

The Marketing and Communications Office uses as its primary reference The Associated Press (AP) Stylebook.

Academic degrees

Lowercase except in the case of abbreviations, which should be avoided when possible. bachelor's degree, a bachelor of arts, a master of fine arts, an M.F.A, a Ph.D.

Ex: She has a bachelor of fine arts in painting. (preferred)

Ex: A lecture was given by Robert Smith, Ph. D, a specialist in the area of surgery.

Academic departments/majors

Lowercase except when the title includes a proper name
department of history, the history department, the English department

Academic titles

Capitalize and spell out formal titles when they preceded a name, lowercase elsewhere.

Ex: Robert Smith, chair of the history department, led the class discussion.

Ex: Department Chair Robert Smith is well respected in his field of study.

Academic grades

Capitalize.

Ex: A-, B+

Acronyms

Spell out the entire organization / institution the first time and abbreviate with parentheses. Refer to by acronym in subsequent usage.

Ex: The American Society of Electrical Engineers (ASEE) hosted their third annual conference last night. The organization was pleased to welcome new ASEE members.

Addresses

Spell out state names in text. Use two letter postal abbreviations only in full mailing addresses.

Ex: The students visited the largest factory in the state of Georgia.

Spell out Avenue, Street, Circle, Boulevard, etc.

Ex: The class met at the corner of James Avenue and Spelling Boulevard.

The United States is used as a noun; U.S. is used as an adjective.

Alumni

Use alumnus when referring to a male graduate. Use alumna when referring to a female graduate. Use alumni (plural) when referring to a group of male and female graduates.

Use full names of alumni including maiden names of married graduates.

List class year after full name.

Ex: The keynote speaker was Eleanor Walker Bridges '89, a graduate of the chemistry department.

Class

In most cases, use lowercase. Uppercase should be used only when referring to a proper noun.

Ex: class dinner, class officers, the class

Ex: Class of '98

Commas

In a series, use to separate elements. Do not use before a conjunction unless needed for clarity. Always use a comma to denote direct address.

Ex: The cat was black, white and gray.

Ex: He preferred juice, toast, and ham and eggs for breakfast.

Ex: Let's eat, Grandma.

Courtesy Titles

First and last names without courtesy titles.

Susan Reynolds and James Smith (without Ms. or Mr.)

Days & Months

Capitalize the days of the week and the names of a month. Use Monday, Tuesday, etc., for days of the week within seven days of the occurrence.

Ex: The choir will meet every Wednesday in November.

Ex: The choir will meet on Wednesday.

Use a comma if the day of the month is included.

Ex: She was born January 3, 1977.

Use a comma after the date if the sentence continues.

Ex: The Constitution, which was ratified on June 21, 1788, was a solidifying document for early Americans.

Directions

Lowercase east, west, north and south. Capitalize specific regions.

Ex: He drove east from Southern California to reach his destination in the Midwest.

Exclamation Point

Avoid use whenever possible. It may be useful when noting excitement with a quote.

Ex: The crowd erupted with a rousing chant of "Go! Fight! Win!".

Numbers

Spell out numbers one through nine; used numerals to indicate 10 or more.

Use numerals with percentages but not the "%" sign. Instead write, "4 percent."

Spell out first through ninth, use numerals for 10th and above.

Use numerals for measurements, scores, ages, etc.: 4 ounces, 6 years old, the final score was 3-1.

Phone Numbers

Always include the area code, even when it is local, within parentheses. Format as follows:

(912) 555-1292, ext. 7654

Possessives

For singular nouns not ending in S: Add 's

Ex: The horse's barn was wooden but safe.

For plural nouns not ending in S: Add 's

Ex: The subject of women's rights was forefront.

For plural nouns ending in S: Add only '

Ex: The horses' barn was wooden but safe.

For singular, proper names ending in S: Add only '

Ex: Many scholars have studied Socrates' life.

If none of these seems applicable, please refer to the AP Stylebook for more variations.

Pre

Do not hyphenate as a prefix (premed, preseason) unless followed by a word beginning with "e".

Ex: pre-eminent, pre-empt

Quotes

Capitalize the first word of a quote. If it is a direct quote, set off by a comma and quotation marks.

Ex: When asked about the new building he said, "This space will allow for greater interaction."

Or, it can be embedded within the sentence.

Ex: The investor said the risk was "too great for him to support at this time."

Note: Period and comma always go within the quotation marks.

Seasons / Semesters

Lowercase spring, summer, fall, winter

Ex: The class looked forward to the winter semester to begin.

Time

a.m., p.m.: Lowercase, with period. Do not repeat information, as in, "He left at 10 a.m. in the morning."

Instead, write, "He left at 10 a.m."

Use figures for times except in the case of noon or midnight.

Ex: The lecture was rescheduled to begin at 4 p.m.

Ex: All staff should expect lunch to begin promptly at 12 noon.

Spell out time sequences, except in the case of sports.

Ex: The entire session lasted 32 hours, 16 minutes and 43 seconds.

Ex: She finished the marathon in a blistering 2:15:39.32.

Indicate decades as follows: 1890s or '90s

Titles

For book titles, movie titles, opera titles, poem titles, radio and television titles, and the titles of lectures, speeches and works of art:

Capitalize all words, including prepositions and conjunctions of four or more letters.

Put quotation marks around the title, with very few exceptions.

Ex: The professor would be speaking about the techniques used in “Brothers Karamazov.”

Ex: The kids at the birthday party chose to watch “My Little Pony” instead of “Frozen.”

Other

The following are single words:

crowdsourcing
database
download
freelance
fundraiser
lifelong
middleclass
rainstorm
spinoff
springtime
startup (n.)
storyline
videotape
website
weeklong
wherever
worldwide
yearlong

The following are hyphenated words:

campus-wide
cross-country
deep-sea
double-click
e-reader
fact-finding
full-time
high-tech
home-field (adj.)
like-minded
off-site
over-the-counter
part-time
point-blank
re-elect
runner-up
second-rate
small-businessman
soft-spoken
stand-alone
tax-free
t-shirt
university-wide
well-being
Wi-Fi
word-of-mouth

The following are two words:

course work
home page
home field (n.)
vice versa
video game
voice mail
zip line

“More than” is preferred to “over” when expressing quantity.

An “exhibit” is a science project. An “exhibition” is a show or collection of items on display.

Use “advisor”, not “adviser.”

Use “backward”, “forward” and “toward”, not “backwards”, “forwards” and “towards.”

Use “email” and “online.”

“It’s” is short for “it is.” “Its” is possessive.

Working with Marketing & Communications

We're here to help. We want your project to both look great and say what it needs to say. When getting ready to create a publication (of any type), answer these questions:

What is the purpose of this communication?

Who is the intended audience?

What is the message that you want to be received by your readers?

What is the ultimate goal this project should achieve?

Where / how will it appear?

Will a photographer be needed?

Do you have any specific contacts (students, faculty, etc.) that would be good to interview?

Do you have any pertinent background information?

Include brief description and/or include a draft of the intended final product.

Providing this information will give the Marketing & Communications staff a good foundation to start working on your project.

Send project requests, including the above information, to Loretta Heyward, AVP Marketing & Communications at heywardl@savannahstate.edu.