

## Style tips: FutureBeef newspaper liftouts

*The main priority is always to aim for consistency, both in an individual edition as well as in all the separate liftouts.*

- When providing articles to Corporate Communications / the designer, it doesn't really matter what font is used as it will be changed to the font style and size used in the design. For consistency and ease of reading however, you may like to work in Arial size 11. There is no need to capitalise the first word of an article as this will be removed in the design phase.
- Tense – use past tense where introducing a person saying something and also when closing direct quotes. This is consistent with styles used across Fairfax and News Ltd, and is supported in the DAF media style guide as well as the News Ltd style guide for journalists. While present tense isn't technically incorrect, past tense is preferred and is consistent with general, most commonly used style and as such is preferred. Also confirmed with DAF's editor, Danielle Jones.
- Don't refer to people casually by their first names. Use "Michelle Smith" and then "Ms Smith said." or "she said." Not "Michelle said ..."
- Use minimal capitalisation on job titles – confirmed with Danielle Jones that 'editor' and normal job titles like 'senior beef extension officer' should be lowercase. Unique titles such as 'Minister for Agriculture and Fisheries' should be capitalised.

- Example

Nicole Sallur, editor

Leading Sheep project manager and senior extension officer,  
Department of Agriculture and Fisheries

- Capitalisation of article headings in two parts should be as follows (with minimal capitalisation for consistency with Fairfax style). E.g. Use wool: Get the basics right and reap the rewards
- Use 'per cent' not percent or %. While the publication style guide says either is ok, one must be used for consistency, and the media style guide is preferred in this instance. The media style guide says to use 'per cent'.
- Use 'about' instead of 'around'
- Use 'more than' not 'above' or 'over'
- 7.6kg is ok, rather than 7.6 kilograms – the key is consistency however
- Using "per head" is preferred, but it's ok to use X km/h. It is also ok to use \$50/head, but use sparingly and be consistent. Ok to use \$X/kg as using per kg can arrest the eye.
- Don't leave spaces between the number and symbol e.g. 120kg per head.

- It's not necessary to use quotation marks around the name of a property. Mention that it is a property the first time in text e.g. "... at her property Smithalla, 200km north of ..."
- When explaining a location, hyphen e.g. north-west of Brisbane, south-east of Chinchilla...
- Capitalise only recognised regions e.g. South East Queensland, Far North Queensland, North Queensland, Central Queensland
- Include a full stop after the image caption
- For titles of publications use upper case and italicise e.g. *Flock Talk* or *BeefTalk*, *Northern Muster*, *CQ Beef*. Some of these have been used inconsistently in the past in terms of capitalisation including throughout previous editions and online. As these can be viewed as newspaper publications in their own right they should be capitalised. Also, capitalising them in this manner means when referred to in text, it is recognisable that we are talking about these publications. Exception - design elements can be applied however as pull outs on the covers etc e.g. CQ BEEF.
- In this issue of *BeefTalk*, the 'Timing of beef management promotes...' article
- Grazing BMP should be spelt out in the first instance: Grazing Best Management Practice (BMP) program
- If in doubt about a word's legitimacy or spelling, refer to the Macquarie Dictionary online <https://www.macquariedictionary.com.au/>. This is the preferred Queensland Government dictionary and all staff on our networks have free access automatically like this under an existing arrangement
- Ensure image consent forms are supplied for identifiable parties
- If unsure of a style to apply, check the final versions of the August 2017 editions as a starting point.