



B-Scientists Editorial Guidelines and Standards  
*Updated Jan. 08, 2026*

B-Scientists is established as a science journalism and communication platform produced by the Black Science Coalition and Institute (B-SCI). Our stories are intended to tell stories about science and Black and underrepresented communities behind them for the benefit of all. These guidelines help maintain consistency across the diverse set of stories we hope to tell.

1. Voice and Tone

- a. Unless otherwise noted, write using the Associated Press Stylebook, the National Association of Black Journalists (NABJ), and other resources below . Feel free to suggest additions to those listed below to [submissions@b-scientists.com](mailto:submissions@b-scientists.com)
  - i. [AP Stylebook](#),
  - ii. [Purdue Online Writing Lab, “AP Style”](#)
  - iii. [Poynter AP Style Discussion Page](#)
  - iv. [NABJ Style Guide](#)
  - v. For guidelines on reporting on and for the LGBTQIA+ community, please check out these resources:
    1. NLGJA: The Association of LGBTQ+ Journalists Stylebook: <https://www.nlgja.org/stylebook-on-lgbtq-terminology/>
  - vi. B-SCI and B-Scientists has a focus on Black and underrepresented communities that are often left out of both science and media spaces. It also wants a a more equitable world for all humanity, so be respectful of language and terminology
    1. When referring to race or nationality always capitalize the first letter (ex. “Black”, “Latina”, “Hispanic”, “White”, etc.)
- b. In contrast to AP style, “Dr.” is to be used when referring to all who have obtained a PhD from reputable and credible colleges and universities. In doing this, we acknowledge the struggle that many academics present and past have endured in their pursuits.
- c. B-Scientists’s writing voice and tone is
  - i. Conversational, respectful, and professional
  - ii. Friendly, casual, and helpful but not overly familiar
  - iii. Smart and intelligent, but **never** condescending or pretentious
  - iv. B-Scientists is B-SCI’s motto, we encourage everyone to engage in the scientific process as we establish and protect our space for good faith efforts and discussion. Disagreements may happen but disagree respectfully and without intentionally excluding others

2. Language and Grammar Rules

- a. Spell out numbers (one-nine), numerals for 10+
- b. Web links should be embedded within the text.



3. Length and structure
  - a. Below is the suggested length and structure for written, audio, and video pieces. These are not “required”, but presented to help guide the creative process as we hope many first time writers and communicators submit to B-Scientists.
  - b. Text Structure
    - i. Headline: approximately 10 words
    - ii. Lead: Hook audience in first 1-2 sentences
    - iii. Body grafs (paragraphs): 3-4 sentences; avoid complex and long sentences
    - iv. Length: approximately 1000 words
  - c. Audio Structure for 3-minutes (Assume 160 words spoken per minute).
    - i. Intro: approximately 80 words
    - ii. Body: approximately 220 words
    - iii. Conclusion: approximately 80–100 words
    - iv. Total length: approximately 480-500 words
  - d. Suggested Video Structure for 3-minutes (Assume 160 words per minute).
    - i. Intro: approximately 80–100 words
    - ii. Body: approximately 220 words
    - iii. Conclusion: approximately 80–100 words
    - iv. Total length: approximately 480-500 words
4. Reporting data
  - a. Always spell out measurements, no abbreviations (meters, kilometers, milliliter, miles)
  - b. Write out SI units followed by imperial units. For example: 100 kilometers (62.1 miles)
  - c. For temperature, write out “degrees” and then units. For example, “34 degrees Celsius (93.2 degrees Fahrenheit)
  - d. For percentages, use a numeral and then the % sign. For example, “the average decomposition rate rose by 1%). For smaller than 1%, precede with a zero and then a period. For example, “the average decomposition rate rose by 0.7%).
  - e. Spell out numbers (0-9) and numerics for 10+
  - f. For more specific cases, ask the assigned editor.
5. Evaluating scientific claims and fact-checking
  - a. For superlatives, evaluate if something is “first”, “last”, “best”, “worst”. Verify these claims and do not use without context or evidence
  - b. For numbers, measurements, units, and calculations, do the math and double check, then ask someone else to check.
  - c. Ensure all quotes or sources are attributed properly
  - d. All claims and evidence must be backed by reputable sources (peer reviewed, governmental data, reputable institutions, expert interviews)
    - i. B-SCI reserves the right to ask for a source document
6. Copyediting



- a. During copyediting, text, audio, and video scripts undergo major edits for clarity and accuracy. This includes rearranging sentences, reorganizing paragraphs and entire sections, and other major structural changes. This also includes getting editor feedback and comments. This prevents mistakes being overlooked
    - i.
7. Proofreading
  - a. This is the final step in the editing process. Ensure all spelling, grammar, and punctuations are correct. Consult the style guide one more time. Once these steps are completed the assigned editor will give final approval.