

USC Upstate Editorial Style Guide

The USC Upstate Editorial Style Guide is a supplement to the Associated Press Stylebook and addresses frequently asked questions and USC Upstate-specific style standards for marketing, communications, and web content.

The USC Upstate Editorial Style Guide is designed to be a helpful resource to assist campus communicators in writing marketing, communications and web materials that present an accurate, consistent message about the University. This guide is a supplement to the Associated Press Stylebook to address many of the frequently asked, style-related questions that pertain specifically to USC Upstate.

For editorial style questions not included within these guidelines, refer to the AP Stylebook. In instances where the USC Upstate Editorial Style Guide differs from AP Style, the USC Upstate guide takes precedence.

Abbreviations & Acronyms

Avoid using abbreviations and acronyms. Acronyms for college names should only be used in hashtags on social media. #USCUpstate #SpartanStrong #GoSpartans #Spartans #UpstateSpartans

When using an acronym, do not place it in parentheses after the first reference. Instead, spell out the word on first reference and use the acronym for second reference and beyond: The event took place at the Sansbury Campus Life Center. The CLC is located on the USC Upstate campus.

Canceled vs. postponed

The preferred spelling of the word is canceled. Also, an event is canceled when there is no reschedule date and no plans to reschedule. An event is postponed when the event is going to occur, but a new date has not been set or has been labeled as TBA – to be announced.

Degrees

Avoid degree abbreviations after the name; instead use an explanatory phrase when possible. *Walter Corrigan, who has a doctorate in psychology, will speak at the commencement ceremony.*

Use abbreviations only when needed to distinguish the specific type of degree or when the use of full terms would be cumbersome.

When used after a name, an academic abbreviation is set off by commas and periods are used between letters: Mildred Smith, B.A. Degrees with three or more capital letters, such as MBA, do not have periods between letters.

Always use the articles *a* or *an* when describing a degree. Avoid using personal pronouns such as his or hers: *He earned a bachelor's degree. She earned an associate's degree.*

Doctoral is an adjective

He earned a doctoral degree.

Doctorate is a noun

He earned a doctorate.

Bachelor's degree, master's degree

Use an apostrophe in *bachelor's degree*, *master's degree*, etc., but do not use a possessive in *Bachelor of Arts* or *Master of Science*. When referencing as *bachelor's degree* or *master's degree*, do not capitalize the name of the degree. Only capitalize when referencing the formal name: *Bachelor of Arts in History*.

Ph.D./PhD

It is preferred to say a person holds a doctorate. If listed after a name, use the abbreviated form: Ph.D.

Honorary degree

All references should specify that the degree was honorary. If a person's sole doctorate is honorary, do not use Dr.

Direct Support Organizations

USC Upstate Foundation

Chartered in 1973 as the Carolina Piedmont Foundation, and renamed in 2009, the USC Upstate Foundation exists to seek and accept gifts of charitable, benevolent, cultural and educational purposes for the exclusive benefit of the University.

Capital Development Foundation

The mission of the Capital Development Foundation is to support the University of South Carolina Upstate in all of its educational, research, instructional, scientific, literary, service, charitable and outreach endeavors. As a 501(c)(3) nonprofit corporation incorporated under the state law of South Carolina, the purpose of the Capital Development Foundation is to own, manage, lease, sell, convey and/or transfer real estate and other capital developments to be used for the benefit of the University of South Carolina (USC) Upstate and the USC Upstate Foundation.

Spartanburg County Commission for Higher Education

The Spartanburg County Commission for Higher Education shall be composed of 15 members to be appointed by the governor on the recommendation of a majority of the resident members of the House of Representatives and the Senate from Spartanburg County. In addition to the 15 members, two additional members of the commission shall be appointed; one who is a resident of Greenville County and one who is a resident of Cherokee County.

Locations

USC Upstate

When referring to the USC Upstate in Spartanburg, USC Upstate is the only reference.

George Dean Johnson, Jr. College of Business and Economics

Refers to the business college located in downtown Spartanburg. Also housed in The George are the University's GreenHouse Business Incubator and Child Protection Training Center.

Greenville campus

USC Upstate Greenville Campus provides public education that is accessible, affordable and located in the University Center Greenville.

Upstate Gallery on Main

The Upstate Gallery on Main opened its doors in February 2015. It showcases the permanent work of various artists. In addition to extraordinary showcases, the Gallery offers opportunities for internships and a place for scholarly research. The Gallery also serves as a venue for community workshops, seminars, meetings and receptions.

USC

Refers to the University South Carolina in Columbia.

States

Do not abbreviate states. Spell out the word in its entirety: *Spartanburg, South Carolina; Columbia, South Carolina*.

Naming Conventions

Buildings

Capitalize and spell out *Building* and *Room* when referring to campus buildings, and always use numerals for building numbers: *Building 11, Room 219*.

Centers

The names of University centers should be capitalized in all uses and preceded by *University of South Carolina Upstate* or *USC Upstate* on first reference, e.g. USC Upstate Center for African American Studies.

Colleges

Full names of colleges should be capitalized in all uses and preceded by *USC Upstate* on first reference. When only referencing one college or school at USC Upstate, second reference and beyond can be shortened to "the college" or "the school." *The USC Upstate College of Arts, Humanities, and Social Sciences is home to a number of undergraduate and graduate programs. Susie Smith is the dean of the college.*

Do not use acronyms like JCBE or MBSON in reference to the George Dean Johnson, Jr. College of Business and Economics or the Mary Black School of Nursing when writing for the campus community or general public.

Departments and Offices

Capitalize when using the proper name of all departments and offices: *The Department of Biology; the Office of Admissions.*

Lowercase when department or office comes after the proper name: *biology department; admissions office.*

News release, news conference

While members of the media use press release and press conference, the correct verbiage is news release and news conference.

Numbers, Dates & Times

Ages

Use numbers for all ages: *The 2-year-old child will be 3 years old next year.*

Dollars

Use numbers to indicate dollar amount, followed by the written designation as needed: *5 cents; \$60,000; \$4 million to \$5 million.*

Numerals

Spell out numbers one through nine, and when any number begins a sentence. Use Arabic numbers for everything equal to or greater than 10. *There were three students waiting in line. Eleven students were awarded the scholarship. More than 15 people attended the event.*

Ordinal numbers

Spell out first through ninth when they indicate sequence in time or location: *first base; the First Amendment; he was first in line.* Starting with 10th, use figures. Use *1st, 2nd, 3rd, 4th*, etc. when the sequence has been assigned in forming names, primarily used in geographic, military and political designations: *1st Ward; 7th Fleet; 1st Sgt.*

Over vs. More Than

More than is preferred with numerals: *There were more than 20 members involved in the student organization.*

Percent

Use figures and spell out percent: *0.6 percent; 1 percent.* The % symbol can be used only in tables.

Phone Numbers

Do not add 1 before phone numbers with an area code: *864.474.2658.* Phone numbers should be formatted with periods.

Times

Use figures, except for *noon (12 p.m.)* and *midnight (12 a.m.)*. Use a colon to separate hours from minutes: *11 a.m.; 4:15 p.m.* Do not use :00 if the time is on the hour, except for use in formal invitations: *Please join us from 11:00 a.m. to 2:00 p.m., or 3:00 to 5:00 p.m.* For all other instances: The show will be held from 3 to 5 p.m.

Dates

When a month is used with a specific date, abbreviate only *Jan.*, *Feb.*, *Aug.*, *Sept.*, *Oct.*, *Nov.* and *Dec.*: *The center opened on Oct. 4, 2011.* Spell out when it is used alone, or with a year alone: *The center opened in October 2011.* When using the day of the week in dates, spell out the day: *The grand opening is on Friday, March 3.* If the year is included in a specific date, a comma should be placed after the year: *The center opened on Oct. 4, 2011, with tremendous support.*

Use hyphens to join ranges of years within the same century and shorten the second year: *1960-80, 2012-16, 1980-2010.*

Punctuation

Colon

Capitalize the word after a colon: *The vice president announced his decision: No fee hike.* *The vice president announced his decision: He will not raise fees.* In headlines, the word after a colon always is capitalized: *Provost: Smoking ban will stand.*

Commas

USC Upstate has established a preference for the serial comma. Use a comma after each item in a series, and before a conjunction (and, or), such as: *The building is large, modern, and beautiful.* Use a comma when listing a complex series of items or with an additional conjunction such as: *The building is large, modern, and wired, and beautiful.* Use the serial comma for college names: *The College of Arts, Humanities, and Social Sciences.*

Exclamation marks

Avoid use exclamation marks, except to show extreme emotion. Try not to use them in headings or more than once on a page.

Hyphens

Use hyphens to join only when needed to avoid ambiguity. Hyphenate words such as lower-division, lower-level and upper-level when using as adjectives. *He made all 'A's' in his upper-level courses.* Another common mistake is made with the phrases on campus and off campus. Use “on-campus” or “off-campus” when used as an adjective before a noun, but use “on campus” and “off campus” when it follows a noun. *She read the brochure about off-campus living. He lived on campus.*

Hyphenate part time and full time only when they are used to modify a noun: *She is a full-time student, and she works part time.*

Punctuating quotations

Always place the comma (and most other punctuation) before the closing quote: *“The surgery went well,” said Jill Smith, sister of the injured player.*

Quotation marks

Always place commas and periods inside a closing quotation mark, but not semicolons or colons. Nicknames are enclosed in quotation marks. Do not use quotation marks around clichés, figures of speech or for emphasis to suggest irony or special usage.

Semicolon

Use a semicolon to clarify a series that includes a number of commas. Include a semicolon before the

conjunction: *The University choir will perform in Spartanburg, South Carolina; Austin, Texas; and Baton Rouge, Louisiana.*

Technology Terms

Cellphone and Smartphone

These are single words.

Email

Email is one word and is not hyphenated.

Internet

Internet is capitalized in all instances.

Online

Online is one word and is not hyphenated.

Web, web page, website

The AP Style is preferred: When referring to “the web,” short for the World Wide Web, web should not be capitalized. The term website is one word, while web page is two words. Neither are capitalized nor hyphenated.

Titles

Abbreviate titles when used before a full name: *Dr., Gov., Lt. Gov., Mr., Mrs., Rep., Sen.* and the *Rev.:* *Gov. Henry McMaster was a special guest at the luncheon.*

Formal titles are capitalized only when used before a name and lowercase elsewhere: *President John Smith hosted a news conference today. Brendan Kelly, chancellor, hosted a news conference today. Chair Meredith Brunen hosted the event. Bill Barnet was named chair of the USC Upstate Board of Trustees.*

Titles are lowercased when used after a name: *Sandra Smith, associate vice president for academic affairs, is scheduled to speak at the meeting.*

If a faculty or staff member has dual titles, list both after the name: *Dr. George Ellenberg, provost and vice president for Academic Affairs. Bob Smith, professor and chair of the Department of Chemistry.*

Use Dr. before the name on first reference only if their title is after the name: *Dr. Pam Northrup, vice president for research and strategic innovation.* Do not use Dr. after first reference: *Northrup stated that the economic impact nearly doubled.*

University Terms

Academic Semester

Capitalize *Fall, Spring* and *Summer* when used with a year: *Fall 2012, Spring 2013.* Lowercase when used alone: *The fall semester.*

Alumnus, alumni, alumna, alumnae

A male is an *alumnus*. A group of men are *alumni*.

A female is an *alumna*. A group of females are *alumnae*.

Use *alumni* when referring to a group of men and women.

Use *double-alumnus* or *double-alumna* when referring to a male or female who received both their bachelor's and master's degrees from the same institution.

To be considered a USC Upstate alumnus or alumna a person must have completed 12 hours of coursework. *Alumnus* is not the same as *graduate*. A graduate must have earned a degree from USC Upstate.

Board of Trustees

Capitalize in all uses when referring to the USC Upstate Board of Trustees: *The Board of Trustees met on Friday, July 5. The Board met on Friday, July 5.* Never use BOT. A member is to be referred to as a trustee, lowercased, except when *trustee* is used before a name: *The trustee spoke at the Board meeting on Friday. Trustee Tommy Young is the current chair of the Board.*

Campuswide

Do not hyphenate *campuswide*, *citywide*, *statewide*, *nationwide* or *worldwide*. *University-wide* requires a hyphen.

Catalog

Preferred spelling, although catalogue is also correct.

Chair

Not chairman, chairwoman or chairperson.

Distinguished University Professor

Capitalize in all uses.

Faculty

Lowercase when not part of a title: *Faculty Senate; the faculty met to discuss...*

High-Impact

Refers to *high-impact practices*. Use a hyphen in all references.

Homecoming

Capitalize when referring to the annual event at USC Upstate.

Résumé

The preferred spelling includes the diacritical marks and helps avoid confusion with resume.

Student Ambassador

Refers to a student member of the USC Upstate Student Ambassador Program. Capitalize when referring to the program. Lowercase when referring to the individual: *Susie is involved in the Student Ambassador Program as a student ambassador.*

Students

When referring to students, include their year and major, set off by commas: *Susie Smith, a senior mathematics major.*

University

Capitalize when part of a proper name and when it stands alone if it is referencing USC Upstate.

Lowercase *university* when it is not referencing USC Upstate.

Students at Harvard University launched a new social media site this week.

The University will be closed on Veterans Day, Chancellor Brendan Kelly said.

He attends a university in South Carolina.

University of South Carolina Upstate

On first reference, use University of South Carolina Upstate. USC Upstate can be used on second reference.

USC Upstate Athletics

Spartans

Use *Spartans* to refer to USC Upstate athletics teams.

Athletic vs. Athletics

Use the singular *athletic* when used as an adjective: *athletic director, athletic department*. Use the plural *athletics* when used as a noun: *Department of Intercollegiate Athletics, USC Upstate athletics*.

Big South

USC Upstate Spartans complete in the Big South conference.

National Collegiate Athletic Association, NCAA

NCAA is acceptable in all uses.

Team Names

Lowercase names of teams and include men's or women's to distinguish teams: *USC Upstate's men's basketball; USC Upstate's men's cross country; USC Upstate's women's soccer; USC Upstate's women's swimming and diving*.

Facilities

The following are the correct names for facilities used by the Department of Intercollegiate Athletics.

- County University Soccer Stadium
- Louis P. Howell Athletic Complex
- R Jim Spooner Field
- Cleveland S. Harley Baseball Park
- G.B. Hodge Center/Arena
- Smith Farmhouse/Athletic Annex