



Editorial Style Guide

Telling Our Story

Newberry College is known for its beautiful, historic campus, rich history, diverse and wide-reaching alumni base, and standard of excellence in and out of the classroom. Ours is a story worth telling, and we tell it with one voice.

A consistent writing style is fundamental to effective communication. The Marketing Office has adopted these guidelines for all communications that represent the College to external audiences, in both print and electronic forms.

This guide is based on the 2019 edition of the Associated Press Stylebook, featuring guidelines for commonly used and misused terms, along with some points of Newberry College style. Refer to the Stylebook for topics not covered here.

abbreviations: Do not abbreviate any part of a person's job title (e.g. *Assoc.*, *Dir.*, *Pres.*) In headlines, *VP* is acceptable for *vice president* when necessary to save space. See **titles**.

Do not use *NC* as an abbreviation for *Newberry College*.

Abbreviations of building names and course codes are appropriate only for internal or official use, such as in course schedules and in the academic catalog, unless listed otherwise in this guide.

academic degrees: When referring to undergraduate and graduate degrees, *bachelor's degree* and *master's degree* (lowercase and possessive) are acceptable in all references. In formal references, use *Bachelor of Arts*, *Master of Science*, etc. A doctoral degree may be referred to as a *doctorate*. Avoid using degree abbreviations, such as *B.A.*, *M.A.*, *Ph.D.*, in news copy, and use them as suffixes after a name only when necessary in a formal listing.

acronyms: In general, avoid using acronyms which are not widely known, or which are not essential to the subject's identity and identification. Do not follow an organization's full name with an acronym in parentheses. Use all caps, and no periods, unless lowercase letters or periods are essential to identity or required for clarity: *FAFSA*, *FCA*, *NCAA*, *REMAST*.

admission, not *admissions*, when referring to the office, its function and the titles of its staff.

advisor, not *adviser*.

African American

African American Alumni Chapter: Part of the Newberry College Alumni Association.

Alpha Circle: The College's main entrance, named for both the Wolf statue and its status as the College's first impression to many visitors. Also known as "Holland Hall circle" due to its proximity to the main administrative building.

alma mater: Lowercase when referring to a school, capitalized when referring to the College anthem. *He paid tribute to his alma mater. They sang the Newberry College Alma Mater.*

alumni, alumnus, alumna, alumnae: In body copy, use in reference to graduates of Newberry College. Use *alumnus* (plural *alumni*) for men, *alumna* (plural *alumnae*) for women, and *alumni* for a group of men and women, or for a group whose gender cannot be determined. The shortened *alum* should be used only in quotes, social media and other informal copy.



Alumni Music Center: Official name of the building home to the Department of Music. Located on Luther Street. When referring to the recital hall, located on the first floor, the abbreviated *AMC Recital Hall* is acceptable in internal communications, and spell out for all else: *Alumni Music Center Recital Hall*.

ampersands (&): Avoid ampersands except in trademarked names and titles. The symbol may be used in non-news and social media copy when needed to save space.

annual occurrences: Do not use the term *first annual*. Instead, use terms such as *first*, *inaugural*, or simply indicate an intention to hold the event annually in future, if applicable.

apostrophes: Never use an apostrophe to pluralize.

Board of Trustees: Capitalize when specifically referring to the Newberry College Board of Trustees. Use *board* and *trustees* when used separately on subsequent references: *the board unanimously approved the measure*.

buildings and spaces: For named locations, a shortened version of the space's official name is acceptable in most references: *McClurg Center*. In news copy, follow main campus buildings and spaces with a campus reference: *the event will be held in Wiles Chapel, on the college campus*. Exceptions: Alumni Music Center, Setzler Field, and extended campus locations such as the Smith Road Athletic Complex. For the Center for Teacher Education, include the address after the first reference, or where needed: *the Center for Teacher Education, 1121 Speers St*. **See Gnann Center for Professional Development.**

campuswide

chair: Preferred title for the presiding officer of a board, committee or department. For academic department heads, use *chair* or *professor* as appropriate for the context.

check in (v.) **check-in** (n. and adj.)

class of: Lowercase in news copy or when following a person's name, capitalized when referring to an entire graduating class: *Joyce Roof Carter, class of 1982*; or *the event will honor the Class of 1970*.

class year designations as suffixes: When introducing an alumnus or alumna:

- Follow their full name with the last two digits of the year in which they graduated: *Jim Hale '63*. Use the surname without the year on subsequent references
- Note the space after the name and the apostrophe (beware the single quotation mark) before the year. Do not use a comma to separate the name and the year
- When listing alumni couples of the same surname, designate after the former's first name, and follow the surname with the latter's year: *Will '76 and Libby*



Cromley '77. For couples with different surnames, include the respective year after each surname

- For couples with only one Newberry graduate, list the alumna/us first: *Sarah '97 and John Smith*
- Suffixes apply everywhere except news copy, where class years should be indicated with *class of*, or by simply stating the year in which the person graduated: *Smith, a 1997 graduate*
- Use year suffixes for Newberry College graduates only
- For current students, their academic class (*freshman, sophomore, etc.*) is preferred, as class year designations are given upon graduation

College: Capitalized when used alone and referring specifically to Newberry College, except in news releases. Since the capitalized word is how the College refers to itself, lowercasing it in releases is a courtesy to news editors, who otherwise would likely have to edit it to fit with the style of their publications.

College community: A commonly used term which can loosely refer to students, faculty, staff, alumni, parents and anyone affiliated with the College.

commas: In news and social media copy, omit the final (or Oxford/serial) comma in a simple series unless required for clarity. In all other places, the Oxford comma is optional where not required.

course titles: Capitalize the full and official names of courses, excluding quotation marks: *He teaches Introduction to Public History*. For long titles, shorten and lowercase as appropriate.

coursework

dates: When a month is used with a specific date, abbreviate only *Jan.*, *Feb.*, *Aug.*, *Sept.*, *Oct.*, *Nov.*, *Dec.* Follow the day with a comma, and also the year if used in body copy: *On Feb. 7, 2017, the plan was approved.*

Always use Arabic figures, without *st*, *nd*, *rd*, or *th*. Spell out the month when using the month alone, or the month with a year alone. When a phrase lists only a month and a year, do not separate the year with commas.

Dean's List

departments: Capitalize formal names: *Department of Nursing*. Lowercase all others, except proper nouns or adjectives: *the nursing department, the English department*.

Eleazer Arena

email addresses: Capitalize the first and last names in individuals' email addresses in body copy: *Bobbie.Sides@newberry.edu*.



esports: Acceptable in all references. Capitalize at the start of sentences. Do not use *esports team* in reference to the esports program itself, as there are multiple teams across the offered competitive gaming titles.

events: Capitalize the official names of College-specific events: *Newberry College Homecoming, Family Weekend, Founder’s Day Convocation*.

Gnann Center for Professional Development: Official name of the conference space in the middle wing of the Center for Teacher Education. Because the “center” is easily confused with its parent building, *Gnann room* is appropriate where the full name is not required. Accompany with *Center for Teacher Education* and the address, 1121 Speers St., in news copy and where appropriate. Be careful not to merge the two names together, e.g. *Gnann Center for Teacher Education*.

Kaufmann Hall

- Boar's Head Deli
- Chick-fil-A Express
- The Den Game Room
- Kaufmann Dining Hall
- Kaufmann Hall Sunroom

log in (v.) **login** (n.)

majors and minors: In body copy, use lowercase except for proper nouns and adjectives: *nursing, English*, or when part of the official name of a department or organization.

Newberrian (adj. and n.)

Newberry College: Where the full name would be redundant, *College* may be excluded if doing so would not cause confusion with the city of Newberry or Newberry County.

North Common: Commonly but inaccurately called “Walker Field” due to its proximity to Walker and Pearson halls.

outreach: As a verb, it means “to reach further than.” Do not use *outreach* as a verb when referring to communication.

phone numbers: In all College publications, 10-digit phone numbers should be separated by periods: *803.321.5123*. In news copy, use hyphens: *803-321-5123*.

prefixes: Use *Dr.* in first reference before the name of an individual who holds a doctorate: *Dr. Maurice Scherrens*. Do not precede a name with *Dr.* on subsequent



references, unless part of a quote. Do not use *Dr.* before the names of individuals who hold only honorary degrees.

For ministers, use *the Rev.* before a name on first reference, and *the Rev. Dr.* if the individual also has an earned doctoral degree: *the Rev. Dr. Wayne Kannaday*. Be sure to use the preceding word *the*, because the abbreviation *Rev.* does not stand for a noun.

When including one's title directly before one's name, omit the prefix: *President Maurice Scherrens*. See **titles**.

seasons: Seasons are not capitalized, whether referring to astronomical seasons or to their corresponding semesters: *lacrosse is played in the spring, she has enrolled for fall 2020*.

Scar: Newberry College's wolf mascot. Just as with a person's name, capitalize and do not use quotation marks. Pronouns: he, him, his.

Scarlet and Gray: Capitalize the College's official colors. Another common usage might be *Scarlet and the Gray*, which comes directly from the Newberry College Alma Mater.

student-athlete

students: At Newberry College, students come first, including in copy. Always include students first in lists of campus constituencies: *The health and safety of our students, faculty and staff is our top priority*. When mentioning current students, include their classes and hometowns where possible, and their majors where appropriate.

times: Avoid “:00” in top-of-the-hour designations: *5 p.m.* Note the space between the numeral and the abbreviation, and *a.m.* and *p.m.* are lowercase with a period after each letter. Use *noon* for 12 p.m. and *midnight* for 12 a.m.

titles: When using an individual's official job title, capitalize only when preceding a name: *Dean of Students Sandra Rouse*. For titles three words or fewer, preceding a name is optional. For longer titles or when appropriate, the title should follow the name lowercase, separated by a comma: *Dr. Sid Parrish, vice president for academic affairs*.

As a general rule in titles, “vice president” is followed by “for.”

URLs: Do not include “https://” or “www.” in a web address: *newberry.edu/news*.

Victory Bell Tower: Official name of the stand-alone belfry between Holland Hall and Kaufmann Hall which houses the Victory Bell.

Wessels Library: Named for Frederick Wessels Sr. In the name of the building, *Wessels* is not possessive.



Wolf/Wolves: Capitalize in all uses related to Newberry College: *Go Wolves! Welcome to Wolf Nation! The Wolves' star quarterback.*

Wolf Den: The online campus portal.

Wolf Nation, not *Wolf Pack*, to avoid confusion with North Carolina State University.

