Communications
Editorial Usage & Media Relations

Updated January 2014

Lone Star College System

Open Doors

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Why Is A Styleguide Important?

Does the question mark belong inside or outside of quotation marks? Is it advisor or adviser? To help alleviate the guess work, most basic rules for writing are established in this styleguide using The Associated Press Stylebook and Webster's New World College Dictionary as primary references. In certain cases, exceptions may have been made for what works best for Lone Star College System and should be considered the LSCS "house style."

This guide is meant to be a tool for helping writers and editors throughout the college system to maintain uniformity across the numerous print publications and on the Web. Publications provide a unique opportunity to foster a strong, consistent image for Lone Star College students and the many diverse LSCS communities. Text that is written for external audiences should closely follow AP style and Webster's usages.

Terminology: Naming

The naming protocols are discussed in the Brand and Logo Styleguide, but here are the basics:

Campuses

- Lone Star College-CyFair
- Lone Star College-Kingwood
- Lone Star College-Montgomery
- Lone Star College-North Harris
- Lone Star College-Tomball
- Lone Star College-University Park

University centers

- Lone Star College-University Center at Montgomery
- Lone Star College-University Center at University Park

Satellite centers

- Lone Star College-Atascocita Center, Atascocita
- Lone Star College-Conroe Center, Conroe
- Lone Star College-Cypress Center, Katy
- Lone Star College-EMCID Center, New Caney
- Lone Star College-Fairbanks Center, Cypress
- Lone Star College-Greenspoint Center, Greater Greenspoint
- Lone Star College-Victory Center, Acres Home Community

Additional facilities

- Lone Star College-Health Professions Building
- Lone Star College-Tomball Health Science Building
- Lone Star College Transportation Institute

Spell out the entire college name on first reference, but LSC- is used in subsequent references.

Example: Lone Star College-CyFair is holding its annual CyFest. The event will be held on the LSC-CyFair campus.

Spell out the name of each university center in the first reference. In subsequent references, abbreviate only Lone Star College.

Example: Lone Star College-University Center at Montgomery.

Terminology: Naming

Abbreviations

Abbreviations of college names are acceptable for internal communication but not acceptable for any outgoing communication, including press releases. (See **Abbreviations** in this styleguide for more about abbreviations.)

When abbreviating college names for internal purposes, please use the following abbreviations:

- LSC-CyFair – CF
- LSC-Kingwood – KW
- LSC-Montgomery – MG
- LSC-North Harris – NH
- LSC-Tomball – TB
- LSC-University Park – UP
- System office – SO

Centers

- Lone Star College-Conroe Center – CC
- Lone Star College-Cypress Center – CP
- Lone Star College-Fairbanks Center – FC
- Lone Star College-Greenspoint Center – GC
- Lone Star College-Atascocita Center – AC
- Lone Star College-Victory Center – VC
- Lone Star College-Creekside Center (spring 2016) – CR

University Centers

- LSC-University Center at Montgomery – UCM
- LSC-University Center at University Park – UCUP

Other facilities

- Lone Star College-EMCID – EMCID
- Lone Star College-Health Professions Building – HPB
- Lone Star College-Tomball Health Science Building – TBHSB

Terminology: Naming

Lone Star Corporate College

Lone Star Corporate College is the designation given the system's customized workforce training initiative. There is no hyphen in this name.

System Offices

The offices located at 5000 Research Forest Drive in The Woodlands are the Lone Star College System offices and Training and Development Center. Do not abbreviate system office as SO on any outgoing communications. For internal communications only, SO is acceptable on second reference.

The separate buildings at this location have names as well:

- Lone Star College, Woodlands Leadership Building
- Lone Star College, Star Building
- Training and Development Center.

Rooms in these buildings are numbered with the building initial: *Example Room SB-220.* (See more on room names in this styleguide under **Capitalization, Rooms/Buildings**.)

Also located at the system office campus is the Lone Star Community Building, formerly the HARC building. It has these separate rooms, along with other specific training rooms:

- Star of Texas Ballroom
- Flag Room
- Texan Room.

The Training and Development Center at system office has the following rooms:

- Board Room
- Bluebonnet Room
- Yellow Rose Room
- Mockingbird Room
- Charles B. Stewart Room
- Sam Houston Room.

Terminology: System/District

System / District

- Use Lone Star College System when referring to all colleges collectively, or when describing the system office at 5000 Research Forest Drive.

  Example: The Lone Star College System has purchased land for a new learning center. Dr. Richard Carpenter is chancellor of the Lone Star College System.

- Use system office when referring to the relationship between colleges and the system office.

  Example: The system office has made employee training a high priority for the colleges.

- Use district only when referring to the geographical territory comprised by the 11 independent school districts.

  Example: Students who live in-district pay lower tuition and fees than those living out-of-district.

- The term Lone Star College is acceptable when used to refer to one member of the system and Lone Star Colleges is acceptable when referring to all colleges.

  Example: Each Lone Star College has an outstanding nursing program. New to the district, he has not decided which Lone Star College to attend. LSC-CyFair is the largest of the six Lone Star Colleges.

Preferred Terms and Usage

- Advisor, not adviser

- Corporate or customized training, not business training

- Career and Technical Education, not Continuing Education

- Early registration, not pre-registration

- Future students, not prospective students

- Late Start, not Second Start

- Mini-mesters: use only winter mini-mester, December mini-mester, spring mini-mester or May mini-mester

- Online courses, not teleweb or telecourse

- Service desk, not help desk

- *StarGala* – no space, capital "S" and "G", italicized.

- Summer Session I and II (SSI, SSII)

Capitalization

Academic writers simply love to capitalize. Generally, though, writers should try to "down-style" copy – use lowercase – that is intended for external audiences. More formalized writing may allow for more capitalization – for formal ceremonies or for advertising copy, for example. In most cases, apply AP Stylebook and Webster's New World College Dictionary rules for capitalization.

Not capitalized:

- website

- webcam

- webcast

- webmaster

- campus
  (even when preceded by a college name)

- college
  (on second reference even when referring to a specific college)

- forms
  (Example: The international student form is used for international students.)

- generic college publications
  (Example: The spring credit schedule is now available.)

- semester
  (fall, spring or summer, even when preceding or following year, Ex: spring 2011.)

- seasons
  (winter, spring, summer or fall, unless part of a formal title)

- grants

Capitalized:

- Internet

- Web page*

- the Web*

- Web feed*

See AP Stylebook entry for Web.

Capitalization

Academic Degrees/Certificates

Capitalize the names of specific degrees, per the AP Stylebook entry under **academic degrees**. But generic bachelor's degree and master's degree are not capitalized and neither is associate degree. *(Note: It's always an associate degree, never associate's degree.)*

Example: John has a Bachelor of Science degree. His sister has a Master of Science degree. Their aunt has an Associate of Arts degree. John has a Bachelor of Science degree, as well as a master's degree. John has a Master of Arts degree. It takes two years to earn an associate degree. She has a bachelor's degree.

See **Abbreviations, academic degrees** in this styleguide for more on degrees.

Board of Trustees

When referred to specifically as part of its official title, the Lone Star College System Board of Trustees should be capitalized. Otherwise, lowercase in all other uses. Use the complete title on first reference. Members may be referred to as board members or trustees, lowercase unless used before a name.

Example: The LSCS Board of Trustees adjourned at 6 p.m. John Doe, trustee, was present at the June board meeting. The trustee raised his hand to vote in favor of the motion. Board Trustee John Doe raised his hand. The resolution was presented to the board of trustees.

Chairman, chairwoman

Use chairman and chairwoman as appropriate but not chairperson. None of these are capitalized unless part of a formal title before a name.

Example: House Chairwoman Rachel Welch led the committee meeting. But Rachel Welch, House chairwoman, led the meeting.

Chancellor

On first reference, the LSCS chancellor should be named by formal title and name. On subsequent references, the chancellor may be referred to by title or by last name. Generally, capitalize chancellor when it precedes a name, lowercase elsewhere. Include courtesy title related to doctorate with first and last name if applicable in first reference. On subsequent references, it is acceptable for internal communications only to use courtesy title Dr. before chancellor's last name.

Example: LSCS Chancellor Dr. Richard Carpenter spoke at the chamber meeting. The chancellor discussed rising enrollment. Dr. Carpenter ended his report on a high note.

For more on titles, see later entry for **titles/names** in this styleguide.

CAPITALIZATION

College presidents

- When referring to the college president, the title should be capitalized when it precedes the name. On first reference, the college president should be named. Use lowercase elsewhere – when not referring specifically to a name, or when used after the name. Include courtesy title related to doctorate with first and last name if applicable in first reference. On subsequent references it is acceptable for internal communications only to use courtesy title Dr. before president's last name.

  Example: LSC-Montgomery President Dr. Austin Lane addressed the graduates. The college president presided over the meeting. Dr. Susan Karr, president, will be meeting with the mayor today. President Dr. Audre Levy gave this year's chamber address.

  Example: The president expressed her appreciation to chamber members. But Dr. Levy said she would not be able to attend the meeting later this evening.

Offices, divisions and departments

- It is acceptable in all internal uses to capitalize college offices, divisions and departments.

  Examples: Registration forms are available in the Office of Admissions. The Lone Star College System Office of Admissions accepts student applications. The Department of History will sponsor the speaker for this weekend. The History Department is historic in its size.

  Be aware that while this is a common practice in the academic environment, it is counter to capitalization use that is spelled out in the AP Stylebook. So the preferred standard for outbound communication, especially in press releases, is do not capitalize offices, divisions or departments unless part of an official title such as the LSCS Office of Admissions.

CAPITALIZATION

Programs/Courses

- The names of specific educational programs are capitalized in all internal uses.

  Example: Bob is in the Automotive Technology program.

- The names of specific courses and courses of study are also capitalized for all internal uses.

  Example: Ann registered for Stage Band, Spanish 101 and College Algebra. Joan is studying Spanish and American History.

  Be aware that while this is a common practice in the academic environment, it is counter to capitalization use that is spelled out in the AP Stylebook for programs and courses. So the preferred standard for outbound communication, especially in press releases, is do not capitalize programs or courses unless used as part of an official title.

  Example: The LSC-Montgomery History Department is holding a seminar. Joan is a member of the history department staff.

Rooms/Buildings

- Use uppercase for the word room when used with a number. Do not add hyphen between room and the number.

  Example: The class will meet in Room 104.

  Note: When a building letter precedes a room number, it should be capitalized and the building letter (or directional designation) and room number should be joined with a hyphen.

  Example: The class will meet in Room C-103. We will meet in Room South-103.

- Also capitalize the names of specially-designated rooms.

  Example: the Singapore Room, the Blue Room.

- Buildings that are unique are always capitalized. Building is capitalized when part of an official name.

  Example: The Winship Building is located toward the front of the campus. The LSC-Tomball Health Science Building is located near the hospital.

Capitalization

Titles/Names

- Job titles should follow names whenever possible and should be lowercase. Capitalize if used before a name.

  Example: John Smith, vice president, will speak at the next board meeting. Vice President John Smith will speak at the next board meeting.

- When a title is used outside of a paragraph (such as in a list, tabbed information or on a business card), capitalization is appropriate.

  Example: Dusty Rhodes, Vice President

Do not capitalize the title professor or instructor, even when used before a name. Never abbreviate. But when professor is used outside of a paragraph (such as in a list, with tabbed information or on a business card), capitalization is appropriate. Do not continue title in subsequent references unless it is part of a quote. Capitalize only Professor Emeritus as a conferred title before a name.

  Example: Professor Emeritus Susan Johnson. Do not continue in second reference unless part of a quotation.

  Example: Geology professor Jacques Cousteau made a great underwater presentation.

  Example for business card: Jacques Cousteau, Geology Professor

In general, middle initials of names are not necessary. Use them only when an individual specifically requests one or when needed to distinguish between individuals with the same name.

  Example: Mary A. Smith and Mary R. Smith both teach at LSC-Montgomery.

In the academic setting at Lone Star College System, it is appropriate to deviate from AP guidelines and add the courtesy title "Dr." on first reference to applicable names to indicate Ph.D. or Ed.D. Do not use a courtesy title and also follow it with Ph.D. or Ed. D. Last name or title is used in subsequent references. On subsequent references it is acceptable for internal communications only, to use courtesy title Dr. before last name.

  Example: Dr. Richard Carpenter is chancellor of LSCS. Richard Carpenter, Ed.D., is chancellor of LSCS. Dr. Carpenter called the meeting to order.

Punctuation

Hyphenation

According to the Associated Press, hyphens are used to avoid ambiguity or to form a single idea from two or more words. Follow these guidelines for hyphenation. Note: AP recently changed its preferred use of email without a hyphen. (It was hyphenated in the past.) But use a hyphen with other e-terms.

Hyphenate and do not capitalize the following:

- college-wide
- e-book (s)
- e-learning
- e-newsletter
- e-reader
- in-state, out-of-state
- mid-semester
- mini-mester
- non-credit
- non-degree seeking
- non-transfer
- off-campus, on-campus
- off-site, on-site
- out-of-district
- part-time, full-time
  (when used as an adjective)
- system-wide
- two-year, four-year
  (when used as an adjective)
- work-study

The following are either one or two words as indicated; do not hyphenate or capitalize:

- child care
- college credit
- coordinate/coordinator
- email
- full time *(when not used as adjective)*
- inbox
- log in, log off, log on
  (when used as a verb)
- multimedia
- nonprofit
- online
- part time *(when not used as adjective)*
- postsecondary
- prerequisite
- task force
- vice president
- vice chancellor
- workforce

Suspended hyphenation

When using two modifiers to describe, for example, an expanse of time, a hyphen is used on both modifying words.

Example: He received a 10- to 20-year sentence in prison.

Punctuation

Quotation Marks

- A period or comma nearly always go within quotation marks.
  Example 1: Greg sang "The Star Spangled Banner." Donna asked Annabell, "Will I see you in class?"

- But, whether you place a question mark within the quotation marks depends upon the usage and meaning.

  Example 1: Who wrote "Gone With the Wind"? (outside of quotation marks) He asked, "How long will it take?" (inside quotation marks)

- For quotes within quotes, alternate between double quotation marks ("or") and single marks ('or'). It is appropriate to end a sentence with three quote marks.

  Example: She said, "I followed his instructions to 'shut down, wait and restart' my computer." "I followed his instructions to 'shut down, wait and restart,'" she said.

Commas

- Use commas to separate elements in a series, but do not put a comma before the conjunction in a simple series.

  Example: Sherry is taking classes in English, math and history.

- Put a comma before the last conjunction in the series if an integral element of the series requires a conjunction.

  Example: Jackie had milk, peanut butter and jelly, and potato chips.

- Use a comma before the last conjunction in a complex series of phrases.

  Example: Maggie had to decide if she should to go a movie with Velma, study for her real estate class, visit her friend, or go home.

Abbreviations

Academic Degrees

- Per AP style, use abbreviations with periods for degrees such as A.A., B.A., M.A., Ed.D. and Ph.D. Use an apostrophe in bachelor's degree, a master's, etc. There is no possessive in associate degree, Bachelor of Arts or Master of Science.

- The names of specific academic degrees and certificates are capitalized. Generic usages are not capitalized.

  Example: John has a Bachelor of Science degree, as well as a master's degree. John has a Master of Arts degree. It takes two years to earn an associate degree. She received an A.A. from LSC-Tomball and a B.A. from University of Houston. She has a bachelor's degree.

Addresses

- Abbreviate Ave., Blvd., and St., when used in an address with a number. Spell out and capitalize when used as a formal street address without numbers. Always spell out similar words like alley, drive, road, terrace, etc. Capitalize these words when part of a formal street name; use lowercase when used alone.

  Example: 1600 Pennsylvania Ave. The building is located on Market Street. The building is located on the street behind the market. LSC-North Harris is located on W.W. Thorne Drive.

- Always use numerals for specific addresses and abbreviate compass points used as street directions.

  Example: 6600 N. Main St.

College and center names

See **Terminology**; **Naming** section in this style guide for abbreviations for Lone Star Colleges and centers.

Abbreviations

Days of the Week and Months

- Always spell out days of the week, unless being used in a tight, tabbed format (such as a schedule of courses or calendar).

  Example: Judy's final exam is on Wednesday, May 12.

  NOTE: In tabular formats where space is limited, abbreviate days: Monday (M), Tuesday (T), Wednesday (W), Thursday (Th), Friday (F), Saturday (Sa), Sunday (Su) – without periods.

- Spell out months when standing alone or used with a year. Abbreviate only Jan., Feb., Aug., Sept., Oct., Nov. and Dec. when used with a specific date. (March, April, May, June and July are always spelled out).

  Example: November is Cathy's favorite month. Pat's vacation starts on Nov. 21. We all remember the storm that hit Texas in September 2009. She will start summer classes on June 6.

Numerals

Dollars and Cents

- For dollar amounts, always use a dollar sign. If cents are not included, do not use zeros.

  Example: Jamie's total tuition was $250. Charles spent $5.75 on lunch.

- Use the word cents for amounts less than $1.

  Example: A drink costs 55 cents. (NOTE: There should not be a decimal point before the number when spelling out cents.)

- For four-digit amounts, always use a comma to separate thousands from hundreds, except when the numbers are in an address.

  Example: The cost for printing the brochures will be $1,000. The system office is located at 5000 Research Forest Blvd.

Numbers

- Follow AP style for numerals. Spell out whole numbers less than 10 and use figures for 10 and higher.

- For four-digit numbers, use a comma to separate thousands from hundreds, except when in addresses.

- Spell out the word "percent." Use figures when stating percentages, no matter the number, except at the beginning of a sentence.

  Example: Only 6 percent of students purchase textbooks, but 73 percent take online classes. Fifty percent of students use the library.

- When listing dates in copy, do not follow numbers with letters ("th," "st," "rd"). Only in a tight, tabbed format (such as a calendar) are references like 1st, 2nd, etc. permitted.

  Example: The meeting is Jan. 23. The deadline of Jan. 1 is solid.

- Spell out any number when used at the start of a sentence, but avoid this sentence construction when possible.

  Example: Forty years was a long time to wait.

  The only exception to this rule is when starting a sentence with a year, but it is also best to avoid this use.

  Example: 1998 was a very good year.

Numerals

Phone Numbers

The preferred method of writing 10-digit phone numbers is to use periods in the place of parenthesis and dashes.

Example: 832.813.6500

Time of Day

Use numbers for all times except noon and midnight. Always include a.m. and p.m., lowercase with periods and with a space after the number. Do not include "00" when there is no distinction for minutes. Do not use 12 and noon or midnight simultaneously. Do not capitalize noon or midnight.

Example: The play begins at 7 p.m. The meeting is scheduled for 10 a.m. with lunch following at noon. The system will shut down at midnight.

Press Releases & Media Alerts

As the brand and logo help to reflect a singular, consistent image for Lone Star College System, the press release should also portray unity in LSC communications among the various colleges.

The press release is written with complete information for distribution to print and electronic media outlets. The media alert (or advisory) is written to offer the media an opportunity to cover an important event. Press releases may be frequent; alerts are issued less frequently. It's important to reserve a media alert for truly noteworthy events.

Below are samples of appropriate style for press releases as well as media alerts, along with instructions for formatting these documents.

Press Releases & Media Alerts

Inside the press release mockup:

Office of Communications

1 **April 4, 2011**
2 **FOR IMMEDIATE RELEASE**
3 **PHOTO AND CUTLINE INCLUDED**

Media Contacts:
Jed T. Young
832.813.6521, desk
281.974.6878, cell
jed.t.young@LoneStar.edu

Bill Van Rysdam
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Lone Star College System to host international conference

HOUSTON (April 4, 2011) – Lone Star College System will host the Eighth Annual International Education Conference on Friday, April 29 at LSC-CyFair.

The conference, entitled "Global Security: Opening Doors to a Secure World," will be held from 8 a.m. to 3 p.m.

The annual conference is open to all students – high school and college – along with faculty, administrators and community leaders in the Texas Gulf Coast region. It will focus on international studies, global environmental concerns, international education, study abroad programs and international students. Exhibitors will include international groups, educational travel providers, and more.

"Lone Star College recognizes that we live in a global environment. Every student and community member can benefit from understanding the challenges of securing our world globally," said LSCS Chancellor Dr. Richard Carpenter.

Carpenter will be delivering the morning keynote address at the conference with a presentation entitled "International Education: LSCS and Community Colleges."

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1 Always put a date at the top of the press release. We also use the logo at the top before any copy begins. As an option, the logo can be placed to the side of the copy instead of at the top. Date, "FOR IMMEDIATE RELEASE" and PHOTO AND CUTLINE ATTACHED" should be in Arial bold, 10 point.

2 Always indicate when the article may be released, in case you need the media to hold or embargo the release. However, a hold would be used only in unusual (and highly infrequent) circumstances. Generally, if a release is sent to members of the press, don't expect all of them to honor your release date if it's not an immediate release.

3 This is where you would indicate to editors that the release also includes a photo with cutline information.

Press Releases & Media Alerts

Lone Star College System
Office of Communications

April 4, 2011
FOR IMMEDIATE RELEASE
PHOTO AND CUTLINE INCLUDED

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832.813.6521, desk
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Bill Van Rysdam
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4   Always include contact name, email address and phone numbers, including cell number for media members to call if you are out of office. This is also in Arial, 10 point, with the name being bold.

5   The headline on the release itself should be Arial, 14 points on one line. Drop it to 12 point if you need more characters on the line, but no smaller than 12 point. Always make sure to get the college or system name in the headline — the name is the most important part.

6   The lead should include dateline, city and date, as shown. Keep the lead paragraph to 30 words or less in order to be direct and to the point.

7   It's good to get a quote in the release near the top, in the third or fourth graph is ideal.

The luncheon keynote speaker is Bayless Parsley, Global Intelligence Analyst with STRATFOR, a global intelligence company based in Austin. His address is entitled "The Arab Spring in North Africa," focusing on the current crisis overseas.

"For eight years now we have continued to bring exciting and relevant topics to educate our community on international peace," said Nithy Sevanthinathan, director of international programs and services for LSCS. "The knowledge and expertise of our speakers alone make for wonderful insight for students, faculty and community members, not to mention the valuable information that will be available from the conference exhibitors. This year is no exception."

The registration fee for the day-long conference is $20 for students and $35 for others. The first 100 LSCS students who register online at LoneStar.edu/IEC are free.

8 — For registration and other information about the conference, go to LoneStar.edu/IEC

9 — With more than 69,000 students in credit classes for spring 2011, and a total enrollment of more than 85,000, Lone Star College System is the largest institution of higher education in the Houston area, and the fastest-growing community college system in Texas. Dr. Richard Carpenter is the chancellor of LSCS, which consists of five colleges including LSC-CyFair, LSC-Kingwood, LSC-Montgomery, LSC-North Harris, and LSC-Tomball, six centers, LSC-University Park, LSC-University Center at Montgomery, LSC-University Center at University Park, Lone Star Corporate College, and LSC-Online. To learn more visit LoneStar.edu.

10 — ###

Photo: **IEC2011**

Cutline: **IEC2011**
Lone Star College System Chancellor Dr. Richard Carpenter, right, welcomed Dr. Martha Kanter, undersecretary of the U.S. Department of Education, left, to the 2011 International Education Conference held at LSC-CyFair on April 29.

8　Always include, when possible, the call to action, i.e., "to register" or "for more information."

9　Add the Lone Star College System boilerplate at the end of the press release. No need to separate from main body of the release or to make it italic. It is acceptable to include a "local" boilerplate about a specific college location, with directions and phone numbers, for example. That paragraph would be placed prior to the system boilerplate. The system office Communications and Marketing team will notify colleges of any changes to the LSCS boilerplate.

10 End your release with either ### or -30- — both are acceptable. However, it's important to be consistent, so if you're a ### person, stick to it and don't interchange with -30-.

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11 — Photo: **IEC2011**

Cutline: **IEC2011** — 12
Lone Star College System Chancellor Dr. Richard Carpenter, right, welcomed Dr. — 13
Martha Kanter, undersecretary of the U.S. Department of Education, left, to the 2011
International Education Conference held at LSC-CyFair on April 29.

11 The name of the photo (the jpeg) should be the same name as the cutline (in a Word document). Both should be attached to the email being sent out to the media as separate documents. Also include a low-rez version of the photo at the bottom of the press release along with the cutline itself. The high-rez version of the photo should be 300 dpi as this is the most uniform acceptable size for publications.

12 The photo cutline file (Word document) should have the same name as the photo itself so there can be no doubt.

13 Always be certain to describe where a person in a photo is standing, left or right.

Media Alerts

A media alert is another media tool that is used to invite an editor or reporter to an important event that warrants coverage. It's important for Lone Star College not to "burn up" its ability to interest the media by releasing media alerts too often and for events that do not have area-wide significance.

Media alerts or advisories should be issued by the Communications team at system office. Why? Any event that warrants a media alert would be of interest to a regional audience as opposed to the routine campus-specific news audience. Consult with system office if you have an event that you feel warrants a regional media alert.