

Southern Adventist University Writing Guide

While we encourage you to use the style manual appropriate to your academic field for specific academic materials, items produced for the public (newsletters, for example) should be edited to match the *Southern Adventist University Writing Guide*. For items not specifically covered in this style guide, use AP style. (*The Associated Press Stylebook* may be checked out from McKee Library; information about purchasing a book or subscribing online can be found at apstylebook.com.)

For the most up-to-date version of the *Southern Adventist University Writing Guide*, visit southern.edu/writingguide.

For a list of Southern-specific proper nouns (building, department, and event names, etc.), please see the end of this style guide.

A

abbreviations Universally recognized abbreviations are required in some circumstances, but in general, avoid them. Do not use abbreviations or acronyms the reader would not quickly recognize. When an abbreviation or acronym is required, use an organization's full name on first reference and follow with the abbreviation or acronym in parentheses. Do not use periods in abbreviations. Never use SAU for Southern Adventist University. Instead, use the full university name on first reference and *the university* or *Southern* on subsequent references.

academic degrees When referring to a *type* of degree that Southern offers, lowercase the degree description (*Southern offers a degree in computer science*). When listing the level and type of degree, but not its proper name, keep it lowercase and use an apostrophe (*Southern offers a bachelor's degree in computer science*). When listing the actual name of the degree (a proper noun), uppercase it and do not use an apostrophe (*Southern offers a Bachelor of Science in Computer Science*). Note: *bachelor's degree* and *master's degree* are possessives, but *associate degree* and *doctorate degree* are not.

When referring in an article to a degree Southern offers, do not use abbreviations on first reference, but spell them out. Here is a list of the abbreviations for some degrees offered by Southern and the appropriate spelled-out form.

AA	<i>Associate of Arts</i>
AS	<i>Associate of Science</i>
AT	<i>Associate of Technology</i>
BA	<i>Bachelor of Arts</i>
BBA	<i>Bachelor of Business Administration</i>
BFA	<i>Bachelor of Fine Arts</i>
BMus	<i>Bachelor of Music</i>
BS	<i>Bachelor of Science</i>
BSW	<i>Bachelor of Social Work</i>

MA	<i>Master of Arts</i>
MBA	<i>Master of Business Administration</i>
MFm	<i>Master of Financial Management</i>
MSW	<i>Master of Social Work</i>
MS	<i>Master of Science</i>
MSA	<i>Master of Science in Administration</i>
MSEd	<i>Master of Science in Education</i>
MSN	<i>Master of Science in Nursing</i>

When it comes to listing credentials after a person's name, include only those credentials that are terminal degrees; MSW and MFA are the only two master's degrees Southern considers terminal. Do not use the courtesy title "Dr." in front of a person's name (see separate entry for "Dr.") Here are some common terminal degrees held by Southern professors:

EdD	<i>Doctor of Education</i>	MFA	<i>Master of Fine Arts</i>
DBA	<i>Doctor of Business Administration</i>	MSW	<i>Master of Social Work</i>
DLitt et Phil	<i>Doctor of Literature and Philosophy</i>	PhD	<i>Doctor of Philosophy</i>
DMA	<i>Doctor of Musical Arts</i>	ThD	<i>Doctor of Theology</i>
DNP	<i>Doctor of Nursing Practice</i>		
DSN	<i>Doctor of Nursing Science</i>		

Academic Titles Capitalize formal titles when they precede a name. Lowercase elsewhere (including when they stand alone without a person's name).

Accent This is an improper shortening of *Southern Accent*. Acceptable only on subsequent references.

ACT Because of wide recognition, it is an acronym acceptable on first reference for American College Test, a standard college entrance examination.

adjunct Regardless of employee's education or experience, the proper use is *adjunct instructor*, not *adjunct professor*.

Adventist First reference should be Seventh-day Adventist unless used as part of a name (such as in the name of a church). Do not use SDA.

adviser Not *advisor*.

ages Always use numerals. Ages expressed as adjectives before a noun or as substitutes for a noun use hyphens: *The 7-year-old girl* or *the 7-year-old*, but *she is 7 years old*.

alum, alumni *Alum* is the appropriate gender-neutral way to refer to one of our graduates. Use *alumni* when referring to more than one alum. Include graduation year after name whenever possible: *Luke Evans, '13, wrote an article for Columns*. For an alum who also has a graduate degree from Southern, use parentheses: *Joe Smith, '10 and '12 (MSW), wrote an article for Columns*.

a.m., p.m. Lowercase, with periods.

ampersand Avoid unless part of an official corporate name (such as AT&T). The names of Southern's schools and departments never include ampersands.

annual An event cannot be described as *annual* until it has been held in at least two successive years. Do not use the term *first annual*. Instead, note that sponsors plan to hold an event annually. Spell out the number for second annual through ninth annual. Use numbers for 10th annual and beyond.

associate degree See **academic degrees**.

association Do not abbreviate. Capitalize when part of a proper name: *American Medical Association*.

B

Baccalaureate See **graduation services**.

bachelor's degree See **academic degrees**.

biannual, biennial *Biannual* means twice a year and is a synonym for the word semiannual. *Biennial* means every two years.

Bible Capitalize when referring to the Scriptures in the Old Testament or the New Testament. Capitalize related terms such as *the Gospels, Gospel of St. Mark, the Scriptures, the Holy Scriptures, the Word, the Word of God*.

Lowercase *biblical* in all uses.

Lowercase *bible* as a non-religious term: *My dictionary is my bible*.

Do not abbreviate individual books of the Bible.

biblical citation Cite chapter and verse(s) using this form: *Psalm 27:2, Matthew 3:16, Luke 21:1-13, 1 Peter 2:1*. Credit the version (unless quoting from KJV) using this form: *Matthew 16:1, NIV*. Permission to reprint will also need to be cited in the document or publication. For more information look at copyright information included at biblegateway.com or consult with Marketing and University Relations.

bimonthly *Bimonthly* means every other month. *Semimonthly* means twice a month.

biweekly *Biweekly* means every other week. *Semiweekly* means twice a week.

Board of Trustees Capitalize when referring to Southern's Board of Trustees (*board* when used alone on subsequent references). Lowercase when referring to other organizations' boards.

books See **composition titles**.

bulleted lists Use a colon to introduce a bulleted list unless the sentence introducing the list is complete and each item in the list is a complete sentence. Do not punctuate partial sentences in lists. Make all items in the list congruent (for example, if the first bullet begins with a verb, make all of the bullets begin with a verb).

C

cafeteria This is not an official name. See **Dining Hall**.

camp meeting Two words. Keep lowercase unless part of an official name. *This year's camp meeting was great. I attended Carolina Conference Camp Meeting 2015.*

Campus Ministries The umbrella organization for several ministries organized by the Chaplain's Office, which is located in the student center. Campus Ministries includes Creative Ministries, Destiny Drama Company, Student Missions, and Student Wellness.

Campus Talk The following forums are part of Campus Talk (southern.edu/campustalk):

- Employee Life
- Employee Suggestions
- Faculty Net
- Classifieds
- Graduate Student Information
- Sharing
- Southern News
- Student Life
- Student Suggestions
- Undergraduate Student Information
- University Discussion

canceled There is only one "I" in *canceled*.

capitalization In general, avoid unnecessary capitalization which should be reserved for proper nouns. Capitalize official names of departments at Southern, but lowercase job titles unless they precede a person's name. When referring to departments at institutions and companies outside of Southern, capitalize only after confirming that it is an official formal name.

chair Use this gender-neutral term instead of *chairman*.

Chattanooga When communicating with an audience familiar with the area, there is no need to add Tennessee after the city name.

Chattanooga Times Free Press Italicize. Use *Times Free Press* on subsequent references.

child/kid Acceptable only for elementary and secondary age students. Should not be used for college and university students. See **student**.

church Capitalize as part of the formal name of a building, congregation, or a denomination; lowercase in other uses: *Ooltewah Seventh-day Adventist Church, a Seventh-day Adventist church*.

cities Most cities need to be followed by the state name for clarification. Exceptions are listed in the *AP Stylebook*. For information on how to refer to local cities, see **Cleveland, Tennessee; Chattanooga**, or **Collegedale**. For formatting information, see **states**.

class Lowercase with a year in "class of" constructions: *class of 1998*.

class standing Use a student's class standing (freshman, sophomore, junior, senior) and major when introducing the student in an article. Do not capitalize class standing or major. See **majors**.

Cleveland, Tennessee Followed by state name to distinguish from the city of Cleveland, Ohio.

CLEP College Level Examination Program. Use full name on first reference. Do not use as a verb. A student who attempts to receive credit for a class and demonstrate sufficient knowledge by taking a test has successfully *challenged* a class (not clepped a class).

coach Do not use as a courtesy title, as in Coach Johnson. Instead use the person's full name followed by the appropriate title.

College Press Printing press located on campus that has been in operation since 1917. Once associated with Southern, this business is now independently owned.

Collegedale When communicating with an audience familiar with the area, there is no need to add Tennessee after the city name.

Collegedale Academy Can abbreviate as *CA* (no periods) on subsequent references.

Collegedale Church of Seventh-day Adventists Not Collegedale Seventh-day Adventist Church.

Columns Italicize (within the magazine itself, use all caps and don't italicize). The official magazine of Southern Adventist University.

comma—rules for use

Conjunctions (and, but, or, yet, for, nor, so) need to be preceded by a comma when they join two independent clauses. In other words, if you could split the sentence into two stand-alone sentences by simply removing the conjunction, include a comma.

In a series, commas should be used before the conjunction. *The flag is red, white, and blue.* If the series is complex, use semicolons to separate the elements of the series. *Family members include his wife, Jane; two daughters, Jill and Julie; and a son, John.*

When deciding if a comma needs to go between two adjectives, flip the adjectives. If the sentence still makes sense, a comma is likely needed. *He is a smart, athletic student.*

Renaming vs. clarifying: When you're renaming an item, you use a comma. *His wife, Jane, is happy.* (We assume he has only one wife.) When you're clarifying an item, no comma is needed. *His classmate Jerry scored better on the quiz.* (We assume he has more than one classmate.)

Commencement See **graduation services**.

committee Do not abbreviate. Capitalize when part of a formal name: *the House Appropriations Committee*. For information on Southern committees, refer to the *Employee Handbook*.

composition titles Italicize titles of complete works, such as books, magazines, poems, etc.. Put in quotation marks works that are part of a larger piece, such as chapters, magazine articles, etc. Capitalize the principal words, including prepositions and conjunctions of four or more letters. If a preposition or conjunction with fewer than four letters is the first or last word of the title, capitalize it as well.

convocation Lowercase. Meeting Thursdays at 11 a.m.

coordinator for Avoid *coordinator of*. Uppercase when preceding a name; lowercase after references. *Liane de Souza, counseling services coordinator for the Student Success Center, spoke during orientation.*

courses Capitalize the names of official course titles. *American History and Institutions* is capitalized but *history class* isn't. Look in the current catalog for official names of classes.

credentials See **academic degrees**.

credit hours See **numerals**.

D

dashes When using a dash to represent a long pause or add emphasis to a phrase within a sentence, use em-dashes without spaces, not regular dashes or en-dashes (which are shorter): *They lived a fairy tale life—without the happily ever after.*

dates Always use numerals, without *st*, *nd*, *rd* or *th*: *January 3, 1776*. When including the day of the week, set off with commas: *Tuesday, January 21*. See **months**, **annual**.

days of the week Capitalize and do not abbreviate.

dean Do not use as a courtesy title, as in *Dean Smith*. Instead, use the person's full name followed by the appropriate title. When context makes it clear what the person is dean of, dean is enough. When clarification is needed, use *dean (or associate dean) of men, dean of women, dean of Thatcher South, or dean of the School of _____*. Examples: *John Smith, dean of men, loves his job. The men of Talge Hall prepared a special birthday surprise for John Smith, dean.* See **titles**.

dean's list Lowercase in all uses: *He is on the dean's list. She is a dean's list student.*

degrees See **academic degrees**.

departments The names of academic schools and departments as well as administrative departments should always be capitalized. In a series, multiple schools should be listed as *the schools of Nursing, Computing, and Religion*. See **capitalization**.

Dining Hall This is the official name of the main eating area on campus. Do not use *cafeteria*.

director for Avoid *director of*. Uppercase when preceding a name; lowercase after references. *Laurie Gauthier, director for Graduate Studies, attended a job fair to speak with potential students.*

dormitory Avoid dormitory or the abbreviated word *dorm*. Use *residence hall* instead.

Dr. Avoid using, in most circumstances (see **academic degrees**). *Dr.* should be used only in first reference to those who hold a degree as Doctor of Dental Surgery, Doctor of Medicine, Doctor of Optometry, Doctor of Osteopathic Medicine, or Doctor of Podiatric Medicine.

E

e.g. Use the words “for example” instead of this abbreviation. Do not confuse for *i.e.*, which essentially means “in other words.” See **i.e.** for its usage.

email Use a lowercase *e* (unless the word is at the beginning of a sentence or in a capitalized contact list), without a hyphen.

emeritus This word is often added to formal titles to denote individuals who have retired retain their rank or title. When used, place *emeritus* after the formal title: *Professor Emeritus John Smith, or John Smith, professor emeritus of history.*

employees The broad term encompassing both faculty (teaching professionals) and staff.

entitled Use it to mean a right to do or have something. Do not use it to mean “titled.”

Right: *She was entitled to the promotion.*

Right: *The book was titled “Gone With the Wind.”*

F

faculty Employed teaching professionals. Employed non-teaching professionals are *staff*. See **adjunct**.

forums See **Campus Talk**.

freshman Plural is *freshmen*. See **class standing**.

fundraising Always one word, no hyphen.

full-time, full time Hyphenate only when used as an adjective: *He works full time. She has a full-time job.*

G

gender When referring to a nonspecific individual whose sex is not known and cannot be reasonably inferred, use *he or she* or *his or her*. Sometimes a writer can avoid the awkwardness of this construction by changing the entire sentence to be in the plural rather than the singular. For example, instead of “The student should register for his or her classes online,” you could say, “Students should register for their classes online.” Avoid gender-specific terms such as *policeman, fireman, or chairman*. Use *police officer, firefighter, or chair* instead.

Gospel Capitalize when referring to any or all of the first four books of the New Testament. Lowercase in all other references. *The Gospels tell us about Christ’s life on Earth. Let’s spread the gospel message throughout the world.*

GPA Grade point average. Don’t use periods.

grade, grader Hyphenate both the noun forms (*first-grader, second-grader, 10th-grader*) and the adjectival forms (*a fourth-grade pupil, a 12th-grade student*). See **numerals**.

grade marks Capitalize letter grades and the associated “+” and “-” symbols. *A+*, *B-*

graduate See **undergraduate/graduate**.

graduation services Capitalize the following services:

Friday: *Senior Consecration*

Sabbath: *Baccalaureate*

Sunday: *Commencement*

graduation year Use an apostrophe before the last two numerals in the individual’s graduation year. For example: ’94. (Note that Word will automatically try to put an open quote mark before the numbers, so you will have to override this manually. One way to do this is by typing two apostrophes and deleting the first.)

H

Hamilton Place *Mall* is not part of the proper name.

healthcare One word in all instances, except in the case of some proper nouns.

home page The first page of a website.

Home-school Punctuation varies by usage: *home-school* (verb), *home-schooler* and *home schooling* (noun), *home-schooled* (adjective).

homework One word.

honor roll Southern uses the phrase *dean’s list* instead of *honor roll*. When using either term, lowercase.

I

i.e. Use the words “in other words” or the i.e. abbreviation. Do not confuse for e.g., which essentially means “for example.” See **e.g.** for its usage.

internet Industry standards have recently changed and now recommend lowercasing the “i.” Do not use the term *the Net*.

italics Use italics sparingly in copy. Primary use is for composition titles. May also be *occasionally* used to add emphasis.

J

Joker Southern's yearly pictorial directory, published online in September (there are no paper versions, as there were in the past).

junior, senior Include and abbreviate *Jr.* and *Sr.* only with full names. Last name only on subsequent references: *Joseph P. Kennedy, Jr.* See **class standing**.

K

kid/child Acceptable only for elementary and secondary age students. Should not be used for college and university students. See **student**.

L

lectern, podium, pulpit, rostrum A speaker stands *behind* a lectern, *on* a podium or rostrum, or *in* the pulpit.

lectures Capitalize and use quotation marks for their formal titles.

Lights Volunteers This is the official name of Southern's volunteer organization and the individuals who participate. Do not use the term *Southern Lights*.

login, logon, logoff Used as a single-word when positioned as a noun. *Customer support advised me to update my login information.* Used as two words when in verb form. *I log in to my computer.*

Long Term Care The business program name is three separate words with no hyphens.

M

magazine names Capitalize and italicize the name. Lowercase and don't italicize "magazine" unless it is part of the publication's formal title: *Harper's Magazine*, *Time* magazine, *Newsweek* magazine. Never underline magazine titles.

majors Lowercase majors, unless that major is also a proper noun (such as English). For a complete list of majors offered at Southern, refer to the *Undergraduate Catalog*. (The list in the “Degrees and Curricula” section includes master’s degrees as well).

Master of Arts, Master of Science A *master’s degree* or a *master’s* is acceptable in any reference. See **academic degrees**.

MBA See **academic degrees**.

media In the sense of mass communication, such as magazines, newspapers, the news services, radio and television, the word is plural: *The news media are resisting attempts to limit their freedom*. Not: *The news media is resisting attempts to limit its freedom*.

Memorial Auditorium Standard use for Soldiers and Sailors Memorial Auditorium.

Memories This is an improper shortening of *Southern Memories*. See **Southern Memories**.

months Do not abbreviate. Capitalize the names of months in all uses. When a phrase lists only a month and a year, do not separate the year with commas. When a phrase refers to a month, day and year, set off the year with commas. See **dates**.

more than Use this term with numerals rather than using the word “over,” which is a preposition that describes location: *The football made it over the goal post. More than 9,000 people attended the football game*.

mph Acceptable in all references for *miles per hour*.

musical titles Proper names of musical pieces, such as *Messiah*, *Don Giovanni*, or *The Creation*, are italicized. Movement titles, such as *allegro non troppo*, *andante*, or *adagio*, are often italicized because they are foreign. Musical genres, such as Symphony No. 5 in C Minor, Piano Concerto No. 23 in A Major, String Quartet, Op. 33, No. 6, are not italicized.

N

names Use full names of all individuals on first reference; on subsequent references, use last names. Exception: when writing about someone age 16 and younger, use first name on second reference. When article includes multiple people with same last name (married couple, for example) use full name for all non-pronoun references.

nationalities Do not hyphenate compound nationalities such as *African American*, even when used as an adjective. But always hyphenate compounds with name fragments: *Afro-American*, *Indo-European*.

non In general, no hyphen, except before proper nouns and when forming awkward combinations. *Nonfunctional*, *non-American*, *non-nuclear*

numerals Spell out numbers *one* through *nine*; use numerals from 10 on. There are many exceptions to this rule: the most common for Southern’s purposes are ages, course credit hours, and percentages. All of those use numerals. See the *AP Stylebook* for additional exceptions.

O

on-campus/on campus Hyphenate when using this term as an adjective. *The on-campus housing is full.* Write as two words when using this term as a prepositional phrase. *The housing is full on campus.*

online One word in all cases for the computer connection term.

Online Campus (not Southern Online) refers to Southern's online classes program.

over Use for descriptive situations such as *The book is over there.* Avoid using *over* to describe things in excess; instead use *more than*.

P

page numbers When used with a number but not in a sentence, capitalize "page." When a letter is appended to the number, capitalize the letter but do not use a hyphen: *Page 1, Page 10, Page 20A.*

part-time, part time Hyphenate when used as an adjective: *She has a part-time job. She works part time.*

percent Spell out rather than using the percent sign (%), except in charts and tables. Use numerals for percentages: *15 percent.*

perspective/prospective Perspective has to do with point of view and is usually a noun. Prospective has to do with the future and is usually an adjective. *Southern recruits prospective students who look at life from a Christian perspective.*

PhD See **academic degrees**.

phone numbers Use periods (not hyphens or parentheses) when listing phone numbers: *The student called 1.800.SOUTHERN to learn more about the university.*

podium See **lectern, podium, pulpit, rostrum**.

possessives For both common nouns and proper nouns ending in "s" add apostrophe but no additional "s." *I heard the witness' story in court. I read Jesus' words in the Bible.*

president Capitalize president only as a formal title before one or more names: *President Gordon Bietz is pleased to see Southern growing.*

Lowercase in all other uses: *The president said today he is running for re-election. Gordon Bietz has been Southern's president for many years.* Always capitalize when referring to the President of the United States.

President's Circle 100 Donors who give more than \$2,500 each year are part of president's Circle 100.

professor Never abbreviate. Capitalize before a name, as in *Professor John Smith*. Do not continue in subsequent references unless part of a quotation. Some faculty members are referred to as associate professor, assistant professor, or instructor. Check job titles with the Campus Directory or on Access. See **adjunct**.

pronouns Do not use "their" as a singular pronoun. Use "his or her" (not his/her) instead, or rewrite the sentence so the subject is plural.

publications On-campus publications include *Columns*, *Joker*, *Southern Accent*, and *Southern Memories*. See **composition titles**.

pulpit See **lectern, podium, pulpit, rostrum**.

Q

quotation marks Smart quotes (which are curly) should be used rather than straight quotes, whenever possible. Use quotation marks when quoting a person or when identifying a magazine article or book chapter. They may also be used when introducing a new word. They should *not* be used to add emphasis to a word. *He said, "I can't believe it!" I read the article "Understanding Grammar."* *The word "stet" means to let it stand.* But not: *We had a "wonderful" time.* Use single quotation marks when quoting within a quote. See **composition titles**.

R

race See **nationalities**.

radio stations Refer to by the station's call letters, and if necessary, use frequency. Refer to the university station as WSMC Classical 90.5.

residence hall On-campus housing for women or men. Don't refer to as *dorm* or *dormitory*.

resumé (only one accented "e")

rostrum See **lectern, podium, pulpit, rostrum**.

S

Sabbath Capitalize in religious references; lowercase to mean a period of rest. When writing for a non-Adventist or mixed audience, use Saturday for the seventh day of the week.

SACSCOC Southern Association of Colleges and Schools Commission on Colleges, the reaffirmation accreditation body that visits every 10 years.

Satan Capitalize, but lowercase *devil* and *satanic*.

SAU Do not use the acronym SAU; see **Southern Adventist University**.

Savior Capitalize when referring to Jesus Christ. Use this spelling, rather than the alternate form, *saviour*.

school Capitalize when part of a proper name: *Public School 3, Madison Elementary School*. Capitalize and use the full names for all academic schools at Southern. Do not refer to Southern as a school; it is a university.

Scripture(s) Capitalize when referring to the entire Bible, but not individual verses. *The Scriptures speak of Jesus' love. Ellen White's favorite scripture was John 3:16.*

semester Capitalize the term (Fall, Winter, or Summer) when used with the year. *She began at Southern during the Fall 2015 semester.* Lowercase elsewhere. *She enjoys taking classes during fall semester.* The phrase *summer semester* only applies to nursing students taking a full load of classes with their cohort. All other students are participating in one of the three summer sessions.

senior See **class standing** or **junior, senior**.

Senior Consecration See **graduation services**.

Seventh-day Adventist Do not use SDA. *Adventist* is the appropriate shortened version of the name.

software titles Capitalize but do not use quotation marks around such titles as PowerPoint or Windows, but use quotation marks for names of computer games.

sophomore See **class standing**.

Southern Accent Italicize. The student newspaper of Southern, normally published weekly during the school year with the exception of exam weeks. Use *the Accent* on second reference.

Southern Adventist University Do not use SAU. On first reference, use *Southern Adventist University*. On subsequent references, *Southern* or *the university* is appropriate.

southern lights This is not a correct name for Southern's volunteer organization. Use *Lights Volunteers*.

Southern Memories Italicize. Southern's yearbook, normally published every April.

spacing after periods Use only one space (not two) at the end of each sentence.

speeches Capitalize and use quotation marks for their formal titles.

staff A person who works for the university but is not a member of the teaching faculty.

states State names should be spelled out in their entirety: *Tennessee, California*.

Place one comma between the city and the state name, and another comma after the state name, unless ending a sentence or indicating a dateline. See **cities**.

Student Association *SA* is acceptable on subsequent references.

student titles Identify every student on first reference by major and class standing (*Jill Brown, sophomore biology major*) unless another title is more applicable to the story (*Jill Brown, Student Association vice president*).

T

teacher Acceptable only for elementary and secondary educators. Should not be used for college and university educators. See **professor**.

telephone numbers Use periods instead of hyphens or parentheses to separate digits (example: 423.236.9999). Use of all 10 digits in a phone number is usually most appropriate. Southern's main telephone number should be used as follows: 1.800.SOUTHERN.

Ten Commandments Capitalize and spell out. Do not abbreviate or use figures.

Tennessee Aquarium For subsequent references use *the aquarium*.

Tennessee Valley Authority *TVA* is acceptable on subsequent references.

theater Not "theatre," in all cases except proper names. Spell out those theaters as their owners spell them: *Chattanooga Theatre Centre, IMAX 3D Theater, Tivoli Theatre*.

times Use figures. Do not use :00 or o'clock. Use a.m. or p.m.: *11 a.m., 1 p.m., 3:30 p.m.* When describing a span of time, use only numerals (*7-8:30 p.m.*) unless it crosses the a.m./p.m. transition (*8:30 a.m. to 5:30 p.m.*).

titles For job titles, capitalize them when they precede a name but lowercase them when they follow a name: *President Gordon Bietz* but *Gordon Bietz, president*. Do not place long titles before a person's name. Lowercase when used in a sentence without a name. When it comes to listing credentials after a person's name, include only those credentials that are terminal degrees; MSW and MFA are the only two master's degrees Southern considers terminal. Do not use the courtesy title "Dr." in front of a person's name except in first reference to the full name of those who hold a degree as Doctor of Dental Surgery, Doctor of Medicine, Doctor of Optometry, Doctor of Osteopathic Medicine, or Doctor of Podiatric Medicine.

toward Not *towards*.

U

undergraduate/graduate Because these phrases are not commonly understood outside of our academic community, avoid using these terms when possible. Instead, use the terms *associate*, *bachelor's*, or *master's*.

university Lowercase when referring to Southern as *the university*.

URLs Website addresses; it is preferred to remove a *www* prefix if doing so does not break the link. All links should be tested before publication. Preference is for bolding any URLs on Southern's website (may not be suitable in all instances, but whatever you choose, keep it consistent). Use *visit* instead of *go to* before the URL if directing the reader. *Please visit Southern.edu for more information.*

U.S. The abbreviation is acceptable as a noun or adjective for *United States*. *USA* (no periods) is also acceptable. In headlines, it's *US* (no periods).

V

versus Abbreviate as *vs.* in all uses.

vice president for Never *vice president of*. Uppercase when preceding a name; lowercase after references. *Tom Verrill, senior vice president for Financial Administration, provided an update on the university's budget.*

W

Walmart Not Wal-Mart

Walnut Street Bridge Pedestrian walkway linking Walnut Street downtown with North Chattanooga. Do not refer to by its slang term, *the Walking Bridge*.

web addresses See **URLs**.

website Lowercase, one word.

week of prayer Lowercase.

Wi-Fi Appropriate spelling for wireless Internet access.

www See URLs.

Y

years Use figures: *1975*. Use an *s* without an apostrophe to indicate spans of decades or centuries: *the '90s, the 1800s*. When using the last two digits of a year, begin with an apostrophe pointing away from the number: *'89, '05*; For alumni who graduated with a master's degree, the abbreviation for the degree earned should be included in parentheses following the year: *'97 (MA)*.

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Advancement / Alumni Relations
Advancement / Planned Giving
Advancement / Development
Architectural Services
Audio Visual
Campus Safety
Career Services
Chaplain's Office
Christian Service
Counseling and Testing Services
Disability Support Services
Enrollment Management
Financial Administration
Food Services
Graduate Studies
Human Resources
Information Technology
Institutional Research and Planning
Landscape Services
Learning Support Services

Marketing and University Relations
Online Campus
Plant Services / Building Systems Management
Plant Services / Construction Management
Plant Services / Repair and Maintenance
President's Office
Purchasing Services
Records and Advisement
Risk Management
Service Department
Student Finance
Student Development
Student Success Center
Summerour Hall Counseling Clinic
Talge Hall
Thatcher Hall
Thatcher South
Transportation Services
University Health Center
Writing Center

Affiliates

Center for Innovation and Research in Computing
Conference Services and Events
Evangelistic Resource Center
Heritage Museum
Hulsey Wellness Center
Institute for the Study of Ellen G. White and Adventist Heritage
Institute of Archaeology
Institute of Ethical Leadership
Lynn H. Wood Archaeological Museum
Philosophy of Education Resource Center
Robert H. Pierson Institute of Evangelism and World Missions
Teaching Materials Center
Wellness Institute
WSMC Classical 90.5
WSMC Oasis 90.5

Building and Facility Names

Ackerman Auditorium
Art Annex
Brock Hall
Campus Services
College Press
Daniells Hall
Dining Hall

Fleming Plaza
Florida Hospital Hall
Hackman Hall
Herin Hall
Hickman Science Center
Hulsey Wellness Center
Hulsey Wellness Center Amphitheater (Room 3135)
Iles P.E. Center
John C. Williams Art Gallery
K.R. Davis Promenade (or simply promenade, lowercase)
Landscape Services
Ledford Hall
Lynn Wood Hall
Lynn Wood Hall Chapel (not Lynn Wood Hall Auditorium)
McKee Library
Miller Hall
Outdoor Education Center
Pierson Chapel
Plant Services
Sanford and Martha Ulmer Student Center (or simply student center, lowercase)
Southern Village
Spalding Cove
Stateside Apartments
Summerour Hall
Talge Hall
Teaching Materials Center (TMC on subsequent references)
Thatcher Hall
Thatcher South
Transportation Services
University Health Center
Winding Creek Apartments
Wood Hall
Wright Hall

Campaigns, Committees, and Special Interest Groups

Ambassadors
Board of Trustees
Campaign for Excellence in Faith and Learning
Campaign for Health and Healing
Employee Wellness
First Year Experience
Legacy Society
Lights Volunteers
Passing the Mantle Society
President's Circle 100
Student Missions

Departments

Allied Health Department
Biology Department
Chemistry Department
English Department
History and Political Studies Department
Interdisciplinary Department
Mathematics Department
Modern Languages Department
Physics and Engineering Department

Events

Benefactor's Brunch
Christmas on the Promenade
Community Service Day
Dave Cress Memorial Golf Tournament
E.A. Anderson Lecture Series
E.O. Grundset Lecture Series
Evensong
Homecoming Weekend
JumpStart
Lynn H. Wood Archaeological Museum Lecture Series
Meet the Firms
Mother/Daughter Weekend
Parents Weekend
PreviewSouthern
SmartStart
SonRise Resurrection Pageant (SonRise on subsequent references)
University Colloquium
Vespers
ViewSouthern
We-Haul

Interdepartmental and Preprofessional Programs

Anesthesia Program
Center for Teaching Excellence and Biblical Foundations of Faith and Learning
Clinical Laboratory Science Program
Dental Hygiene Program
Dentistry Program
Engineering Studies Program
General Studies Program
Global Community Development Program
Law Program
McKee Library

Medical Science Program
Medicine Program
Nutrition and Dietetics Program
Occupational Therapy Program
Optometry Program
Osteopathic Medicine Program
Pharmacy Program
Physical Therapy Program
Physical Therapy Assistant Program
Physician Assistant Program
Podiatric Medicine Program
Respiratory Therapy Program
Southern Scholars
Speech Language Pathology/Audiology Program
Veterinary Medicine Program

Retail Industries

Campus Shop
Dining Hall
The Kayak
KR's Place
Quick Print
SOMCO
SVAD Production Company
Tech Sales and Service
Village Market

Schools

School of Business
School of Computing
School of Education and Psychology
School of Journalism and Communication
School of Music
School of Nursing
School of Physical Education, Health, and Wellness
School of Religion
School of Social Work
School of Visual Art and Design

Touring Groups

Bel Canto
Destiny Drama Company
Die Meistersinger
Engage Ministries
Gym-Masters
I Cantori

Jazz Ensemble
Symphony Orchestra
Wind Symphony