

# Style Guide



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## Name of the Organization and Its Offices

### University of Idaho Extension

Never accompany the name with “the.” Never use outdated variants of the name such as “agricultural extension” or “extension service.”

- University of Idaho Extension provides practical education you can trust.
- University of Idaho Extension has offices in 42 of Idaho’s 44 counties.
- He turns to University of Idaho Extension for research-based information.

### University of Idaho Extension, My County

This is the preferred form for naming county offices.

- Answering the phone: “University of Idaho Extension, Lemhi County.”
- Writing text: The University of Idaho Extension office in Lemhi County . . .
  - or University of Idaho Extension in Lemhi County . . .
  - or University of Idaho Extension, Lemhi County . . .
  - or Lemhi County’s UI Extension office . . .
  - or The UI Extension office in Lemhi County . . .

### University of Idaho Extension, My District

This is the preferred form for naming district offices.

- University of Idaho Extension, Northern District, has offices in Coeur d’Alene.
- Pat Momont is director of University of Idaho Extension’s southern district.
- The eastern district of UI Extension encompasses 14 counties.

### UI Extension

This is the only acceptable abbreviation of “University of Idaho Extension.” Use it only on second or subsequent references to the organization. Always use “University of Idaho Extension” on first reference.

### Extension

When used alone or as an adjective, capitalize Extension. (This is a rare departure from our standard style of capitalizing only the proper names of organizations.) Never use the plural form, “Extensions.” We have 42 different Extension offices in Idaho, but only one UI Extension.

- Sign up at your local Extension office.
- University of Idaho Extension cooperates with the Extension services of other states.

### Cooperative Extension System

This is the name of the national educational network. Each U.S. state and territory has a state office at its land-grant university and a network of local or regional offices. The National Institute of Food and Agriculture (NIFA) is the federal partner in the Cooperative Extension System.

- University of Idaho Extension is part of the Cooperative Extension System.

### Titles of Individuals

When referring to UI Extension faculty in an Extension context, use their Extension titles (Extension educator or Extension specialist), not their academic titles (assistant, associate or full professor). Capitalize only when the title immediately precedes the name.

### Extension specialist

Extension specialists are University of Idaho faculty members assigned to academic departments. They often serve the entire state and always specialize in some area of Extension programming (dairy, economics, food safety, etc.).

- Paul Lewin is an Extension specialist.
- Extension entomologist Ed Bechinski is a prolific and colorful writer.

### Extension educator

Extension educators are UI faculty members assigned to Extension districts. Usually based in a county office, they may serve one or more counties and have one or more areas of expertise.

- Chris Schnepf, an area Extension educator in the Idaho Panhandle, specializes in forestry.
- UI Extension educator Ariel Agenbroad created the Idaho Victory Garden.

## Selected Program Names and Associated Terms

When a program's formal name does not include the words "University of Idaho Extension," you must make the connection to UI Extension on first reference.

### Eat Smart Idaho

- Eat Smart Idaho, a University of Idaho Extension program, provides nutrition and physical activity education for low-income Idahoans.

- University of Idaho Extension Eat Smart Idaho has a useful website that lists nutrition classes occurring all over the state.

- "Hi, I'm a nutrition advisor with University of Idaho Extension's Eat Smart Idaho program."

- Eat Smart Idaho helps low-income Idahoans. The University of Idaho Extension program operates in almost every county in the state.

### IDA<sub>H</sub><sub>2</sub>O (program) IDA<sub>H</sub><sub>2</sub>O Master Water Steward (person's title)

Pronounced "Ida-H-2-O." An IDA<sub>H</sub><sub>2</sub>O Master Water Steward is a person who has received certification through IDA<sub>H</sub><sub>2</sub>O. Stewards are volunteer water quality monitors and educators.

- IDA<sub>H</sub><sub>2</sub>O, a University of Idaho Extension program operating in northern Idaho, focuses on solutions, not on documenting problems.

- IDA<sub>H</sub><sub>2</sub>O Master Water Stewards receive testing equipment and supplies to carry out monitoring as University of Idaho Extension volunteers.

- University of Idaho Extension's IDA<sub>H</sub><sub>2</sub>O program promotes K-12 education partnerships.

- "Hi, I'm an IDA<sub>H</sub><sub>2</sub>O Master Water Steward with University of Idaho Extension."

### Idaho Master Forest Stewards (program) Idaho Master Forest Steward (person's title)

An Idaho Master Forest Steward is a trained volunteer in the Idaho Master Forest Stewards program. Program volunteers should not be referred to as "foresters."

- He became an Idaho Master Forest Steward with University of Idaho Extension after receiving more than 70 hours of training.

- University of Idaho Extension's Idaho Master Forest Stewards program is going strong in Kootenai County.

- Idaho Master Forest Stewards has achieved a great deal since its inception. The program is brought to you by University of Idaho Extension.

- "Hi, I'm an Idaho Master Forest Steward with University of Idaho Extension."

### Idaho Master Gardener Program Idaho Master Gardener, Advanced Idaho Master Gardener (person's title)

"Idaho Master Gardener" is the title of a certified Idaho Master Gardener. Do not use "Master Gardener Volunteer." An Advanced Idaho Master Gardener is an Idaho Master Gardener who has achieved advanced status.

- For five years an Idaho Master Gardener, she became an Advanced Idaho Master Gardener following rigorous training through University of Idaho Extension's Idaho Master Gardener Program.

- The Idaho Master Gardener Program is part of University of Idaho Extension.

- University of Idaho Extension's Idaho Master Gardener Program provides gardeners with opportunities to improve their horticultural knowledge.

- "Hi, I'm an Idaho Master Gardener with University of Idaho Extension."

### Idaho Food Safety Advisory Program Master Food Safety Advisor (person's title)

A formally recognized volunteer in the Master Food Safety Advisor Program is called a "Master Food Safety Advisor."

- University of Idaho Extension's Master Food Safety Advisor Program requires aspiring volunteers to take a rigorous written and oral test.

- Master Food Safety Advisors deliver food safety information to the public as UI Extension volunteers.

- "Hi, I'm a Master Food Safety Advisor with University of Idaho Extension."

## 4-H Specific Terms

### University of Idaho Extension 4-H Youth Development

Use this formal name on first reference.

- Angie Freel is director of University of Idaho Extension 4-H Youth Development.

### University of Idaho Extension 4-H Youth Development, My County

This is the preferred form for naming 4-H programming based in county offices of University of Idaho Extension.

- UI Extension 4-H Youth Development, Fremont County, offers dozens of projects.

- University of Idaho Extension's 4-H program in Latah County offers a horse camp in July.

## 4-H, 4-H Youth Development

These are shortened forms of "University of Idaho Extension 4-H Youth Development." Do not use "4-H and Youth Development." Avoid the shortened forms on first reference.

- The 4-H program in Idaho serves more than 70,000 youth.
- Idaho's 4-H program attracts more than 5,000 volunteers each year.
- To join 4-H, contact the University of Idaho Extension office in your county.
- University of Idaho Extension's 4-H youth development program offers a wide range of activities.

## 4-H Club

4-H has clubs; FFA has chapters.

## 4-H'er

A youth participant in 4-H programming. "4-H'er" is a contraction of "4-H" and "member."

## Youth

In 4-H, "youth" is both singular and plural.

- 4-H youth shun drugs.
- More than one 4-H youth has gone on to become a state senator.

## ZSuite

The online member enrollment management system for 4-H.

## 4-H Program Names

### Cloverbuds, Cloverbud

The program is "Cloverbuds"; a child in the program is a "Cloverbud."

- Cloverbuds is a fun, educational program for children ages 5-7.
- My daughter loves being a Cloverbud.
- Cloverbuds can do arts and crafts, get to know their bikes, and make healthy snacks.

### 4-H Afterschool

"Afterschool" is not hyphenated.

### Outreach to Military Kids

This program was formally called Operation: Military Kids.

### University of Idaho Extension 4-H Ambassador Program

Young people in the program are called "4-H Ambassadors."

## University of Idaho Extension Robotics

This program was formerly called Idaho ROKS.

## 4-H Event Names

### Citizenship Washington Focus

There are no hypens in the name.

### Idaho 4-H State Teen Association Convention

Formerly called Teen Conference

- The Idaho 4-H State Teen Association Convention is an annual event held by UI Extension 4-H Youth Development.