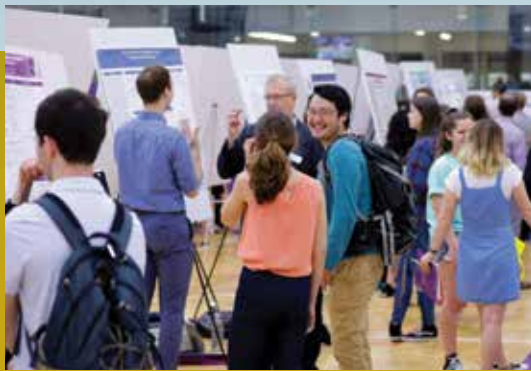
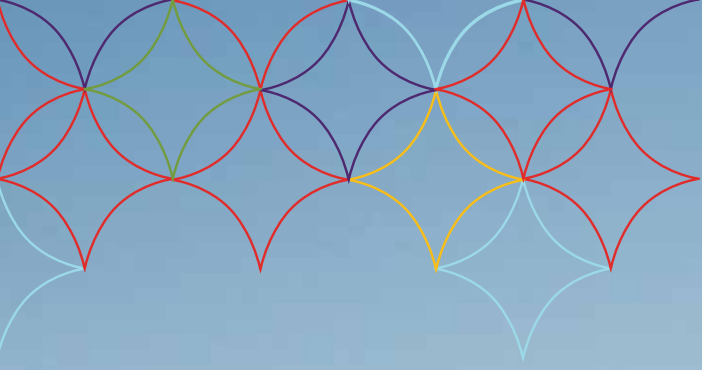




FURMAN  
UNIVERSITY

EDITORIAL STYLE GUIDE





# WRITING AT FURMAN

A CONSISTENT WRITING STYLE IS ESSENTIAL TO EFFECTIVE COMMUNICATIONS. COMPILED BY FURMAN UNIVERSITY COMMUNICATIONS, THIS DOCUMENT PROVIDES GUIDELINES FOR STYLE, WORD USE AND OTHER EDITORIAL TOPICS PARTICULAR TO FURMAN.

THESE STANDARDS APPLY IN ALL PUBLISHED MATERIALS THAT REPRESENT THE UNIVERSITY TO AN EXTERNAL AUDIENCE, IN BOTH PRINT AND ELECTRONIC MEDIA. THIS GUIDE, WHICH WAS LAST UPDATED IN APRIL 2018, PRIMARILY FOLLOWS THE LATEST EDITION OF THE ASSOCIATED PRESS (AP) STYLEBOOK WITH SOME VARIATIONS THAT ARE PARTICULAR TO FURMAN.



## A .....

**abbreviations:** Commonly used abbreviations of more than two letters do not require periods and should be in uppercase: GPA, NCAA, FAFSA, FERPA. Exception: Ph.D. Avoid “NYC” for New York City, except rarely in class notes or in quoted material.

**admissions,** not admission when describing the office and its function.

**advisor,** not adviser.

**alumni:** Use in reference to those who have completed at least two semesters at Furman. Use alumni when referring to a group of men and women or a group whose gender cannot be determined.

**a.m./p.m.:** 9 a.m., 4 p.m. (note the space between the numeral and the abbreviation).

**and/& (ampersand):** Avoid “&” except in trademarked business names and in referring to Furman’s Department of Politics & International Affairs. The ampersand may be used in headlines and social media copy when needed to save space.

**athletics:** Used to describe the department or activities, such as in director of athletics, athletics facilities.

## B .....

**Bachelor of Arts, Bachelor of Science:** Note upper case; bachelor’s degree (lower case) is acceptable in any reference.

**Bell Tower:** The official name of the campus landmark is the Bell Tower.

**Black:** Capitalize Black in reference to someone’s race. White remains lowercase “w,” per AP. African American is also acceptable, but be aware that it is not interchangeable with Black.

**Board of Trustees:** Capitalize as a formal noun when referring specifically to Furman’s Board of Trustees, otherwise lowercase: The Board of Trustees voted to approve the budget. Lowercase “board” and “trustees” when used separately on second reference: The board will meet in Shaw Hall.

**bold:** Put alumni names in bold type in the notables, births and obituaries section of Class Notes section of the magazine only.

**buildings, named spaces and campus landmarks:** Generally, a shortened version of a space’s name is acceptable after first reference or in headlines and social media copy (James B. Duke Library; Duke Library).

## C .....

**campaign:** By itself, it should be: The Campaign for Our Third Century

But in this construction, it should be: Clearly Furman, the Campaign for Our Third Century

**campus:** Lowercase in all uses.

**campuswide:** (one word)

**capitalization:**

- Majors and minors are not capitalized unless they contain the adjectival form of a proper noun: English, biology, Asian studies.

- When employing an individual’s title, capitalize if it precedes the name, but lower case if it follows: Vice President for Academic Affairs and Provost George Shields; George Shields, vice president for Academic Affairs and provost.
- The names of academic departments and programs are capitalized if the formal name (Department of History) is used, but not if the informal name (history department) is used, unless they contain the adjectival form of a proper noun (English, Asian studies).
- The names of administrative offices are capitalized.
- The names of university-specific calendar events (Family Weekend, Spring Break) are capitalized, similar to legal holidays, e.g. Labor Day.
- Capitalize fall when included with a year, such as Fall 2020, but lower-case fall when it’s by itself (the fall semester).
- Capitalize a class, such as the Class of 2021.

### *captions:*

- Full name with grad year for the first reference in a caption: “Jane Smith ’20”; “Smith” on subsequent references.
- Put a period at the end of captions that are complete sentences. For identification instructions, follow this – From left: X, Y and Z. When including a photo credit in the caption: A balloon floats over Furman Lake. / Credit: Kelly Smith

*chair:* Preferred title for the presiding officer of a department or committee. The preferred form for an academic department chair is “Professor and Chair of (Department)” when title precedes name; lower case when title follows name.

*Clark Murphy Housing Complex:* Formerly known as Lakeside Housing.

### *class year designations:*

- Class numerals come last when a maiden name is in play: Carol Winchester Ward ’02.
- When listing a couple and only one of them is an alum, John ’86 and Christine Smith. When both are alums but have different class years, Christine ’87 and John ’86 Smith.
- Space and no comma between name and numerals. “M” before the numerals indicates a graduate degree: M’09. (Note no spaces.)
- The format for an individual who has more than one degree from Furman is Greg Ames(space)’07(space)M’09(space)H’21
- A single quotation mark (‘) is not a substitute for an apostrophe (’).

*commas:* In accordance with AP, the serial (or Oxford) comma is to be avoided unless it is necessary for clarity, or unless one of the items in the series contains an “and” within it.

*Commencement, Commencement Weekend:* Use when referring to Furman’s graduation event.

*composition titles:* Follow AP guidelines for book titles, musical works, movies, plays, poems, albums, radio and television. Capitalize the principal words, including prepositions and conjunctions of four or more letters. Capitalize an article – the, a, an – or words of fewer than four letters if it is the first or last word in a title. Put quotation marks around the names of all such works except the Bible, the Quran and other holy books, and books that are primarily catalogs of reference material. Newspaper and magazine titles are capitalized but do not require quotation marks or italics (The Greenville News, TIME, The Chronicle of Higher Education).



*comprise/compose:* The whole comprises the parts; the parts compose the whole. The Board of Trustees comprises 40 members; 40 members compose the Board of Trustees.

*course titles:* Full names of courses are capitalized but not set off in italics or with quotation marks: He took Professor Pate’s course, Writing Fiction. Lowercase when not referring to proper name of course: He met Professor Pate while taking her course on fiction. Exception: a proper noun in the course title: Shakespeare; Russian history.

## D .....

*Daniel Chapel:* Official name of the chapel centrally located on campus across from the James B. Duke Library.

*dashes:* The shorter of the two dashes, the en dash should be used to denote an abrupt change in a sentence, a series within a phrase, or in an attribution of an author. There should be spaces on either side of it. Do not use em dashes. (On a Mac, the en dash is created using option/alt + hyphen/minus sign; on a PC, use ctrl + alt + -. You must use the minus sign on the numeric keypad.)

*dates:* Use figures for days of the month, omitting nd, rd, st, th. Abbreviate only Jan., Feb., Aug., Sept., Oct., Nov. and Dec. when used with a specific date. Place a comma between the month and the year and following the year when the day is mentioned: On May 6, 2017, Commencement brought together hundreds of people. Do not place a comma between the month and the year when the day is not mentioned: The May 2017 Commencement brought together hundreds of people.

*days of the week:* Spell out in body copy; do not abbreviate except in lists, such as marriages in Class Notes.

## Dean’s List

*department names:* The names of academic departments and programs are capitalized if the formal name (Department of History) is used, but not if the informal name (history department) is used, unless they contain the adjectival form of a proper noun (English, Asian studies).

The names of administrative offices are capitalized.

*Department of Earth, Environmental, and Sustainability Sciences:* Formerly known as Department of Earth and Environmental Sciences.

*Dins Day:* Held during spring term on LDOC (Last Day of Class), Dins Day is a day of Furman spirit and giving.

*diverse:* Avoid using “diverse” to describe a non-white person (“a diverse student”); use it to refer to a group of people (“the class had students from diverse backgrounds”).

*Dr.:* We do not use this title in any reference, except for those with a medical degree, per AP. It can be used if it’s part of a quotation.

## E .....

*early decision (also regular decision):* Lowercase in text; uppercase is acceptable in lists, charts and similar display copy.

*emerita/emeriti/emeritus:* Emerita, in the title, “professor emerita,” means a woman retired from the faculty but permitted to retain as an honorary title the rank of the last academic appointment held. Emeritus refers to a man with the same status. The plural is emeriti.

Place immediately after the formal title: Professor Emeritus of History James B. Leavell, or James B. Leavell, professor emeritus of history.

## F .....

*first-year:* Use “first-year student” instead of freshman. Use sophomore, junior and senior.

*Furman Lake:* Although sometimes referred to as “Swan Lake,” the official name is Furman Lake.

*Furman Hall:* Formerly known as James C. Furman Hall

*Furman Mall:* The official name of the road and grassy median that runs the length of campus from the Main Gate to the Lay Physical Activities Center.

*Furman on Deck:* Furman’s named space at the Greenville Drive stadium, Fluor Field.

*Furman on Main:* Furman’s partnership with M. Judson Booksellers on Main Street in Greenville.

## G .....

*grade-point average/GPA:* Spell out and hyphenate on first reference and when used alone. Otherwise, GPA is acceptable when used with figures: A 3.5 GPA is required.

## H .....

*headlines:* Stories should have a short headline and a long headline. Only the first word and proper nouns are capitalized. Exception: Furman magazine, which uses headline styles determined by design standards particular to each issue.

*homepage:* one word.

## I .....

*i.e.,* that is (note punctuation).

## Instagram

### *institutes and centers:*

- Capitalize “T” in “The” as part of institute names; retain lowercase “t” in “the” for centers (“the Cothran Center”)
- First use:
  - The Robert and Margaret Hill Institute for Innovation and Entrepreneurship  
Subsequent references: The Hill Institute  
Use *Furman 101* in reference to the *One City Plaza* space.
  - The Shi Institute for Sustainable Communities (formerly the David E. Shi Center for Sustainability)  
Subsequent references: The Shi Institute
  - The Riley Institute  
(This is the trademarked name.)  
Subsequent references: The Riley Institute
  - The Institute for the Advancement of Community Health  
Subsequent references: IACH – but not “the IACH”
- All second and subsequent references can also be to “the institute,” if the context in the copy is appropriate and clear.
- Headline references may be the shortened versions listed above under subsequent references.

*italics:* Names of news publications, e.g., The Greenville News, are not italicized.

## J .....

**Jr.:** No comma between a name and this title; Thomas E. Mason Jr. The same is true for Sr., III, etc.

## L .....

**Lay Physical Activities Center:** Commonly known to the campus community as the “PAC,” the Lay Physical Activities Center houses the Department of Health Sciences, the Department of Military Science, Human Resources and the Furman Fitness Center.

**LDOC:** Student reference for the last day of class for the academic year. This is also the day that the Furman community celebrates Dins Day.

## M .....

**major medical-related programs:** Furman University-University of South Carolina (USC) School of Medicine Greenville Direct Entry Program helps accepted Furman students chart a pathway to medical school and allows the USC School of Medicine Greenville to identify talented South Carolina students who are interested in studying and practicing medicine.

The South Carolina Medical Legal Partnership (MLP) formally connects Furman University, the Greenville Health System and South Carolina Legal Services in work to improve health outcomes for people throughout the Upstate, especially those living in poverty.

**majors and minors:** Do not capitalize unless they contain the adjectival form of a proper noun: English, biology, Asian studies.

*Master of Education, Master of Science*

*master’s degree*

*mid-semester, mid-term, mid-year*

**Milford Mall:** This walkway and grassy area extends from the Furman Mall to the James B. Duke Library.

**military ranks:** Follow standard capitalization rules, capitalizing a rank only if it precedes a person’s name.

## N .....

**names/titles of persons:** Include full title and first and last name on first reference; last name only in subsequent references. Capitalize a person’s title when it occurs before their name. Do not capitalize it if it follows the person’s name. Examples: Professor of History Lloyd Benson; Lloyd Benson, professor of history.

Keep stand-alone position titles lowercase: The president of the United States.

Exceptions: Endowed professorships are capitalized, even when the title follows a name: Glen Halva-Neubauer, Dana Professor of Political Science.

In more casual uses, particularly on the web and in social media, a student’s first name may be used in subsequent references. Example: Associate Professor of English Gina Pearson, or Brandon Inabinet, associate professor of communication studies.



## numbers:

- Write out one through nine, use digits for 10 and up.
- Use commas in four-digit (and higher) numbers (1,000, etc.).
- Use numerals before units of measure (example: 3 acres)

## Exceptions:

- people’s ages, always use digits (“...their 1-year-old son...”).
- times, always use digits (note: 9 a.m., without the “:00,” lowercase, periods).

## O

*off-campus/on-campus:* Following standard procedure, hyphenate when used as an adjective (off-campus housing), but not when used as an adverb (He lives off campus).

*online:* He registered online; she took advantage of online registration.

## P

*president:* As with any title, capitalize when used before a full name (President Elizabeth Davis announced...), lowercase when used alone (The president announced...).

*possessives:* Add an apostrophe “s” to singular common nouns ending with an “s”.

## R

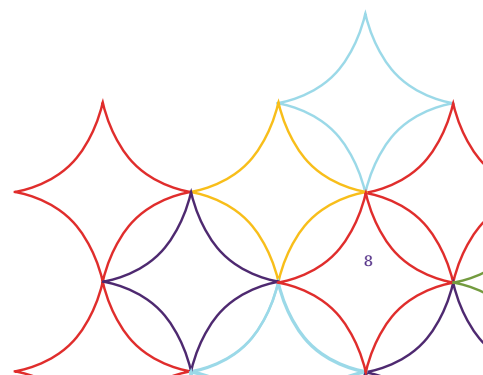
*read-ins:* Put a period at the end of read-in copy only if it is a complete sentence.

*regular decision (also early decision):* Lowercase in text; uppercase is acceptable in lists, charts and similar display copy.

## S

*says/said:* Use “says” for attribution in magazine content, and “said” in news releases and news stories online. Exceptions on a case-by-case basis.

*serial comma:* This refers to the comma before the conjunctions “and” or “or” in a series of items (football, baseball and soccer). Following AP, avoid using in a simple series. Use best judgment for clarity in a complex series (one that has a conjunction within one of the items, e.g., toast, green eggs and ham, and coffee).



*state names:* Spell out state names in body copy. “D.C.” may be abbreviated.

If the state name must be abbreviated in tabular material – Class Notes, for example – use the AP Style Guide abbreviations below. The names of eight states are never abbreviated in datelines or text: Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas and Utah.

Ala.	Md.	N.D.
Ariz.	Mass.	Okla.
Ark.	Mich.	Ore.
Calif.	Minn.	Pa.
Colo.	Miss.	R.I.
Conn.	Mo.	S.C.
Del.	Mont.	S.D.
Fla.	Neb.	Tenn.
Ga.	Nev.	Vt.
Ill.	N.H.	Va.
Ind.	N.J.	Wash.
Kan.	N.M.	W.Va.
Ky.	N.Y.	Wis.
La.	N.C.	Wyo.

*standardized tests:* Abbreviations are acceptable on first reference: SAT, ACT, GRE, MCAT.

*study away, study-away programs:* Use hyphen only when using as a compound modifier.

T .....

*Task Force on Slavery and Justice:*  
Use task force on second reference.

*theater:* Exceptions: space names that use “theatre” or official major name

*The Furman Advantage:* The acronym TFA is not to be used in external communications and is used as internal shorthand only. The proper name, including The, is always capitalized.

*time designations:* Avoid “:00” in top-of-the-hour designations. Five in the afternoon is 5 p.m.

*toward,* not towards.

U,V .....

*university:* When used alone, “university” is not capitalized, even when referring specifically to Furman University.

*universitywide* (one word)

*Upcountry History Museum –  
Furman University*

*upperclass students:* This term (one word, lowercase) designates sophomores, juniors and seniors.

*URLs:* Put a period at the end of a sentence that ends with a url if it’s part of a complete sentence. Omit the period if it’s not.

W .....

*web addresses:* Do not underline. Do not include http:// or www, unless excluding either would cause confusion or cause the address not to work. Place a period at the end of a sentence that ends with a web address.

*webpage, website*

X,Y,Z .....

*years:* No apostrophe in decades: the 1990s. Apostrophe in contracted years: the Blizzard of ’88, the class of ’06, the ’90s. Exception: 9/11.

# *RESOURCES & SUPPORT*

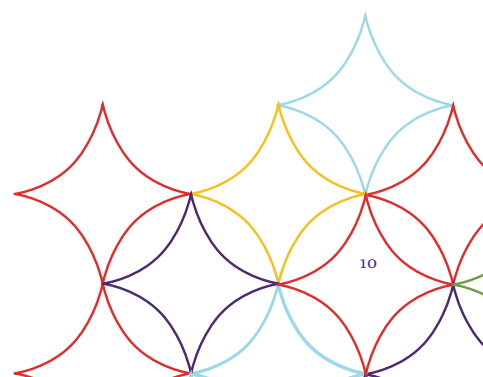
THERE ARE MANY RESOURCES AVAILABLE TO HELP YOU COMMUNICATE  
EFFECTIVELY WITH YOUR AUDIENCE. PLEASE CONTACT US FOR:

- Writing/Content
- Design/Graphics
- Website
- Photography: Contact University Communications

*University Communications*

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# CONTACT

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