without state

Franklin Gothic Std, Heavy, 9/9
The jump from line should be centered over first column of jump text.

Keep one gridline of space between jump line and bottom of text.

Jump Page Example

Package Label

COLUMBIA MISSOURIAN

SUNDAY & MONDAY, April 15-16, 2012 — Page 5A

FROM THE FRONT PAGE

List of key moments in Ferguson case

TIMELINE from page **5A**

Nov. 4, 2004: Erickson pleads guilty to second-degree murder, first-degree robbery and armed criminal action and receives 25 years in prison in exchange for giving testimony against Ferguson.

Dec. 5, 2005: Ferguson is found guilty of second-degree murder and first-degree robbery and sentenced to 40 years.

Feb. 17, 2006: CBS "48 Hours Mystery" covers the murder trial of Ferguson, called "Dream Killer."

Nov. 1, 2006: Public Defender Ellen Flottman presents an appeal for Ferguson to the Missouri Western District Court of Appeals because a K-9 unit was not allowed to testify at the original trial.

June 26, 2007: Ferguson's appeal is denied and the conviction upheld.

Aug. 21, 2007: Missouri Supreme Court refuses to hear Ferguson's appeal.

Nov. 14, 2007: Ferguson files a pro se, or Rule 29.15 motion, on his own behalf, claiming his sentence violates the Constitution.

March 3, 2008: Ferguson amends Rule 29.15 motion.

July 16-18, 2008: Evidentiary hearings are held for Ferguson's claim he had inadequate counsel and should receive a retrial because the original confession was invalid.

Aug. 13, 2008: Ferguson files habeas corpus appeal and cites denial of due process, equal protection under the law and freedom from cruel and unusual punishment due to Lincoln County jury selection process.

Sept. 2, 2008: Motion court transfers the habeas motion to the Cole County Circuit Court. Petition is denied.

Dec. 15, 2008: Court holds evidentiary hearing about Ferguson's habeas corpus appeal. Ferguson's public defender, Valerie Leftwich, argues Lincoln County's policy of juror duty opt-out denied Ferguson a random cross-section of the population.

Jan. 6, 2009: Cole County Circuit Judge Richard Callahan rejects Ferguson's habeas corpus appeal that the jury selection process resulted in an unfair trial.

March 24, 2009: Missouri Western District Court of Appeals rejects the same appeal.

May 5, 2009: Missouri Supreme Court declines to hear the appeal regarding jury selection.

June 15, 2009: Boone County Circuit Judge Jodie Asel denies Ferguson's appeal of his 2005 murder conviction. She rejects Ferguson's claims that his original legal team was ineffective and Boone County Circuit Judge Kevin Crane withheld evidence when prosecuting the case in 2005.

Nov. 2009: Chicago-based attorney Kathleen Zellner begins representing Ferguson.

Nov. 9, 2009: Erickson recants to new Ferguson's lawyers.

Nov. 12, 2009: Erickson tapes a sworn statement that he alone committed the robbery and murder. He still places Ferguson at the scene of the crime as an innocent bystander. The tape is given to Zellner. Six months later, Zellner begins representing Erickson as well.

February 2010: Zellner files a motion to return the case to a local circuit court in Boone County.

June 10, 2010: Assistant Attorney General Shaun Mackelprang files response with the Western District Court of Appeals against Ferguson's appeal for a new trial.

October 2010: Jerry Trump, a Columbia Tribune janitor, gives affidavit that says he lied during trial. The claim of recognizing Ferguson and Erickson from a newspaper photo was false. He did not see photos of the young men until December 2004 meeting with prosecuting attorney Kevin Crane.

Nov. 2, 2010: Motion for Supreme Court rehearing and transfer denied.

Feb. 14, 2011: Ferguson files writ of habeas corpus petition that includes the recantations of Erickson and Trump, eyewitnesses in the case.

March 24, 2011: CBS "48 Hours Mystery" airs update to 2006 show that covered the Reddish murder. The update includes new evidence that supports Ferguson's innocence, including Erickson's recantation.

May 2, 2011: Assistant Attorney General Stephen Hawke files response to Ferguson's habeas corpus petition. He said that recantations do not nullify previous testimonies.

May 26, 2011: Zellner files to no longer represent Erickson. Motion is filed to prevent a future conflict of interest because of the possibility Ferguson might be granted a new evidentiary hearing.

July 12, 2011: Judge Daniel Green, of Cole County Circuit Court, dismisses Ferguson's claims that his trial was unfair due to the jury selection process. The jury selection system in Lincoln County at the time allowed potential jurors to opt out of jury duty by paying a fine of $50 and completing six hours community service.

Aug. 5, 2011: Dateline NBC "Mystery in Halloween Night" airs about the case.

September 2011: Ferguson's evidentiary hearing is rescheduled for April 16, 2012 from its original October date.

April 16, 2012: Ferguson's evidentiary hearing set to begin.

Kyle Garrison, 14, left, hugs friend, Brittney Banes, 15, outside Urban Empowerment Ministries on Saturday afternoon. Garrison was Bryan Rankin's girlfriend.

Another youth gone

Rankin is the second 17-year-old killed in recent months

FUNERAL from page **5A**

the planning of an event called "Silence the Violence," which includes a march, forum and youth fair of youth resources in Columbia sponsored by Urban Empowerment Ministries.

Woods cited the story of the Good Samaritan in the Bible when imploring those in attendance to have compassion for the youth of Columbia instead of only pointing out the problems. The parable of the Good Samaritan from Luke 10 is the story of a man who helps a stranger when others would not.

"We have the gall and the audacity to look down our noses at kids, at these people," Woods said. "But in the midst of looking down our nose at people who seem like they are less than us, we're still sick."

He then spoke directly to the teenagers in the room and said they don't have to listen to people who have low expectations of them.

"Just because you're going through some ups and downs don't mean God has counted you out," Woods said. "As a matter of fact, God's going to make your failure your elevation."

Amid his grief, Bryan Rankin's father encouraged parents to not take their children for granted.

"When you wake up in the morning, when you see your babies, you embrace them. You kiss them. You kiss them on their faces. Tell them how much you love them," he said.

This voice cracked and he paused to cry. People in the sanctuary said, "That's alright, take your time."

Woods said the community's next step is to look after children to prevent another death.

"When you spot a problem, care enough to provide a solution."

Attendees of Bryan Rankin's funeral walk into Urban Empowerment Ministries on Saturday. Nearly 200 people attended the service for Rankin, who died on April 3.

Original zone map undergoes revisions

REPORT from page **5A**

zone. Members also are skeptical about whether the economic benefits advertised by REDI will actually occur if the enhanced enterprise zone is established. REDI has said the zone will encourage job growth and increased development.

CIVIC members also are concerned about the legality of the blight resolution itself.

On Monday, members of CIVIC began circulating an initiative petition calling for the council to rescind the blight decree and dissolving the advisory board established by the February resolution. Using Article II, Section 15 of the City Charter, which states that the council must enact "legislative business" by ordinance rather than resolution, CIVIC said in a statement that the council's decision to act by resolution "deprived the broader public of any meaningful input in the process."

City ordinances, the statement noted, require multiple readings and opportunities for public input, while resolutions do not. Because the blight decree was the first step in a long application process, rescinding the February resolution would force the council and REDI to start over in the pursuit of an enhanced enterprise zone.

Although Cavanaugh Noce, assistant to the city counselor, could not be reached Friday for further comment on the blight resolution's

legality, he said in a Missourian article earlier this week that CIVIC's argument could be "a real legal argument."

In its report to the council, REDI holds that "the process to establish an enhanced enterprise zone in Columbia has followed proper procedures and has allowed for public discussion on the proposed program." To rescind the resolution, the report said, would eliminate "all of the work and effort that has gone into this process, all of which has been done in good faith effort."

According to the report, the process is working. At the Feb. 6 council meeting, council members asked that REDI review the boundaries of the proposed zone to see whether it could be pared down in size. The Enhanced Enterprise Zone Advisory Board has been reworking the map for several weeks. At its meeting on Wednesday night, it presented new maps — a smaller version of the original and a map with two separate enhanced enterprise zones instead of one large map.

The original map encompassed

24 census block groups that received more than half the city and included residential areas. The smaller version of the original presented at Wednesday's board meeting contained 18 census block groups, eight highly residential areas with little attraction for industrial development were removed.

The map containing two separate enhanced enterprise zones reduced the number of census block groups to 15 and excluded Stephens Lake Park from the zone.

Boone Gerding, an advisory board member appointed by the Columbia Library Board, said two zones would give the advisory board more flexibility in determining where businesses should develop.

Andrews also guided advisory board members and a handful of residents through a PowerPoint presentation that displayed the specific locations where businesses in the zone would expand and develop. Andrews called these locations "certified sites," meaning the infrastructure necessary

for manufacturing is already in place and ready for building.

Despite these revisions, however, the final version of the map is still changing.

"City Council will have to approve the revised enhanced enterprise zone map prior to submitting the application to the State Department of Economic Development," Mike Brooks, president of REDI, wrote in a report to the council.

Through an ordinance, the report notes, the council still must confirm what kinds of businesses will be eligible to receive the incentives of the enhanced enterprise zone, the level of tax abatement for those eligible businesses and the final map, once it is determined.

The original map, the report continues, "will be rescinded and replaced by the new map in the ordinance." This ordinance "will provide the opportunity for the community to respond to the map as requested."

John Clark, a Columbia resident who attended the advisory board's presentation expressed concerns. But he urged REDI to do more research on how effective enhanced enterprise zones are at creating jobs and spurring economic growth.

"The state hasn't done any real research on how effective these programs are," Clark said. "That's reason enough to go slower. We simply do not have evidence to prove that this will work."

> 'The state hasn't done any real research on how effective these programs are. That's reason enough to go slower. We simply do not have evidence to prove that this will work.'
>
> **JOHN CLARK**
> Columbia resident who attended advisory board meeting

Headlines should reflect the content of the story on the jump page.

Use normal hierarchy rules for jumps.

Double rules separate a package/ inside page centerpieces from downpage stories.

Jump from keyword line

Feature Design

See how this page draws a bit more attention? It stands out from the normal template used in the rest of the stylebook and makes you stop. That's the job of feature pages in a newspaper. They're meant to be special, and designers have more freedom when they work on one. By virtue of this freedom, a stylebook can't dictate too much about how they should look, but there are some guidelines and tools at your disposal.

Match initial drop cap typeface with the display typeface, such as Minion Display.

FEATURE BLURBS

Only with features are you allowed to featurize pull quotes. All other stories should follow the regular pull quote/blurb type (Page 86).

Note: Use double quotation marks on this style.

Large quotes:
Arial Black
85 pt size

It is permissible to change the color to match the color in a photo or the tone of a story.

" **Design is a funny word. Some people think design means how it looks. But of course, if you dig deeper, it's really how it works.**"

Blurb type:
Blurb-typeNoRuleAbove
14/15.5

Blurb-why
8.5/8.7

STEVE JOBS
Former Apple CEO

Blurb-who
10.5/10.5

ART HEADLINES*

The most elaborate feature treatments use art headlines. Individually designed, these headlines use contrast to draw attention. The only rule for them: Stick to Missourian typefaces.

If the feature already has a great photo, don't take away from it with distracting type.

THE ᴺᵗ MESSENGER

Finding order in chaos

BYLINE TREATMENT

When a reporter's story is given feature treatment, it can be a good idea to give them a little extra recognition, too. A featurized byline can do this. Here are a few ideas:

———— By Joe Smith ————

Joe Smith // Missourian

Joe Smith | Missourian

Floorboard

DESIGN STYLEGUIDE

STYLE & TIPS

The 1A designer will be responsible for designing the floorboard.

■ The bar code and Volume and Issue information **MUST** stay in the bottom-right corner.

■ The floorboard normally is a shallow strip across the bottom of Page 1A, but it can be deeper, boxier or run up the right side of the paper.

■ Although corrections can continue inside the paper on Page 2A, try to make them all fit in the floorboard. If there is more than one correction, use a bullet at the start of each one.

■ Make your tease headlines and tease lengths equal for all teases. Also watch out for widows or orphans.

BAR CODE

Be sure to check the daily distribution sheet for the number of sections and pages.
The bar code goes underneath at the bottom right of the page. It is the only element on the page that **never moves**.

INDEX

The content in the index will change depending on inside page content. Its height and width can change.

WEATHER

To change the weather icon, click on it with the direct select tool (white arrow), then use the up or down arrow.

■ Bold the time of day using Franklin Demi. The box size varies, depending on the day's teases.

FLOORBOARD TEASES

There are a variety of teases the designer can select from to put in the 1A floorboard. The type is usually Infobox-Type with headlines set in Kicker News Blue.

■ The versions on the 1A template are just starting points. Begin by deciding what content you want in this space, then design it however makes the most sense.

■ Because the floorboard can vary so much, try to get a good idea of what it'll look like early on so it doesn't force you to rework your entire design late in the night.

Kicker News Blue: Franklin Demi, 16/16

Example proportionally reduced in size, originally four columns wide.

MU BASEBALL

SAM GAUSE/Missourian
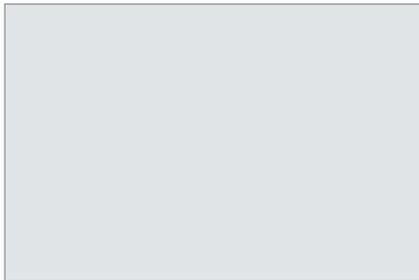
The Missouri baseball team took on the 16th-ranked Baylor Bears on Thursday at Taylor Stadium. The Tigers lost the series opener 3-1. **Page 1B**

Blue page teases should be used for photo teases.

0.5, 50 percent black

CORRECTION

Stephen Ball, an MU nutrition and exercise physiology professor, was awarded the William T. Kemper Fellowship for Teaching Excellence award on Wednesday. Mike Middleton is deputy chancellor. A blurb on page 1A Thursday misidentified the winner of the award and Middleton.

CARTILAGE

MU's new system extends donor tissue storage, which could improve transplants and reduce patient wait times. **Page 4A**

MUMMY MASK

The Saint Louis Art Museum is allowed to keep the 3,200-year-old funeral mask of Lady Ka-Nefer-

Nefer after Egypt's Supreme Council of Antiquities failed to prove that the artifact was ever stolen. **Page 4A**

GREG MORTENSON

An investigative report says the author of "Three Cups of Tea" spent millions of dollars from his nonprofit charity organization on personal expenses. **Page 6A**

TODAY'S WEATHER

Today: Sunny and mild.
Temp: 63°
Tonight: Mostly clear and cool.
Temp: 41°
Page 2A

Infobox-Type is used for all the teases. Bold the time of day information in the weather blurb.

INDEX

Our 104th year/#148
2 sections
16 pages

One gridline (p9.7) of space on each side of floorboard rules.

Page 2A

Page 2A features a combination of standing elements and elements that rotate throughout the week.

Weather forecast

NATURAL EVENT: Put today's item from "Natural Events Calendar" here.

TODAY'S FORECAST:

HIGH **XX°**   LOW **XX°**

Chance for precipitation: XX%

Mostly sunny, with a high near XX. South wind between XX and XX mph with gusts as high as XX mph.

Sunrise X:XX a.m.
Sunset X:XX p.m.

High XX° **Low XX°**

Precipitation: XX%

Rain likely. Cloudy, with a temperature falling to around XX by X pm. North wind between XX and XX mph.

High XX° **Low XX°**

Precipitation: XX%

Rain likely. Cloudy, with a temperature falling to around XX by X pm. North wind between XX and XX mph.

High XX° **Low XX°**

Precipitation: XX%

Rain likely. Cloudy, with a temperature falling to around XX by X pm. North wind between XX and XX mph.

Weather almanac

Data for MONTH XX, 2012

HIGH **XX°**		LOW **XX°**
XX°	**Normal**	XX°
XX° (XXXX)	**Record**	XX° (XXXX)
XX°	**Year ago**	XX°
XX° Death Valley, Calif.	**Nation-wide**	XX° Stanley, Idaho

LAKE LEVELS

Lake of Ozarks. . . . . . .XXX.X No change
Mark Twain . . . . .XXX.X Up X.X

MISSOURI RIVER

at Boonville . . . . .X.X Down X.X
at Jefferson City . . . .X.X Down X.X
at Hermann . . . . .X.X Down X.X

PRECIPITATION

None

Normal daily value: X.X" **Total month to date: X.XX"**

Normal month to date: X.XX"

Total year to date: XX.XX"

Normal year to date: XX.XX"

Lottery

PICK 3 (XX/XX)
Mid: X ■ X ■ X **Eve:** X ■ X ■ X

PICK 4 (XX/XX)
Mid: X ■ X ■ X ■ X
Eve: X ■ X ■ X ■ X

SHOW ME CASH (XX/XX)
XX ■ XX ■ XX ■ XX ■ XX
Jackpot: $XX,000
Next jackpot: $XX,000

LOTTO (XX/XX)
XX ■ XX ■ XX ■ XX ■ XX ■ XX
Jackpot: $X.X million
Next jackpot: $X.X million

MEGA MILLIONS (XX/XX)
XX ■ XX ■ XX ■ XX ■ XX
Mega Ball: XX ■ **Megaplier:** XX
Jackpot: $X.X million
Next jackpot: $X.X million

POWERBALL (XX/XX)
XX ■ XX ■ XX ■ XX ■ XX
Powerball: XX ■ **Power Play:** X
Jackpot: $XX.X million
Next jackpot: $XX million

WEATHER

■ The weather almanac data represents the day before publication. Use the date instead of the day of the week.

■ The Natural Events Calendar can be found by the windows at the back of the print desk.

■ All of the weather icons are in the same picture file. Use the white arrow tool to move the icon with the up and down arrows until the right one appears.

■ Today's forecast data represent the day of publication.

FOR MORE INFORMATION ON PAGE 2A PROCEDURES, REFER TO THE HOW-TO GUIDES IN THE "HOW TO SURVIVE IN THE PRINT DESK WILDERNESS" BINDER, WHICH CAN BE FOUND IN THE PRINT PRODUCTION AREA.

Page 2A — Print Calendar

CALENDAR

The print calendar tells our readers about two events for each of the next two days, including the publication date.

■ Always use the "what's going on" tag at the top.

■ For more on how to do the calendar, see the calendar entry in the alphabetized section of the stylebook.

Kicker News Blue:
Franklin Demi
16/16

InfoBox-Type:
Franklin Medium, 9/11

CalendarInfo:
(found under character style):
Franklin Demi, 9/11

CalendarDay:
Franklin Demi, 12/12, all caps. Use "Today" for events on the day of publication.

CalendarHed:
Minion Cond, 18/18, all caps

Use "Call:" for a single telephone number.
Use "Contact:" for multiple telephone numbers and other options, e.g., email and website addresses.

Clip art and photos can be found in mofiles> publications>missourian> designerresources> calendar cutouts. Feel free to add new ones.

WHAT'S GOING ON

TODAY

'KEEP ON KEEPIN' ON'

The "We Always Swing" Jazz Series and Ragtag Cinema kick off Jazz Appreciation Month with a documentary about St. Louis native Clark Terry.

When: 6 p.m.

Where: Ragtag Cinema, 10 Hitt St.

Cost: $9

Call: 443-4359

THURSDAY

PIZZA ROLLS, NOT GENDER ROLES

This interactive event discusses how gender roles influence our daily lives. There will be pizza rolls.

When: 12:30 to 1:30 p.m.

Where: MU Student Center, 911 Rollins Road

Cost: Free

Call: 884-7750

FRIDAY

TENNIS SLAMS BREAST CANCER

Missouri tennis plays Texas A&M to continue its longstanding rivalry with the Aggies. Fans are encouraged to wear pink to raise awareness for breast cancer.

When: 5 p.m.

Where: Mizzou Tennis Complex, 2001 S. Providence Road

Cost: Free

Call: 1-800-228-7297

ADDITIONAL CORRECTIONS

When there are too many corrections to fit on Page 1A, the rest will go on Page 2A.

■ There is no template on Page 2A for corrections, but treat the design as a sidebar, and bullet each one.

■ Run the extra corrections underneath the weather and lottery box, but as close to the top of the page as possible.

Kicker Sidebar:
Franklin Demi, 16/16, centered

Corrections

■ The Episcopal Horse Show runs through Sunday. A calendar item on page 2A Thursday listed the incorrect ending date.

Missourian Gray, 20 percent with one-gridline inside border on all four sides.

Blurb Style & Infoboxes

BLURB STYLE & GENERAL GUIDELINES

Our infoboxes, pull quotes and teases use many of the same style traits, including:

■ An even gridline border goes around blurbs that are set into copy. Use a text wrap of 1p6 on top, p9 on the bottom and sides to create this look. Make adjustments as needed.

■ Hyphens aren't allowed in display type, and blurbs are no exception. Use a soft return (Shift+Enter) before a word to bump it down a line.

■ Copy editors and designers should look for information that can be pulled out of a story. Designers can also add information to stories if it's appropriate and from a verifiable, trustworthy source.

INFOBOXES

Infoboxes work well for lists of information that would be difficult to present in the body of a main story.

■ Infoboxes also allow the designer to highlight important information, such as the time and place of a meeting, so it's easy to find at a glance.

■ Think of the reader while writing infoboxes; don't let them get too dense. They're meant to be easy to read and require only a small time commitment.

Infobox-Hed:
Franklin Demi, 16/24

Peace Corps volunteers

Volunteer demographics:

■ Current number of volunteers and trainees nationwide: 9,095

■ Gender: 61 percent female, 39 percent male

■ Current number of countries served: 75

Where volunteers serve:

Africa: **39 percent**

Latin America: **24 percent**

Eastern Europe/Central Asia: **18 percent**

Asia: **9 percent**

The Caribbean: **4 percent**

North Africa/Middle East: **3 percent**

Pacific Islands: **3 percent**

Source: Peace Corps

— Jane Doe, Peace Corps spokeswoman

Infobox-Subhead:
Franklin Demi, 11/11

Infobox-type:
Franklin Medium, 9/11,
use demi for bold

Infobox-tagline:
Franklin Demi, 9/11,
both of these source lines
can be used in infoboxes

INFOBOX TEASES

Inside

Fighting continues in Afghanistan.
Page 4A

Looks like an even gridline of space, but it's actually a text wrap of 1p8 on top, p9 on bottom and p9 on both sides.

WEBSITE REFERS

Use infoboxes to tease to content on a website, including ours.

■ When typing in the web address, don't use hyphens — they can be mistaken for part of the address. Instead, use a soft return line break (Shift+Enter) at a natural break in the web address.

INSIDE REFERS

Teases and refers to content inside the paper can take the infobox format. Be sure to tease to something specific. Don't just say, "For more coverage, turn to Page 4A."

Pull Quotes

ANATOMY OF A PULL QUOTE

Be careful with the placement of quotes. They should be used only when there is a meaningful quote worth setting apart. Like all display type, pull quotes get single quotation marks.

■ Many of the rules are the same for infoboxes as for pull quotes; most importantly, the gridline border around pull quotes and infoboxes set into type.

■ When setting a pull quote in text, make the surrounding body copy columns at least 8p9.

■ The pull quote should be narrower than the section of text wrapping around it.

■ Never use the closing quote of a story for your pull quote; it steals the writer's thunder.

■ With a mug, leave a gridline of space to separate it from the pull quote below it.

■ Use the Blurb-Why w/rule below style.

'Columbia is a very sophisticated wine market. This is a white-collar area, and there are people that collect wines seriously.'

PAUL VERNON
Proprietor of
Top Ten Wines

Blurb-Type:
Franklin Demi Cond, 14/15.5

Blurb-Who:
Franklin Med-Cd, all caps, 10.5/10.5

Blurb-Why w/rule below:
Franklin Book-Cd, 8.5/8.7

Black Rule:
0.5 points thick, 100 percent; built into rule below styles

PULL QUOTE OR BLURB PLACEMENT POSSIBILITIES

Across the top of two columns

'A pull quote or blurb can split over the top of two columns like this.'
WHO SAID IT
Why we should care

With mug shot

'One 9.7-point gridline separates the mug and quote.'
WHO SAID IT
Why we should care

On top of one column

'Do not use the closing quote of a story for the pull quote. It steals the writer's punch line.'
WHO SAID IT
Why we should care

Set inside two columns

'Try to have an even gridline of space around pull quotes.'
WHO SAID IT
Why we should care

'A pull quote or blurb can split over the top of two columns like this.'
WHO SAID IT
Why we should care

Examples

DESIGNING FEATURES

These features are all very different. The one to the right is more of a traditional feature page, while the election night page, below right, is a good example of a straight news story designed as a feature. Finally, the conceptual tease page, below left, shows how you don't have to think inside the box when it comes to feature design.

What do these pages do well?

■ They are content-driven. The design is dictated by the overall tone of the story and its relative news value.

■ These designs have unity — meaning a certain tone was applied throughout the design from byline treatment, to drop caps, to the display typefaces used.

■ Most of these, and other great feature designs, are deliberate in their use of white space. The amount of space between various elements isn't as important as that space being proportional. See the page at right, where the space between all of the elements is consistent.

■ So, if you think 1 1/2 picas of space looks good as a distance between your headline and story start, then half of that space could work between the headline and caption.

■ Feature and display stories are the only ones that should deviate from normal spacing style.

Packaging Stories

PACKAGING MULTIPLE STORIES

When two or more stories are directly related to one another, let the reader know by packaging them together. This helps tie a design together and makes the relationship between the stories clear.

■ For jump pages and packages wider than two columns, use Package Label to package stories together.

■ Be careful with how closely you link stories; packaging can be accomplished in multiple ways, even by simply placing the stories next to each other.

For an entire page, stretch this label across all six columns with the folio rule acting as this top rule.

Package-label: Minion Pro-Display, 20/21, all caps

This label takes up three gridlines of space counting the depth of each rule. The format is built into the paragraph style.

THE DOUBLE RULE

When you have a large story package with several elements, a double rule is used to firmly separate it from any unrelated stories below it.

■ Under the rule selection tool, select 3 point thin-thin.

■ When using a double rule, use three gridlines of space between articles, even on inside pages. Center the double rule in the space between stories.

HEADLINE HIERARCHY

When creating a front page package, it's a good idea to have a dominant headline that sets the tone for all the content to follow. For instance, see the city election example on Page 87.

■ With a large headline, that means the hierarchy of the other headlines in the package is in relation to that one, overarching headline, not to the other headlines on the page.

■ Some stories in a package will have smaller headlines than other, less important stories on the page, but the dominant headline and art for the package will give each story in it enough weight.

LABELING A SMALLER PACKAGE

When a package is 2 columns or less wide, Package Label becomes overkill. It is simply too large for a package that size.

■ Instead, use SS (short story) Label.

■ Like all elements, use a gridline of space between the story's headline and the label.

■ Center the label over the headline.

SS Label: Franklin MediumCd, 18/18

STORY LABEL

Headline here herey for story

BRIEFS PACKAGES

Briefs, or short stories, are often packaged together in a special format:

■ The Missourian uses a variety of brief packages, such as State Briefly, World Briefly, Nation Briefly and Area Briefly — made up of local briefs only. Another option is a mix of sources, in which case the label Briefly would be used.

■ Each brief should be in ragged-right type.

■ Unlike all other headlines, brief headlines cannot be resized.

■ If putting briefs in two columns and a brief starts at the bottom of the first leg, there must be at least three lines of body copy before the start of the next column. Switch the order of briefs if necessary.

SS Label: Franklin Medium-Cd, 18/18

AREA BRIEFLY

Rock Bridge senior wins Mo. citizenship award

Hed-Briefs: brief headlines are two lines only

Rock Bridge High School senior Lucinda McRoberts has been selected to receive the 2007 Missouri Award for Outstanding Achievement in Citizenship.

McRoberts is the president of the Rock Bridge Student Council and is a core leader for Rock Bridge Reaches Out, ...

Bdy-Ragged

Bdy-Tagline — **Stephen Kempf**

Missourian Color Palette

THE CORE COLORS

The Missourian has a set of three colors that are used in all of its editorial content. These colors are content-dependent, and each carries its own set of considerations.

These are tints, not changes to the opacity.

| Missourian Blue | 85% | 40% | 20% |

| Missourian Red |

Don't use tints of Missourian Red; it doesn't tint well and appears pink.

| Missourian Gray | 85% | 40% | 20% |
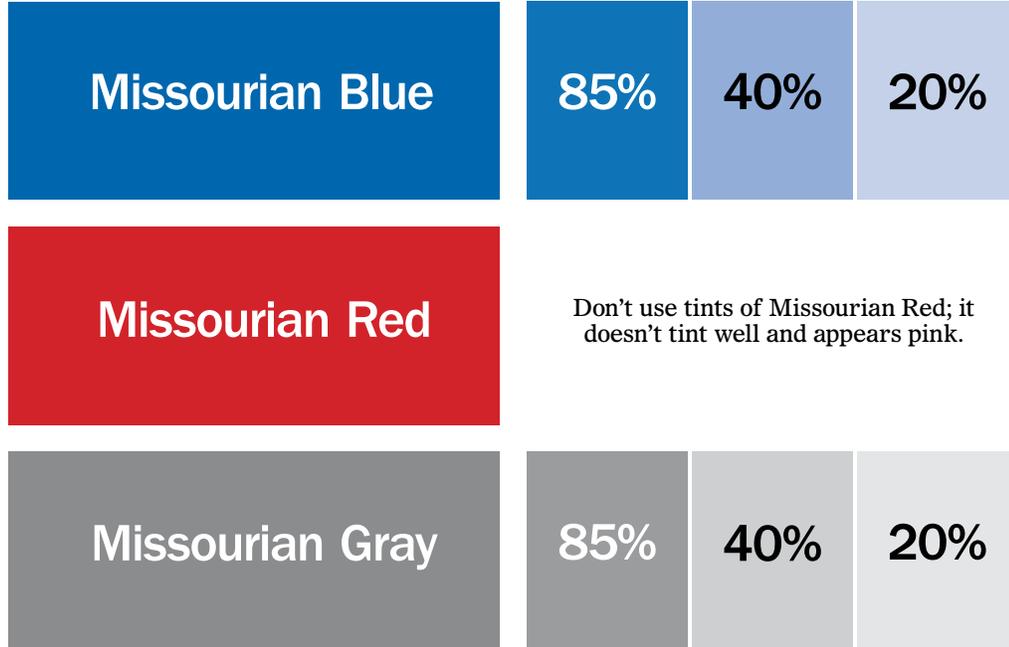
MISSOURIAN BLUE

This blue is the official color of the paper and is used throughout the news section for infobox headings, Q-and-A slugs and sidebars.

Blue: Although it can connote meaning on its own, its wide popularity means that it can still be a lively color that doesn't change the tone of a story too much.

CMYK VALUES

C: 100
M: 55
Y: 0
K: 5

MISSOURIAN RED

This vibrant red is the color of the Sports section and is most recognizable in the section's nameplate. Sports uses many kinds of blurbs, so this color is used often.

Red: Although not appropriate for a news section, it does show passion, emotion and energy.

C: 15
M: 100
Y: 100
K: 0

MISSOURIAN GRAY

Use this when the section's normal color would give the story an unintended meaning, such as a political story in the news section.

C: 0
M: 0
Y: 0
K: 55

Alternative Story Forms

SIDEBARS

Sometimes, a long article will feature a shorter related story as a companion item. The designer may use a colored box as a backdrop for this text so that it stands out and creates a packaged design.

■ The colored box should be the width of the columns of text in the main article.

■ Sidebars take a short headline like an infobox. Use the sidebar kicker style, and write it in down-style.

■ Use the text wrap feature to place a one-gridline border around your sidebar text boxes. When placed over the separate box with the background color, it will easily create a blue border for your sidebar.

■ Missourian Blue at 20 percent is used for the box. Gray at 20 percent can also be used and is the default choice in Sports.

Sidebar headline

Lum nuscium enimus, sit as ventibero erspis exerspitae dolum fugia pore eossimi, ne qui volor aliam faceru utem fugia voluptatinis sa sam seque des cullibus ati solore,

Kicker Sidebar:
FranklinDemi, 16/16

One gridline of space

Bdy-Ragged,
to avoid bad breaks
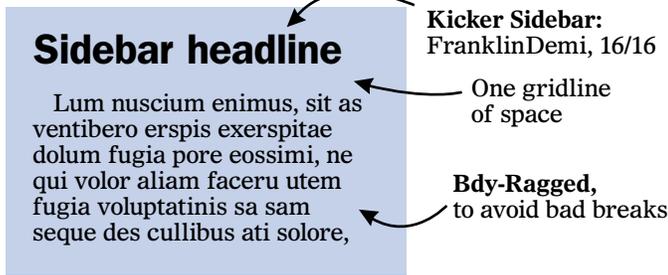
Q-AND-A'S*:

This is where a brief introduction to the topic of the Q-and-A would be used. Use Q-and-A intro style to get this look.

Q&A Intro

Q How does the Missourian format stories written in question-and-answer format?

Q&Aquestion copy

A Just like this, with the question in Franklin-Demi and the answer in OlympianRoman. All copy is ragged.

Q&Aanswer copy

How did you make those snazzy drop caps?

Q&Aquestion2

There are two paragraph styles: **Q-and-A question** and **Q-and-A answer**. Simply pick the question style, start typing, and when you hit return, the answer style should be automatically selected.

Q&Aanswer2

Use Q&Aquestion2 and Q&Aanswer2 for remainder of Q&A.

***The drop caps are used only for the first question and answer.**

BY THE NUMBERS

To display statistics for a story, you can use an examples of a "by the numbers" presentation. One such example is shown at right.

■ There is no paragraph style for these numbers, but use Missourian Blue (depending on the section) at 20 percent.

■ The design will dictate the size of the numbers, but make all the numbers the same point size.

■ Match both the numbers' typeface and texts' typeface to the content, e.g., Minion for a feature story and Franklin for a newsier display story.

Minion Bold-Cd,
125/150, Missourian Blue 20 percent

International Falls, Minn., the 'Icebox of the Nation,' tied or set record highs 12 days in March.

Minion Bold-Cd Caption,
16/16, matches other display type

From Readers Section

FROM READERS

The From Readers section, of course, features stories from our readers, often with a submitted photo.

■ In general, treat From Readers pieces like any other story. Headline style, photo play and page placement shouldn't change.

■ If the photo is the main content, turn it into a standalone photo with an overline.

■ Edit From Readers stories with a light touch. Check mainly for errors in spelling and libel.

■ Use the infobox to the right somewhere in a From Readers story so that people know a little bit about the section and how to submit their own stories. A tagline can act as a substitute if necessary.

Share your story

This story is part of a section of the Missourian called From Readers, which is dedicated to your voices and your stories. We hope you'll consider sharing. To see more and for submission guidelines, go to columbiamissourian.com/FromReaders. Supervising editor is Joy Mayer.

Kicker News Blue:
FranklinDemi, 16/16

FROM READERS

Normal headline hierarchy applies here

FR-Byline:
Franklin Medium, 10/12

John Hall
Missourian Reader

FR-Reader:
Franklin Heavy, 10/12

John Hall frequently photographs his mid-Missouri surroundings, and he has been sharing his images with the Missourian for several years.

Q-and-A Intro:
Olympian Italics 8.9/9.7 — a short description of the contributing reader goes here.

Turn hyphenation off by unchecking the Hyphenate box in the toolbar.

The old song "April Showers" had as its premise the prelude for May flowers. As I look around my yard I think that those February showers brought March flowers and the March showers have ushered in the April flowers that shouldn't be here until May. The best illustration is the peony bud photo. Those things are a month ahead of their regular budding cycle.

But, yesterday ushered in terrapin season. My son started picking those up as a young boy and now past his 40th birthday, by a whole lot, he still picks them up. He brought a couple of males over yesterday and my English cockers Banshee and Thor watched over them and recalled the many good times they had with Miss Daisy, Thor's mother, as they searched out and found terrapins every day of their lives during the warmer months.

The Iris season will soon be on us in full force. Only the dark colored and light blue ones bloomed this season.

Submitted by JOHN HALL/Missourian reader

Share your story

This story is part of a section of the Missourian called From Readers, which is dedicated to your voices and your stories. We hope you'll consider sharing. To see more and for submission guidelines, go to columbiamissourian.com/FromReaders. Supervising editor is Joy Mayer.

Another option for the From Readers infobox:

This story is part of a section of the Missourian called From Readers, which is dedicated to your voices and your stories. We hope you'll consider sharing.

Bdy-Tagline, centered:
FranklinDemi, 8/8.
Use this only as an alternative to the "share your story" box, which is shown at the top of this page.

DESIGN STYLEGUIDE

Photo Cutlines & Credits

UNDERPHOTO CUTLINES

Most cutlines should take this format. Readers typically expect to find the caption under a photo.

All Missourian photos should have a .5 pt., 50 percent tint black border.

BETH SCHLANKER/Missourian

Kiona Hughes, 16, takes a phone call and sets up a later appointment with C.A.R.E. Over the past five years, Kiona has taken on a lot of responsibilities helping out with younger children
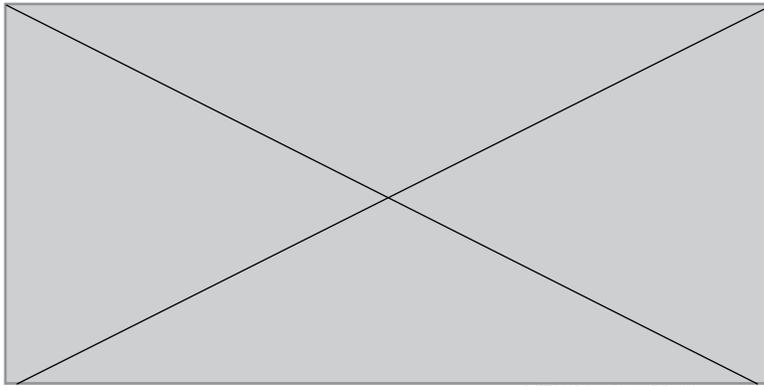
No space here, -2 baseline shift built into paragraph style

Photo-Cutline:
Franklin Demi-Cd, 9/9.7

Photo-Credit: Franklin Book, 6.7/9.7, flush right. All caps name, followed by a forward slash without spaces, lowercase for Missourian or wire service credit.

SIDESADDLE CUTLINES
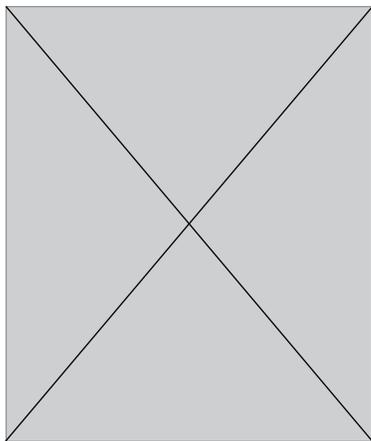
Kiona Hughes, 16, takes a phone call and sets up a later appointment with C.A.R.E. Over the past five years, Kiona has taken on a lot of calls.
BETH SCHLANKER
Missourian

One gridline of space

Sidesaddle cutlines aren't ideal, but they can work well with shallower packages, allowing larger photographs and headlines.

■ Watch out for bad breaks, using cutline width changes and soft returns (Shift+Enter) to avoid them.

■ Change cutline and credit justification to ragged right or ragged left, depending on placement. Ragged left (in a cutline on the photo's left side) can work but is hard to read if it's too long.

■ Unlike regular cutlines, no forward slash is used before the media outlet name.

■ Adjust leading in photo credit if necessary.

■ Align cutline with the top or bottom of the photo. Pick whichever option results in white space that isn't trapped.

GANGED CUTLINES

Ganged cutlines, or multiple cutlines grouped together, should be used with care. When it's necessary or it works for the design, use the format below.

ABOVE: Travon Bryant goes after a loose ball.

LEFT: Ricky Clemons plays despite a broken hand.

CUTLINE STYLE TIPS

■ Use the space. The last line of a multiline cutline should be at least three-fourths as long as the top line.

■ For Missourian and AP file photos, the credit should read "Missourian file photo" or "The Associated Press file photo."

■ If the photo is a courtesy photo or handout, it should read "Photo courtesy of NAME IN ALL CAPS."

■ Tell the reader what can't be seen in the photo. The cutline for a photo of a boy eating an ice-cream cone need not begin with, "A boy eats an ice-cream cone at ..."

■ When all the photos in a package have the same credit, give one credit under the dominant photo (example: BETH SCHLANKER/Missourian).

■ It adds consistency to the design to pull out the photo credit when pulling out a byline such as "story by ..." and "photos by ..."

Story by Casey Smith, Photos by Tom Jones

Mug Shots

BASICS

Missourian mug shots are **5p6 wide and 8p deep**. The subject's face should fill the frame, just about from one of their ears to the other.

■ Using just a name with a mug shot is acceptable if they are a public figure, but a cutline is preferred.

■ In general, mug shots should use gridline borders between content, just like other blurb styles. When a mug has a cutline underneath it, use 3 points of space to separate them.

■ Where mug shots are placed shouldn't affect a reader's ability to follow a story.
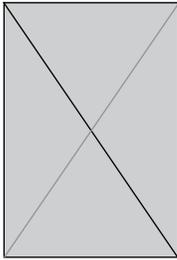
When placing a cutline under a mug shot, put 3 points between the photo and cutline.

GARY PINKEL is Missouri's head football coach and will be for some time to come.

GARY PINKEL is the football coach and will be for some time to come. He took MU to a bowl game.
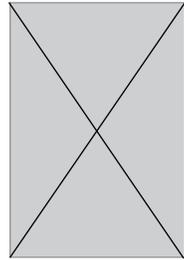
One gridline of space — p9.7 — here when it's a sidesaddle cutline.

Photo-Cutline: Franklin Demi-Cd 9/9.7, ragged right. Mug shots get a cutline with the subject's name first in all caps. No photo credit is needed.
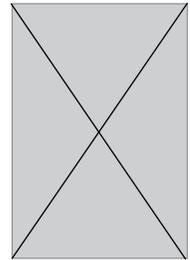
GARY PINKEL

MUG SHOT PLACEMENT OPTIONS

In its own half-column with a cutline underneath

MU Health Care names director

By **AMANDA J. BURKE**
news@columbiamissourian.com

A North Carolina leader of health care systems has been named executive director of MU Health Care, MU officials said Monday.

Jim Ross, president and chief operating officer of University Health Systems of Eastern Carolina, begins April 1.

"I've already learned about the Tigers and the black and gold," he said Monday evening from his Greenville, N.C., home.

Ross will oversee the administration of hospitals and clinics owned or operated by MU Health Care. That includes University Hospital, Children's Hospital, Columbia Regional Hospital, Ellis Fischel Cancer Center, Missouri Rehabilitation Center and University Physicians.

Ross's responsibilities will also include the Capital Region Medical Center, Cooper County Memorial Hospital and Rusk Rehabilitation Center.

His annual salary has been set at $350,000.

During Ross's 13 years of leadership at University Health Systems of Eastern Carolina, the system grew from one hospital to six. Before that, he was senior vice president at St. Luke's Episcopal Hospital in Houston and vice president of Methodist Hospitals of Dallas.

"At all three of the places I worked, we were able to put together a team of outstanding leadership," Ross said. "Administrators, physicians and nurses came together to resolve problems and build programs."

UM System President Elson Floyd said Ross will play an important role in selecting MU Health Care's leadership team. MU Heath Care anticipates hiring a chief financial officer and a chief medical officer by spring.

Former MU Health Care managers John O'Shaughnessy and Keith Weinhold stepped down in September 2002, and the Hunter Group, a Florida management company, took control to address financial problems.

Under Hunter's direction, MU Health Care saw a profit of $8.4 million in the last fiscal

JIM ROSS is to oversee the hospitals and clinics owned or operated by MU Health Care.

Above one leg of type with a sidesaddle cutline

MU Health Care names system director

By **AMANDA J. BURKE**
news@columbiamissourian.com

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Ross's responsibilities will also include the Capital Region

JIM ROSS is to oversee the hospitals that are owned by MU Health Care, part

Medical Center, Cooper County Memorial Hospital and Rusk Rehabilitation Center.

His annual salary has been set at $350,000.

During Ross's 13 years of leadership at University Health Systems of Eastern Carolina, the system grew from one hospital to six. Before that, he was senior vice president at St. Luke's Episcopal Hospital in Houston and

Inset into a column

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JIM ROSS is to oversee the hospitals and clinics that are owned or operated by MU Health Care.

Above a column

JIM ROSS is to oversee hospitals that are owned or operated by MU Health Care, part

President named at UM System

vice president of Methodist Hospitals of Dallas.

"At all three of the places I worked, we were able to put together a team of outstanding leadership," Ross said. "Administrators, physicians and nurses came together to resolve problems and build programs."

UM System President Elson Floyd said Ross will play an important role in selecting MU Health Care's leadership team. MU Heath Care anticipates hiring a chief financial officer and a chief medical officer by spring.

Former MU Health Care managers John O'Shaughnessy and Keith Weinhold stepped down in September 2002, and the Hunter Group, a Florida management company, took control to address financial problems.

Under Hunter's direction, MU Health Care saw a profit of $8.4 mil-

With mug shot

'One 9.7-point gridline separates the mug and quote.'

WHO SAID IT
Why we should care

Overlines & Working With Photos

OVERLINES

When there is no display type above the fold for a stand-alone photo or for a photo for a large story, use an overline above it.

■ If the story is a feature, use the Photo-Overline Feature style shown at right.

■ For stand-alone photos, use the overline along with a longer caption.

FEATURE OVERLINE

Photo-Overline Feature: Minion Bold-Display, 22/22, flush left, all caps

PHOTO OVERLINE

One gridline of space between photo and overline

Photo-Overline: Franklin Medium, 22/22, flush left, all caps

For more on photo credits, please see page 28 in the alphabetized section.

Photo-Cutline ITC Franklin Gothic STD DemiCondensed 9/9p7
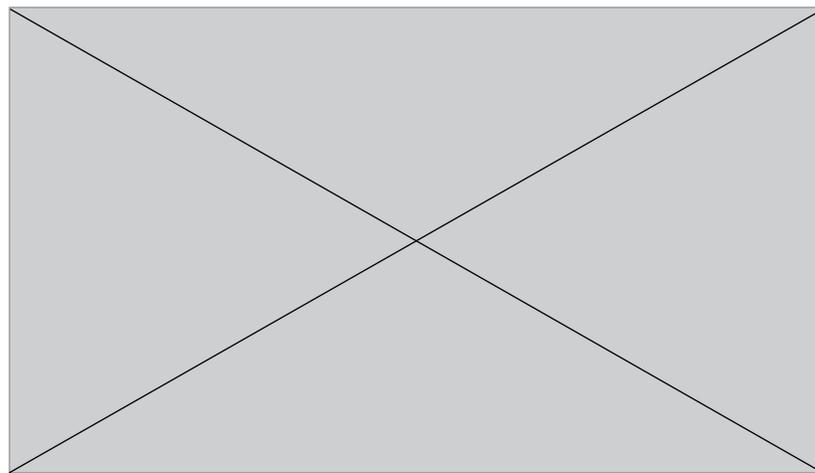
Photo-Credit ITC Franklin Gothic STD book, 6p7/9p7

NAME IN ALL CAPS/Missourian

Cutline goes here, just like normal. Cutline goes here, just like normal. Cutline goes here, just like normal. Cutline goes here, just like normal.

SIZING PHOTOS

Photos, like text, have to be legible for the reader. A complicated photo can't be understood if it's run small. Simpler images can be read at smaller sizes. Some general tips:

■ Make sure all prominent faces in a picture are at least the size of a dime at 100 percent view level.

■ When resizing a photo, make sure you hold down Shift+Command. Be sure to double-check the photo's proportions. Click with white arrow. Dimensions should be 100 percent.

BORDERS

All Missourian photos should have a .5 pt., 50 percent tint black border.

CROPPING PHOTOS

All photo crops MUST be approved by the assistant director of photography on duty. News editors can OK minor crops.

■ Make sure an accidental crop doesn't happen when you're placing a photo by resizing it using Shift+Command.

SIZE OF FACES IN PHOTOS

At this size, these faces are too small to be clear. Make sure each face is at least the size of a dime when designing.

PRINTING TEXT ON PHOTOS

Running type on a photograph can work, but it is tricky to pull off without damaging the integrity of a photo and is best avoided.

■ ALWAYS consult first with a photo editor and the print editor and/or the night news editor.

Photo Dominance

The Missourian always strives to have a dominant photograph on all open pages.

■ Although the size will vary, all other art on the page should be small enough so it doesn't compete with the dominant visual.

■ It is often said that the largest visual element should be at least twice as big as any other art on the page.

Lead newsy headline goes here here

Infobox
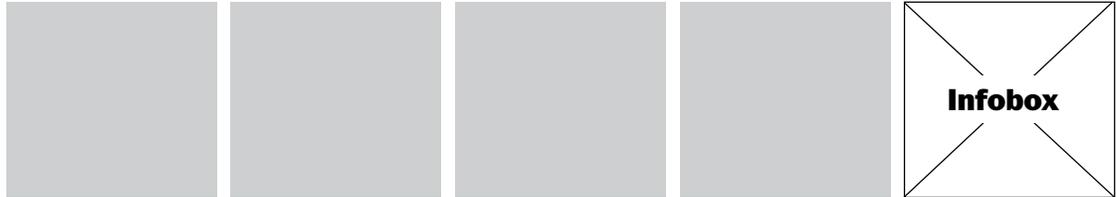
FEATURE OVERLINE HERE

Lead photo
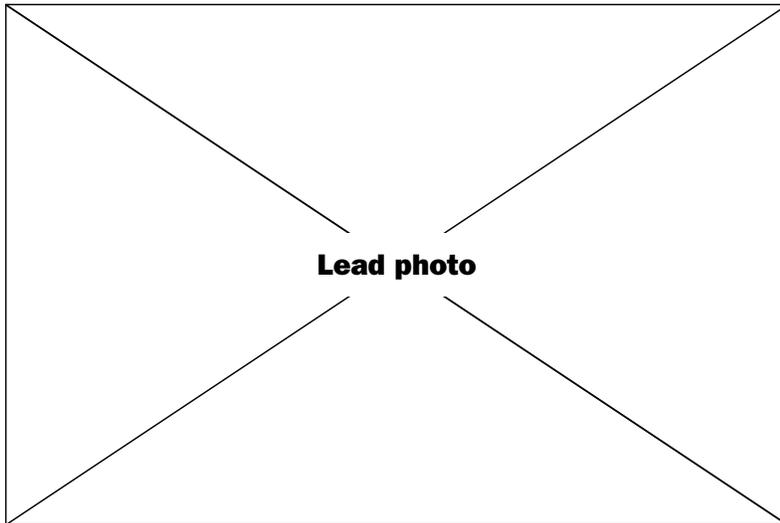
Off-lead headline is herey for story

Mug shot

NAME HERE

Nice t-deck goes here for the feature story goes herey

Lower option A headline fits here
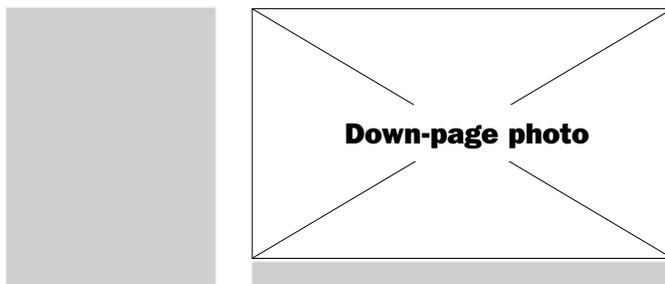
Lower option B headline goes herey for lowest story on page

Down-page photo
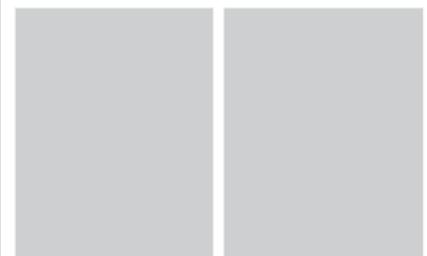
Graphics

DESIGNING WITH GRAPHICS

Information graphics can be as small and simple as a locator map or as complex as a large story that brings together maps, charts and diagrams and acts as dominant art on a page.

■ **DO NOT** resize graphics because they can't be scaled proportionally.

■ On large projects, participating in the planning of the graphic can be a good idea.

■ Graphics boxes do not take borders.

■ If size is an issue, consult the artist or graphics editor.

■ Contrary to other styles outlined in this stylebook, graphics abbreviate ALL street and road designations (Dr. for Drive, Ave. for Avenue, etc.).

Think of a graphic as a sidebar to a story because, like a story, it must go through a series of proofs before it makes it onto a page or the website.

The corrections process between the graphic designer and copy editor continues until the news editor deems it ready for print.

THE GRAPHICS STYLEBOOK

In addition to the rules outlined here, the graphics department has a slew of styles, guidelines and rules for its work.

■ A complete copy of the graphics style guide can be found on the server at: **mofiles>departments>graphics>*TEMPLATES> styleguide.pdf.**

PRELUDE TO A HEART ATTACK

Research and graphics by **DARREN BREEN**/Missourian

MU researchers have found that arteries need practice to function correctly. Moving around makes the blood flow, in turn triggering the processes that cause the removal of fat from the blood stream. Meanwhile, inactivity causes the arteries to stop working correctly. As a result, an overweight but active person could have healthier arteries than a thin and sedentary person.

CROSS SECTION OF AN ARTERY

HOW PLAQUE BUILDS UP INSIDE AN ARTERY

HOW AN ACTIVE PERSON'S ARTERIES REMOVE FAT FROM THE BLOOD

HOW PLAQUE CAUSES A HEART ATTACK

STRESS CAN BE GOOD
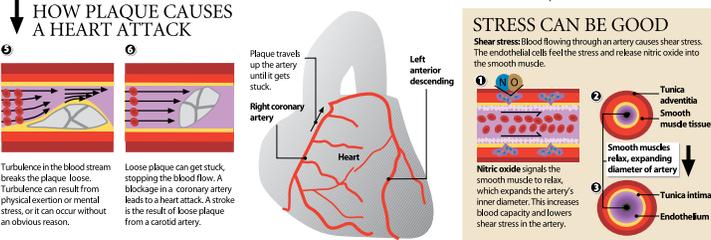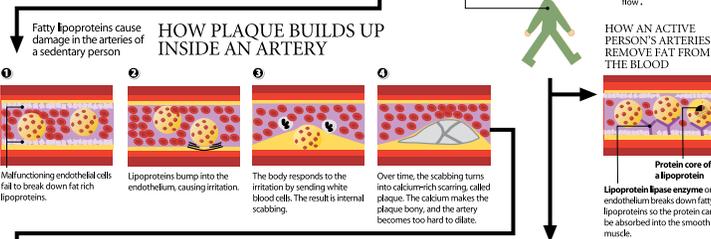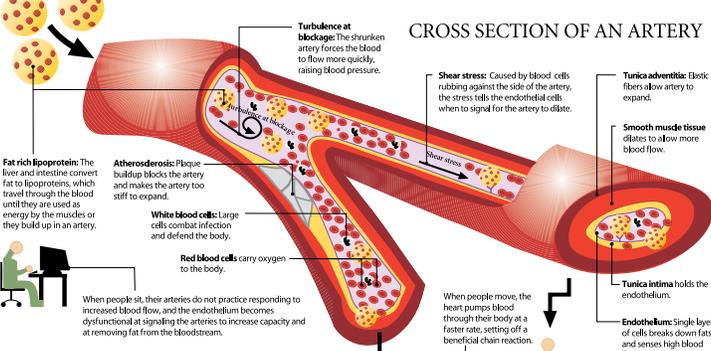
Sources: Ted Zderic, PhD.; Marc Hamilton, PhD.; National Center for Health Statistics; American Heart Association

Opinion Page

DESIGN STYLEGUIDE

PAGE FORMAT & TIPS

■ The headline for the main opinion column is centered, and it takes a larger drop cap, usually six lines deep.

■ Opinion page pieces should be ragged right and take a drop cap that matches its headline typeface.

■ Headlines should reflect the opinion of the writer but should not be overly dramatic. The headline "Obama should take accountability" is way better than "Obama is an oozing slimeball."

■ Don't change a writer's voice, but do edit for accuracy, spelling, punctuation and basic grammar.

PULLOUT BLURB

The main column for the day is the only story on the page to get a pullout blurb, like this one. Use a gridline of space between the mug and blurb.

DAVID ROSMAN

Label: Franklin Demi Compressed, 17/17, all caps

Blurb-type NoRuleAbove: Franklin Demi Cd 14/15.5

Blurb goes here and here and here and here and here and here and here please.

Mugs can be found in mofiles>publications> missourian>OP-ED.

LETTERS TO THE EDITOR

Letters to the editor are grouped under the "to the editor" tag in all caps.

■ When editing letters, use a light touch. It's OK to correct spelling, punctuation and basic grammar.

■ Do not rewrite any part of a letter or you risk changing the writer's voice. The same applies for editing commentaries and Dear Abby letters.

■ If a writer makes reference to a previously published headline, put the headline in quotes only if it is the exact headline as published.

Kicker-Gray: Both Voices and letters use this kicker.

Franklin Demi-Cd, Headlines are typically two lines.

TO THE EDITOR

Smaller headline about content of the column

The Commission has received a complaint alleging that Ann Hart Coulter has violated the election laws of the State of Connecticut." — The Connecticut State Elections Enforcement Commission, February 2009.

NAME HERE

Ah yes, that is our little girl Ann. This time, no matter how much she rants, raves and reviles in the media, she will not be able to escape this one easily.

So here are the sordid details: On Jan. 11, 2009, the "Rush and Molloy" column.

Label: p6 text wrap

Tagline goes here to explain who the writer is, even if it's just "a resident of Columbia."

Body-Tagline: centered

EDITORIAL CARTOONS

To find editorial cartoons, check the "How to Survive in the Print Desk Wilderness" binder in the print production area.

Opinion Page Example

InfoBox-Type, 60 percent color, Demi, 16 pt.

Hed-Franklin DemiCd

ITC Franklin Gothic Std. - Demi-Compressed

Text should be in Body-Ragged

Bdy-Tagline Center text

Bdy-DropCap - Ragged change to ITC Franklin Gothic Std - medium condensed

For the centerpiece column, change drop cap to 6 lines, ITC Franklin Gothic STD, demi condensed

Adjust tracking between Drop Cap and body text so they do not touch.

Blurb-type NoRuleAbove

InfoBox-Hed

InfoBox-Type

Mugs and standing items can be found in Mofiles> publications> Missourian> libraries> Opinion Page. indl — open and drag to side of page, select as needed

---

COLUMBIA MISSOURIAN   WEDNESDAY, April 1, 2015 — Page 5A

Opinion
Write. Reflect. Respond.

WHAT OTHERS SAY

Dr. Schaaf, GOP pals should tell citizens why they are playing games

As a physician, Rob Schaaf adheres to the principle that he will first "do no harm" to his patients.

As a Republican state senator from St. Joseph, he appears to be ignoring that advice.

Dr. Schaaf is one of the chief roadblocks to even allowing the Missouri Senate to debate a proposal to expand Medicaid in Missouri. This despite its promise to invigorate the health care economy, bring billions in federal dollars to the state, create tens of thousands of jobs, and not least, save hundreds of lives every year by increasing access to quality health care by the working poor.

Last week, his stubborn unwillingness to even debate Medicaid expansion took an almost obscene turn.

In a Senate committee hearing, Dr. Schaaf blocked one of his own bills from advancing because it had the potential for being used as a vehicle to allow a Medicaid expansion debate on the Senate floor.

Senate Bill 295 is actually a form of Medicaid expansion, even though Dr. Schaaf won't admit it. It would raise the Medicaid eligibility levels for the elderly and disabled from the current level of 85 percent of the federal poverty level up to 100 percent, thus providing thousands of poor senior citizens and disabled folks with the health insurance they currently lack.

In February, Dr. Schaaf held a hearing on the bill. He invited senior citizens and people in wheelchairs to come to the Capitol to explain why the Missouri eligibility rates were too low and have their lives would be improved if they had better access to Medicaid.

In the meantime, he was blocking every attempt Sen. Ryan Silvey, R-Kansas City, could muster to move an actual Medicaid expansion bill. The Silvey bill would help all the people helped by Dr. Schaaf's bill, and thousands more, at less cost to the state.

But it's part of Obamacare, and Dr. Schaaf and many of his ideologue friends are against anything related to Obamacare.

Last week, Mr. Silvey decided he had had enough.

He did something highly unusual. He called Dr. Schaaf's bluff and moved in committee for a vote on SB 295. Generally, senators bring their own bills up for a vote in committee, especially when they are the vice chairman of the committee, as Dr. Schaaf is. The procedural move took inexperienced term-limited senators by surprise. They did the only thing they could to avoid having to take a vote: They adjourned.

Then Mr. Silvey took Dr. Schaaf to the woodshed on the Senate floor:

First he tried to get Dr. Schaaf to admit his bill was a form of Med-

icaid expansion. The disingenuous doctor wouldn't do so, but the facts are the facts.

Dr. Schaaf's bill is actually very simple. It adds two sentences to state law — one for senior citizens, one for disabled people — that allows the state to adjust the income levels that make a person eligible for Medicaid as called for in Title 42 of the U.S. Code. That is almost exactly what Mr. Silvey's Medicaid expansion bill does. So what is Title 42?

In a word, it is Obamacare.

The Patient Protection and Affordable Care Act, which turned 5 this week, makes changes to 20 different sections of the U.S. Code (federal law). By far, the most changes are in Title 42, which deals with public health and welfare. Both Dr. Schaaf's bill and Mr. Silvey's more comprehensive one would adjust state law to be in concert with the identical subsection of Title 42.

Frustrated with Dr. Schaaf's unwillingness to admit that he actually sponsored a Medicaid expansion bill, Mr. Silvey's line of questioning continued:

Silvey: "So why did you have the hearing and bring people into this building to passionately testify in favor of this bill after you read the fiscal note of being $100 million?"

Schaaf: "You're assuming I read the fiscal note."

Great. So, now Dr. Schaaf's excuse for using senior citizens and disabled citizens as pawns is that he's lazy?

At some point after lawmakers return from spring break, Dr. Schaaf is going to have to end his hypocritical charade and vote yes or no on the bill that gave promise to so many Missouri senior citizens and disabled citizens who want what people like them have in the 29 states that have expanded Medicaid.

Dr. Schaaf, and his GOP allies in the Senate who refuse to even debate their fellow Republican, Mr. Silvey, over the financial and moral imperatives of his Medicaid expansion proposal, owe it to the state's senior citizens, to the disabled, to veterans, to the working poor, to explain to them, from the floor of the Senate, during an actual debate, why they are standing in the way of better health, saved lives and economic growth.

In Dr. Schaaf's case, if he hopes to retain any credibility, he owes a further explanation as to why he would sponsor a bill that would give so many people hope and then block it as it headed toward passage. Giving people hope — real people who have medical needs and can be helped by a legislative vote — and then turning your back on them in a political postfest does real harm.

As a physician, and as an elected official, Dr. Schaaf should be better than that.

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ST. LOUIS POST-DISPATCH

'Claim It!' assignment proved to be lesson in poor thinking

The Fulton Public Schools must claim an error in judgment.

A middle school lesson, called "Claim It!," went way beyond the boundaries of student privacy.

In the lesson, sixth-grade students were asked to acknowledge and "claim" personality traits and family history regarding religion, medical conditions, socio-economic status, criminal behavior and more.

Some of the students were justifiably upset by being asked, in front of their peers, to claim statements such as:

■ You or someone in your family has been raped or sexually assaulted.

■ You have ever been physically abused by someone who said they love you.

■ Someone in your family has been addicted to alcohol or drugs.

Claim It! purports to be "a simple lesson plan for exploring diversity in the classroom."

Assuming the exploration of diversity is a lesson to be taught in the schools, the execution of the lesson was, at best, ill-advised.

Drug, physical and sexual abuse are crimes. Victims must be treated by qualified professionals, not called upon to reveal personal information and recall traumatizing ordeals in class.

Some students are upset and some parents are outraged. They have every reason to be.

In an email sent to middle school parents, Superintendent Jacque Cowherd apologized for "any stress it has caused" families. That's a good first step. He also has assigned an assistant principal to investigate the episode.

"Claim It!" is a lesson plan from RaceBridges for Schools, which, according to its website, offers educators "online classroom tools to engage their students in the passion and satisfaction of working for racial justice and safe and welcoming schools."

Fair enough, but not every lesson plan that is offered is worthy, or appropriate, for classroom instruction.

Among the tasks for educators is to choose lesson plans wisely. That wasn't done in this case.

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JEFFERSON CITY NEWS TRIBUNE

To heal, communities need good-paying jobs

The work of repairing the racial fissures that broke wide open in Ferguson, Missouri, last year goes beyond the shooting death of unarmed teenager Michael Brown.

It also goes beyond ending the practices highlighted in a Justice Department report that criticized Ferguson cops and courts for shaking down the city's poor, black residents for revenue.

What else will it take? Good jobs.

Unfortunately, an upcoming Senate bill could make the underlying economic crisis faced by communities like Ferguson even worse. That legislation would "fast track" the passage of the Trans-Pacific Partnership trade and investment pact through Congress.

What's the connection to racial unrest? Simply put, it's the lack of economic opportunity that results when bad trade deals lead to the disappearance of good-paying jobs.

Hundreds of thousands of blue-collar jobs vanished after the North American Free Trade Agreement, or NAFTA, was signed in 1994. And towns like Ferguson were hit especially hard.

The St. Louis metropolitan area, home to 206,000 manufacturing jobs in 1990, only had about 113,000 left by the end of 2014, according to the Labor Department. During that same period, the region saw no net growth in trade, transportation or utility-sector jobs.

ISAIAH J. POOLE

Not cutting the grass low enough in front of your home, for example, could mean a $102 ticket.

"We used to have a ton of light manufacturing, light industrial jobs," said John L. Davidson, a St. Louis banking lawyer who writes a blog about economic issues. But now, "there are no jobs out there."

The trade deal left the St. Louis region with a mortally wounded tax base intertwined with deep-seated racial bias.

In Ferguson, local officials scrambled to balance municipal budgets through law enforcement, fines and court fees, the Justice Department's report found.

That report quotes a 2010 email from the city's finance director to the police chief that warns, "It will be hard to significantly raise collections next year" without ramped-up ticket writing. "Given that we are looking at a substantial sales tax shortfall, this is not an insignificant issue."

That was the justification for sub-

jecting the residents Ferguson — 25 percent of whom live below the poverty line — to usurious fines and penalties. These fell hardest on the city's black majority.

People were levied fines they couldn't afford for even minor offenses. Not cutting the grass low enough in front of your home, for example, could mean a $102 ticket. And when the victims couldn't pay quickly, the late penalties piled up fast.

To many civil rights leaders, bringing well-paying jobs back to African-American communities is crucial to repairing the damage done by racially discriminatory policies.

"The question of good jobs in minority communities is directly tied to the loss of these jobs overseas," the Rev. Dr. William Barber II, president of the North Carolina NAACP, recently wrote.

What these communities need is fair and balanced trade, which would mean more jobs at all skill levels for American workers, as well as higher labor and environmental standards for workers around the globe — a true win-win.

Hanging in the balance are the Fergusons of America, whose struggles to overcome racial and economic barriers are hard enough without the headwinds of yet another wrongheaded trade agreement.

Isaiah J. Poole is the editor of OurFuture. org, the website of the Campaign for America's Future. Distributed via OtherWords.org.

Contact your representative in the General Assembly

CALEB ROWDEN,	KIP KENDRICK,	STEPHEN WEBBER,	CHUCK BASYE	CALEB JONES,	KURT SCHAEFER,
District 44	District 45	District 46	District 47	District 50	Senate District 19
201 W. Capitol Ave. Room 415B	201 W. Capitol Ave. Room 106B	201 W. Capitol Ave. Room 106A	201 W. Capitol Ave. Room 201G	201 W. Capitol Ave. Room 303A	201 W. Capitol Ave. Room 416
Jefferson City, MO 65101	Jefferson City, MO 65101	Jefferson City, MO 65101	Jefferson City, MO 65101	Jefferson City, MO 65101	Jefferson City, MO 65101
Phone: 573-751-1169	Phone: 573-751-4189	Phone: 573-751-9753	Phone: 573-751-1501	Phone: 573-751-2134	Phone: 573-751-3931
Email: Caleb. Rowden@house. mo.gov	Email: Kip. Kendrick@house. mo.gov	Email: Stephen. Webber@house. mo.gov	Email: Charles. Basye@house. mo.gov	Email: Caleb. Jones@house. mo.gov	Email: Kurt. Schaefer@ senate.mo.gov

More online

FOLLOW US ON TWITTER: The Missourian uses Twitter for breaking news alerts and to have conversations with readers on what they think of events in the news each day.

Follow us at Twitter.com/CoMissourian or text "follow CoMissourian" to 40404. No account is necessary to sign up.

MISSOURIAN

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FAX: 573-882-5702 **CALL:** 573-882-5741

"I believe that the public journal is a public trust; that all connected with it are, to the full measure of their responsibility, trustees for the public; that acceptance of a lesser service than the public service is betrayal of this trust. I believe that clear thinking and clear statement, accuracy and fairness are fundamental to good journalism."

WALTER WILLIAMS, FOUNDING DEAN, MISSOURI SCHOOL OF JOURNALISM

LIFE STORIES

All Submitted Family Obituaries and Life Stories, whether featurized or standard, are packaged together. See obituary entries in the alphabetized section for examples.

■ There should be a Kicker News Blue that covers the entire package.

■ If there is only one Life Story, then use that heading instead of the plural form.

■ Include middle names or nicknames with single quote marks in the brief head.

■ Separate obits using the p3 thin-thin rule.

■ When designing packages, keep in mind that readers often clip and save obituaries. Try to keep to a modular design.

■ **NEVER** trim a Life Story for space without consulting a news editor first. Trims should be rare.

■ To insert a mug shot, center it between two columns and use a gridline text wrap. Put the person's name underneath in Photo-Cutline unless the mug shot is at the top of the article. If a mug shot is used, do not use the headline above the other content.

Use this format for **Missourian Family Obituaries**:

Family submitted obituary ← Kicker News Blue

Jennifer Smith, June 13, 1936 — May 13, 2015

Hed-Briefs: Franklin Demi, 12/12

Jewelry maker also once owned Calif. turkey farm

FAYETTE — Jennifer Smith of Fayette passed away May 13, 2015, at Cooper County Memorial Hospital. She was 78 years old.

Bdy-Ragged

Smith was born June 13, 1936, in Harrisburg, Missouri, to the late Bill Stone and Jesse Jones. She married John Taylor on April 6, 1957. He survives at the Fayette Caring Center, where they had been cared for and made their home in recent years.

Prior to retirement, Smith had been employed as a nurse aid, and the family had also operated a turkey farm in Saugus, California. Smith enjoyed making bead jewelry and giving it as gifts to family and friends.

In addition to her husband, she is survived by a sister, Mary Johnson of San Luis Obispo, California, and nieces and nephews including her niece, Jen Stephens of Redlands, California.

She was preceded in death by four brothers, Jake, David, Ron and Joe Smith, and by three sisters, Sheila James, Cindy Richards and Susie Thompson.

Services will be held at 11:00 a.m. Monday at Carr-Yager Funeral Home in Fayette with the Rev. Kris Lopez officiating. Visitation will be one hour prior to the service.

Interment will follow at Fayette City Cemetery.

Memorial contributions are suggested to the Fayette PAWS program.

Bdy-Tagline

— **Submitted by family of Jennifer Smith**

LIFE STORIES

Norma Larsen

Woman loved writing, long walks

By ROSE RED
news@columbiamissourian.com

Norma Larsen always kept a vase of flowers on her table. She wrote a letter in the morning, had tea every afternoon and went on walks with her husband every night.

"She truly had a beautiful life," her daughter, Liberty Lee, said. "She lived with a sense of loveliness that not many people have."

Norma Larsen of Columbia died Thursday, April 14, 2011, after a stroke. She was 60.

She was born March 10, 1951, in Boise, Idaho, to Fred and Alice (Anderson) Rubald.

She married Larry Larsen on Nov. 8, 1972.

...

Supervising editor ...

Use this format for **Life Stories that have a mug**.

Make sure the person's face fills most of the frame.

Woman loved writing, long walks

By ROSE RED
news@columbiamissourian.com

Norma Larsen always kept a vase of flowers on her table. She wrote a letter in the morning, had tea every afternoon and went on walks with her husband every night.

"She truly had a beautiful life," her daughter, Liberty Lee, said. "She lived with a sense of loveliness that not many people have."

Norma Larsen of Columbia died Thursday, April 14, 2011, after a stroke. She was 60.

She was born March 10, 1951, in Boise, Idaho, to Fred and Alice (Anderson) Rubald. She married Larry Larsen on Nov. 8, 1972.

Mrs. Larsen met her husband in 1966, shortly after her family moved to Columbia. They met at an ice-cream social at Trinity Lutheran Church — both were devout Lutherans. She was 15 and he was 17.

He walked her home from church that day, starting a tradition that would span the rest of their friendship and continue into their marriage.

Lee said she was amazed at her mother's dedication, not only to her writing, but to her convictions. Mrs. Larsen rarely missed church, and she knew most of the hymns by heart.

"If ever there was a creature of habit, my mother was one," Lee said. "I knew that no matter what changed, Mom would always stay the same."

Mrs. Larsen is survived by her husband, Larry Larsen; a daughter, Liberty Lee, and her husband, Stephen, of St. Louis; a son, Henry Larsen, and his wife, Lisa, of Birmingham, Ala.; a sister, Arlene Johnson, and her husband, Hank, of Warrenton; and four grandchildren, Thomas Lee, Andrew Lee and Matthew Lee, all of St. Louis, and Katrina Larsen of Birmingham, Ala.

Visitation will be at 1 p.m. Sunday at Trinity Lutheran Church, 2201 W. Rollins Road.

Services will follow at 2 p.m. at the same location. Burial will be at 3:15 p.m. at Memorial Park Cemetery, 1217 Business Loop 70 W.

Memorial contributions can be made to Columbia Public Library, 100 W. Broadway, Columbia, MO 65203.

Condolences can be posted at memorialfuneralhomeandcemetery.com.

**Mug width: 5p6
Mug height: 8p0**
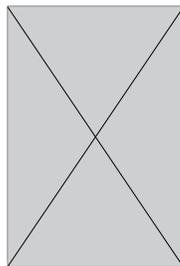
NORMA LARSEN

Photo-Cutline:
Franklin Demi-Cd, 9/9.7
ALL CAPS

DESIGN STYLEGUIDE

MISSOURIAN

WE WELCOME YOUR COMMENTS AND SUGGESTIONS
Call editor Greg Bowers:
573-882-5729
or send email to:
bowersg@missouri.edu
or fax us: 573-882-5702
Visit us on the Web:
www.columbiamissourian.com/sports

Sports

SECTION B, XXXday, Month XX, 2009
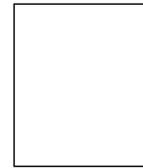
INSIDE TODAY:
HEADLINE

This is text for a refer here like this right here. This is text for a refer here like this. **Page XB**

STORYTELLING IN SPORTS

The Missourian's Sports section is all about telling stories. Game reports rarely just recap what happened. Instead, our sports editors think that if someone cares enough to read a story about a game, they probably already know who won. So, stories are often narrative-focused.

Just like in news, all centerpieces should be presented in feature design style.

NEWS & SPORTS COMPARISON

Although it's a different section, you'll find that most sports design is similar to news design. This is for consistency and so that the few differences that do exist make sense from a content perspective.

WHAT'S THE SAME

- Basic design principles
- Core typefaces
- Rules for body copy
- Section front style, including the 5-column grid
- Headline hierarchy & styles
- C-deck & t-deck style
- Many paragraph & character styles
- Photo & cutline styles
- Feature treatments

VS.

WHAT'S DIFFERENT

- Missourian Red used in sports; Missourian Blue used in the news section.
- Specialty styles are used in sports, including a different "by the numbers" treatment and briefs package style.

Sports Packages

PACKAGING SPORTS STORIES

When running stories on a page that are related (such as ones about the same sport or team), package them together.

■ There are two ways to package sports stories: either the Package Label or SS Label.

■ On jump pages and a package wider than two columns of text, use the Package Label. On smaller groups of stories, including briefs packages, use the SS Label.

PACKAGE LABEL

■ Stretch this label across the top of your package. Place your package near the top of your page, if possible.

■ Both rules on the label are 1 point thick.

■ Use the rule that already exists in the folio as the top rule for the label if you can. This cuts down on unnecessary rules on a page.

■ See packages section on Page 88.

JUMP PAGES

Sports jump pages should be formatted just like news jump pages. That means using the package label with the words "From the sports front." See the example on Page 107.

■ If a story starts on the jump page, as in the example, run it above the jumps package.

■ Treat the jumps package as you would any other page, giving each item a distinct place in an overall heirarchy.

■ See the news section (Page 79) for more guidance about jump pages.

For an entire page, stretch this label across all six columns with the folio rule acting as this top rule.

NATIONAL FOOTBALL LEAGUE

Package-Label:
Minion Pro-Display,
20/21, all caps

This label takes up three gridlines of space counting the width of each rule. The format is built into the paragraph style.

Two gridlines of space between the bottom rule and other elements

Page 4B — SUNDAY & MONDAY April 29-30, 2012   COLUMBIA MISSOURIAN

NFL DRAFT

Rams, Chiefs pick receivers in fourth round

By The Associated Press
KANSAS CITY — Devon Wylie says that he's gotten Wes Welker comparisons "every day of my life." They're not about to stop in Kansas City.

The Chiefs chose the shifty, undersized wide receiver out of Fresno State with their fourth-round pick Saturday, adding a potential target

quarterback Sam Bradford, the top pick in the 2010 draft. In the second round, St. Louis drafted wide receiver Brian Quick of Appalachian State.

He did not visit Rams Park before the draft, but Givens said St. Louis talked with him at the NFL combine.

"I thought they really liked me a lot," Givens said. "I thought they were going to get me but then they

USING A DOUBLE RULE

When you have a story package with several elements, a double rule is used to firmly separate it from any unrelated stories below it.

■ Select the stroke, and change it to 3 points, Thin-Thin style. (See below.)

■ The double rule should go halfway between the three gridlines of space that separate stories on the front page and two gridlines on inside pages.
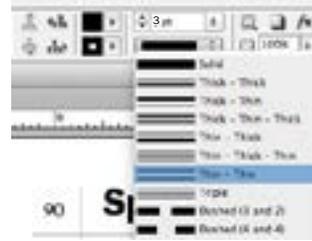
HEADLINE HIERARCHY IN A LARGE PACKAGE

There are two ways to treat headlines in a package. If the stories are all closely related, such as a single game or event, then you can use a single, overarching headline to summarize the group of stories. Use different weights or styles to distinguish these stories. For example, use a C-deck on the left-hand story and a T-deck over the right-hand story. See example on Page 106.

■ This approach doesn't use the Package Label.

In this case, the overarching headline works as the label.

■ Another way is to use the Package Label and give

each story its own headline. This method is more common for jump pages or sports pages with their own theme, such as the Major League Baseball inside page example shown on Page 108.

LABELING A SMALLER PACKAGE

If a package is smaller than two columns wide, the "Package Label" amounts to overkill. It's too large for a group of stories that small.

■ Instead, use the SS Label to the right. It can label a group of briefs, a single story or several stories that are in a package less than two columns wide.

■ Like most design elements, use a gridline of space between the story's headline and the label.

■ Center the label over the package.

SS Label:
Franklin Medium Cd, 18/18

STORY LABEL

Headline here herey for story

SCORE BUGS

Another label the Sports Section uses is the score bug, a small Missourian Red label that lists the score of a game.

■ The score bug is Missourian Red.

■ List the visiting team first.

■ Bold the winning team with Demi Condensed.

■ For teams with long names that won't fit on one line, put the score on two lines using a soft return (Shift+Enter).

■ Center it over the story.

■ If you're using a score over a package of stories about one game, then feel free to enlarge it a bit.

PIRATES 3 — CARDINALS 6

Cardinals take down Pirates

Score Label:
Franklin Medium Cd, 14/14, Missourian Red, centered (For the winning team, use Demi Condensed.)

Football	
Alabama	28
Missouri	21

Sports Infobox-Hed:
Franklin Demi, 16/24

Infobox-Type w/ rule below:
Franklin Med, 9/11
Note: Shift+Tab to right-align score

Infobox-Type w/ rule below: Franklin Heavy, 9/11

This style of score bug is inserted in a column of text or centered between two columns of text.

Sports Blurbs & Styles

INFOBOXES AND PULL QUOTES

The style for pull quotes and infoboxes is nearly identical to the News section. See Pages 85 and 86 for that style.

■ The only difference is that Missourian Red is used for the bars in infoboxes and pull quotes.

Infobox-Hed:
Franklin Demi, 16/24

Designer infobox tips

General Tips

■ Infoboxes are meant to be easy to read and require only a small time commitment.

■ Try to pull information out of stories or find additional information to add to an infobox.

Style Rules

■ Create an even gridline border around infoboxes and pull quotes set into copy.

■ To do this, try a text wrap in InDesign that measures 1p8 on top, p9 on bottom and p10 on the sides.

■ Don't use hypens in inforboxes.

Source: Columbia Missourian

— Columbia Missourian

Infobox-type:
Franklin Medium, 9/11, use Demi for bold

Info-box Subhead:
Franklin Demi, 11/11

Source lines: inforbox-tagline
Franklin Demi, 9/11
or Franklin Medium, 9/11
both of these source lines can be used in infoboxes, but only use one. Flush right

'Pullquote style is the same for Sports as it is for News. See Page 86.'

WHO SAID IT
Why it's important

Sports Blurb-type:
Franklin Demi, 14/15.5, Missourian Red; the rule above built into style.

BY THE NUMBERS

For a main story on a page, designers can pull out some statistics from a game or event. This treatment is typically called "by the numbers" and runs in a set of three to five numbers.

■ The overall size of these numbers varies, but when designing one of these, keep your numbers all the same point size, whatever that might be.

■ There are two formats for these by numbers, but the one shown below is preferred for Sports.

■ The other by the numbers style can be found on Page 90. Use Missourian Gray at 20 percent for that style's number color.

36

In its first conference road win, Missouri had 36 rebounds to Iowa State's 25. In Missouri's first loss of the season, Kansas City out-rebounded the Tigers by 14.

20:11

Missouri had 20 assists and turned the ball over 11 times in its win, an improvement from its loss against Kansas State, when it had only 10 assists but 14 turnovers.

Number size varies, but the typeface should always match the display type of the story's headline. These numbers are 40 points.

Infobox-type:
Franklin Medium, 9/11, Should be used for this style of numbers

BRIEFS PACKAGES

Occasionally, small local stories will be summarized in Sports and run as a local briefs package. These briefs are collectively labeled as "EXTRA POINTS."

■ Each brief should be in ragged-right type and no more than 15 lines long. Any longer and they cease to be brief.

■ Headlines should be two to three lines long.

■ Do not change the size of the headline. Rewrite it first.

■ Before the headline, in red and with a vertical bar separating it, is a short descriptor that names the sport and the level (HS for high school, MU for University of Missouri, MLB for professional baseball, etc.).

■ If putting briefs in two columns and a brief starts at the bottom of the first leg, there must be at least three lines of body copy before the start of the next column. Switch the order of briefs if necessary.

Small Label:
Franklin Medium Cd, 18/18

EXTRA POINTS

HS Baseball | Hickman beats St. Charles in 9th inning, 11-3

Bdy-Ragged

The Hickman baseball team beat St. Charles 11-3 on Tuesday in Columbia. The Kewpies capitalized on the Pirates' erratic pitching.

St. Charles pitcher Tim Evans threw eight walks and hit three batters in the first four innings, allowing Hickman to take an early 7-2 lead.

The Kewpies (15-8) play next at 4:30 p.m. Wednesday at home against Wentzville Holt.

— Garrett Richie

HS Basketball | New Tolton coach prepares for varsity team

Hed-Briefs: brief heads are all two to three lines long

Tyler Clark will become the first head coach of the Tolton Catholic varsity basketball team when the school enters its first season of varsity competition next school year.

Since the school doesn't have a senior class, sophomores and juniors will make up the team.

— Caitlin Swieca

Bdy-tagline: Franklin-Demi, 8/8

COMMENT BYLINES

The Sports section sometimes runs analysis or opinion pieces from The Associated Press. When possible, use one of these two styles for the pieces.

■ This byline should be used if the story is featurized and two columns wide or wider. It should be centered.

COMMENT | GREG BEACHUM
The Associated Press

Bdy-TdeckSerif: Minion Display Cd; First line: 20/21, Second line: 16/16

■ This byline is for one-column stories.

Comment

GREG BEACHUM
The Associated Press

Sports Infobox-Hed: Franklin Demi, 16/24

Blurb-Who: Franklin Med-Cd, all caps,10.5/10.5

Blurb-Why w/rule below: Franklin Book-Cd, 8.5/8.7

SPORTS SIDEBARS

For sidebars, follow the News style on Page 90.

■ Use the text wrap feature to place a one-gridline border around your sidebar text boxes.

■ Use 20 percent Missourian Gray for the background.

Sidebar headline

Lum nuscium enimus, sit as ventibero erspis exerspitae dolum fugia pore eossimi, ne qui volor aliam faceru utem fugia voluptatinis sa sam seque des cullibus ati solore, sament, sero es es aut ute doluptur?

Kicker Sidebar: Franklin Demi, 16/16

Bdy-Ragged: to avoid bad breaks

Front Page Example

MISSOURIAN

Sports

SECTION B, Friday & Saturday, June 5-6, 2015

INSIDE TODAY:

FIFA

Outgoing President Sepp Blatter will try to end his soiled career on a good note. **Page 4B**

A dominant headline can draw attention and unify a package.

INDIANS 6 — ROYALS 2

Cleveland has field day with Kansas City's poor pitching

Trevor Bauer allows two hits in rain-shortened outing as the Indians top the Royals at home

By DAVE SKRETTA
The Associated Press

KANSAS CITY, Missouri — Brandon Moss hit a two-run homer and the Cleveland Indians beat the Kansas City Royals 6-2 on Thursday night in a game called in the eighth inning because of rain.

Trevor Bauer (5-2) allowed only a long two-run homer by Lorenzo Cain over 6 2/3 innings to continue his hot streak. The 24-year-old right-hander has allowed two runs or fewer in each of his last four starts, getting to the seventh in each of them.

After struggling to score the previous night, the Indians pounded away against Chris Young (4-2) over the first five innings. They sent eight batters to the plate during a four-run third inning, and Moss added his second homer of the series with nobody out in the fifth.

The game was delayed with one out in the bottom of the eighth as lightning and heavy rain rolled into the area. The umpires waited 44 minutes before calling Cleveland's sixth win in eight games.

Jason Kipnis, Michael Brantley and David Murphy also drove in runs for Cleveland.

The slumping Royals offense never got Bauer in a whole lot of trouble. They didn't manage a hit until Omar Infante's single leading off the third, and the only time they punctured the scoreboard came when Cain ripped a two-run shot 422 feet to straight-away center moments later.

The slumping Royals offense never got (Cleveland starter Trevor) Bauer in a whole lot of trouble. They didn't manage a hit until Omar Infante's single leading off the third.

Otherwise, the former first-round draft pick harnessed some erratic early stuff to flummox the Kansas City lineup. Bauer made Salvador Perez look foolish with a strikeout to end the second, then rung up Alcides Escobar to leave a runner stranded in the fourth.

The result was Bauer's first victory in four career starts against the Royals.

Young had been dominant since moving from the bullpen to the Kansas City rotation, allowing just one earned run over his first four starts. But the AL's comeback player of the year with Seattle last season has struggled the past couple of weeks. Young gave up four runs and seven hits in six innings against the Yankees his last time out.

Not even facing the Indians helped. He'd been 2-0 with a 2.08 ERA in his career against them.

Ned's picks

Royals manager Ned Yost selected Seattle's Lloyd McClendon and Houston's A.J. Hinch to assist him as coaches at the All-Star game on July 14. Yost said he wanted to let McClendon be a part of the game in Cincinnati, where he made his big league debut and reward Hinch for Houston's hot start.

Trainer's room

Indians: Brantley was back in the lineup as the DH. He was given Wednesday night off because manager Terry Francona said he was "pretty beat up."

Royals: Right-handed pitcher Kris Medlen (Tommy John surgery) and left-hander Danny Duffy (biceps tendinitis) threw

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CAVALIERS 100 — WARRIORS 108 (OT)

Game 1 goes to Golden State

By ANTONIO GONZALEZ
The Associated Press

OAKLAND, California — Stephen Curry had 26 points and eight assists, and the Golden State Warriors held off LeBron James and the Cleveland Cavaliers for a thrilling 108-100 overtime victory in Game 1 of the NBA Finals on Thursday night.

James shot 18 of 38 from the field and had eight rebounds and six assists

In the finals for the first time in 40 years, the Warriors gave their long-suffering fans quite a treat. They rallied from an early 14-point deficit, absorbed a finals-best 44 points from James and shut down Cleveland in the extra session.

James shot 18 of 38 from the field and had eight rebounds and six assists in 46 minutes. But the four-time MVP missed a long jumper at the end of regulation, and Cleveland missed its first eight shots of overtime.

Adding to the Cavs' frustration, point guard Kyrie Irving limped to the locker room after aggravating his troublesome left leg in overtime. He did not return.

There were 13 lead changes and 11 ties in a game tightly contested across the board. There was little edge in shooting (Warriors 44.3 percent, Cavaliers 41.5 percent), rebounding (Warriors 48, Cavaliers 45) or assists (Warriors 24, Cavaliers 19).

TAZ LOMBARDO/Missourian

Sophomore Lindsey Wright, 16, will have to be a leader in the coming season for Fr. Tolton Regional Catholic High School. With seven seniors graduating and only one junior on the team, the team will look to Wright, their two-time leading scorer, to help fill the gap left by their parting teammates. But before all that, Wright and her team will try to win a Class 1 state championship. The Trailblazers play in the state semifinal at 2 p.m. today.

Wright at home on the soccer field

Tolton's sophomore forward will take on almost any challenge; the state tournament is no exception

By HALEE ROCK
sports@ColumbiaMissourian.com

Lindsey Wright accepts most challenges.

So when she was out to dinner with teammate Emma Johnson, she consumed a drink blended with cheese, guacamole and who can remember

what else.

"I was like, 'Lindsey, I dare you to drink this for five dollars,' and she ended up drinking it, and she threw up afterwards," Johnson said while laughing. Wright brushed off the story laughing and saying she didn't remember that ever happening.

This next challenge should be more memorable.

Wright, who leads Fr. Tolton Regional Catholic High School with 29 goals, including six in

the postseason, is stepping up her game as the Tolton girls soccer team vies for a state title. The 16-year-old forward will be a key figure in Friday's semifinal game against Trinity Catholic (17-4) at 2 p.m. today in Blue Springs.

Put the silly challenges aside, and Wright's coaches and teammates describe her as having an aggression on the field that others have not met.

T-decks for each story replace c-decks and add another layer of information to the package.

A 5 pt. thin-thin rule is used to separate the large package from the story below it.

JEFF ROBERSON/The Associated Press

Former Missouri receiver Bud Sasser jogs off the field following workouts at the St. Louis Rams practice facility. Sasser, who caught a team-leading 77 passes for 1,003 yards and 12 touchdowns as a senior at Missouri was released from his rookie contract with the Rams on Wednesday because of a pre-existing condition, coach Jeff Fisher said. He'll still receive his signing bonus of about $113,000.

Health concerns end career in St. Louis for sixth-round pick Sasser

The former Missouri wide receiver failed his team physical with the club

By The Associated Press

ST. LOUIS — The St. Louis Rams have released rookie wide receiver Bud Sasser, a former Missouri wideout, because of a pre-existing medical condition.

Coach Jeff Fisher declined to reveal the nature of the problem Thursday but said the former Missouri star, a sixth-round pick, had failed his physical.

The team and Sasser agreed to terms on a contract on Wednesday, and he'll be paid his signing bonus of about $113,000.

Fisher said team medical staff as well as outside physicians recommended Sasser not play.

"We did some extensive studies after the draft, very extensive as you can imagine," Fisher said after an OTA workout. "It was determined and concluded by numerous physicians that he had a pre-existing condition that we don't feel will allow him to

'We did some extensive studies after the draft, very extensive as you can imagine. It was determined and concluded by numerous physicians that he had a pre-existing condition that we don't feel will allow him to play.'

JEFF FISHER
St. Louis Rams coach on former Missouri wide receiver Bud Sasser, whom the Rams released

play."

Fisher said the Rams contacted Missouri and concluded that the problem just "slipped through the cracks."

Sasser caught a team-leading 77 passes for 1,003 yards and 12 touchdowns last year. He was not invited to the combine, keeping NFL teams from putting him through a complete physical at that time.

Jump Page Example

DESIGN STYLEGUIDE

Story jumps begin after the dominant article, if it starts on this page.

A headline hierarchy should be used on jump pages, just like any other page.

Two gridlines of space are used to separate content on inside pages.

A .5-point rule divides this space between stories.

Inside Page Example

COLUMBIA MISSOURIAN

FRIDAY & SATURDAY, May 4-5, 2012 — Page 3B

MAJOR LEAGUE BASEBALL

Package Label

Los Angeles Angels starting pitcher Jered Weaver is doused with beer by teammates after pitching a a no-hitter in their baseball game against the Minnesota Twins on Wednesday in Anaheim, Calif. Weaver struck out nine Twins and the Angels won 9-0.

Victory splash

Angels' Jered Weaver is center of attention after no-hitter

COMMENT | GREG BEACHUM

The Associated Press

ANAHEIM, Calif. — Dave Weaver was in his usual seat, 20 rows behind home plate, drinking a beer and shouting instructions to his son while shooting between pitches. His wife, Gail, was alongside him, calmly enjoying a little night baseball.

'To have it happen at home, where I decided to stay, to go out there in the ninth was pretty electric.'

JERED WEAVER
Los Angeles Angels starting pitcher

Buckner ball: 'I think everybody remembers where they were'

The infamous ball that rolled through the Red Sox's infield will be auctioned off

By JAMIE STENGLE
The Associated Press

PIRATES 6 — CARDINALS 3

Cardinals lose third game to Pirates

Pittsburgh relievers threw 17 strikeouts during the game, a club record

By R.B. FALLSTROM
The Associated Press

C-decks might not seem needed for most sports stories, but they offer another entry point for the reader.

YANKEES 4 — ROYALS 3

Royals hold off Yankees; Riveray out

By DAVE SKRETTA
The Associated Press

Score bugs are done in this style. If the team names are long, put each on a separate line.

Comment bylines are used for analysis pieces from the AP.

For feature articles used as the main story, use the Feature Drop Cap style.

**A double rule** is used to separate the large package from the story below it.

DESIGN STYLEGUIDE

SECTION COLORS

Missourian Red

C: 15
M: 100
Y: 100
K: 0

These are tints, not changes to the opacity.

Missourian Gray

85% 40% 20%

C: 0
M: 0
Y: 0
K: 55

The Sports section uses a different color scheme than the News Section.

■ Missourian Red is used in the Sports section. **NEVER** uses tints of this color.

■ Missourian Gray can be used as an alternative. It is also used when a lighter tone is needed, especially for sidebars.

■ Use a 20 percent tint of Missourian Gray and black type for sidebars.

MISSOURI COLORS

After its move to the SEC, Missouri unveiled new uniforms for all its teams. Here's a list of the colors.

Gold: A darker, truer gold for the Missouri uniforms that were unveiled in spring '12.

C: 20
M: 44
Y: 100
K: 2

Official University Gold: The gold color for MU. The athletics department uses a different color palette.

C: 2
M: 31
Y: 100
K: 0

Anthracite: A "matte" black used in Missouri's new uniforms.

C: 69
M: 59
Y: 64
K: 54

University Colors

OFFICIAL UNIVERSITY COLORS & CMYK VALUES

		C	M	Y	K	
Alabama crimson	SEC	0	100	100	40	
Arkansas red	SEC	0	100	63	12	
Auburn blue	SEC	100	64	0	60	
Auburn orange	SEC	0	61	97	0	
Baylor green	Big 12	80	0	63	75	
Duke blue	ACC	100	100	0	39	
Florida blue	SEC	100	68	0	12	
Florida orange	SEC	0	66	88	0	
Illinois blue	Big 10	100	86	24	9	
Illinois orange	Big 10	0	62	99	0	
Indiana crimson	Big 10	0	100	63	29	
Iowa State gold	Big 12	0	28	76	0	
Iowa State red	Big 12	0	100	81	4	
Kansas blue	Big 12	100	55	0	5	
Kansas red	Big 12	0	100	80	5	
Kansas State purple	Big 12	83	100	0	12	
Kentucky blue	SEC	100	72	0	0	
LSU gold	SEC	0	24	94	0	
LSU purple	SEC	90	100	0	0	
Michigan State green	Big 10	82	0	64	70	
Mississippi State maroon	SEC	0	100	100	60	
North Carolina blue	ACC	47.1	19.5	0	13.3	
Ohio State scarlet	Big 10	0	100	65	15	
Oklahoma crimson	Big 12	0	100	100	40	
Syracuse orange	Big East	0	55	100	0	
TCU purple	Big 12	86	100	0	12	
Tennessee orange	SEC	0	48	95	0	
Texas A&M maroon	SEC	15	100	39	69	
Texas orange	Big 12	0	48	100	0	
Texas Tech red	Big 12	0	100	100	0	
Vanderbilt gold	SEC	0	28	100	30	

DESIGN STYLEGUIDE

PARAGRAPH STYLES

Some popular paragraph styles:

Feature or News Drop Cap: Depending on your headline treatment, use these drop cap styles on a story to make an appropriate initial capital. If using a drop cap, the text almost always should be ragged right.

Package Label: This label stretches across packages that are more than two columns wide (and aren't the lead story on 1B).

Small Label: Use this for a package two columns wide or smaller.

Score Label: This label is centered over a single story and displays the score. If it doesn't fit on one line, put each team on a separate line. Visitor always goes first.

Photo-Overline: For standalone photos, or large photos with headline above them, use this style. There is also a feature version.

BLURBS AND INFOBOXES

■ Pull quotes should only use single quotation marks, just like any other display type.

■ Infoboxes and blurbs should appear to have a gridline of space around them. The work-around in InDesign is usually a text wrap of 1p8 on top, p9 on bottom and p10 on boths sides.

■ Text in a sidebar has a gridline border between it and the edge of the sidebar box.

PHOTOS

■ Use a .5-point, 50 percent tint black border.

■ Resize photos while holding Shift+Command so that they are changed proportionally.

■ Consult a photo editor on all crops.

■ Standalone photos should always have a photo-overline as a headline abvoe the photo.

■ For standalones, feel free to design the caption by using a headline style for the text.

SPACING & RULES

■ A five-column grid is used on section fronts. Six-column grid on inside pages.

■ Body copy snaps to a baseline grid. One grid-line equals 9.7 points.

■ Three gridlines (2p5.1) of space between stories on the front page. Two gridlines (1p7.4) of space between stories on inside pages.

■ A 1-point black rule should be placed in the middle of the vertical gutters, dividing the space between stories.

■ A 3 point thin-thin rule should be used to separate unrelated items on a page.

■ The space between elements in a package should be even, but at least one gridline. Two picas looks best between related photos, and, if used, should be used to separate the other elements (e.g., between a photo and headline, T-deck and text).