

Radford University Writing Style Guide

Like graphic standards, consistency and quality in copywriting conveys the university's story and brand identity. In the interest of keeping Radford University communications aligned with the practices of local and regional news organizations, the Department of Marketing and Communication developed a Highlander specific style policy. T

medicine, optometry, osteopathic medicine, podiatry, etc. Degrees in these fields are denoted by the placement of the degree, in a Ph.D.; Rachel Fuller, Ed.D.

Do not use two honorifics in one reference to an individual.

RIGHT: Professor Rick Howell

WRONG:

x Lowe All degrees should be punctuated with a comma.

Master of Business Administration, MBA; the Bachelor of Science in Nursing, BSN; and the Master of Science in Nursing, MSN.

Academic degrees with licensures and other credentials Use only the most advanced degree.

RIGHT: June Mitchum, Ph.D.

WRONG: June Mitchum, Ph.D., M.F.A.

Educators often possess one or more professional licenses in addition to their degrees; this is particularly common for those in healthcare. Again, generally we align with AP in citing only the most advanced degree, mentioning any licensure later in the article if relevant.

RIGHT: Allison Peters, Ph.D. (first reference)

ALSO RIGHT: As a licensed family nurse practitioner, Peters was deeply involved in the new practice.

Exceptions:

- 1) Cite multiple degrees for an alumni: Samantha Matthews '08, D.N.P.
- 2) In some formal documents such as commencement guides, it's permissible to list an educator's licenses: Daniel Miles, D.P.T., PT, NCS

Academic fields Not capitalized unless a proper noun or adjective: the mathematics curriculum; the psychology curriculum, the English curriculum, the French curriculum .

Academic and other titles: Capitalize titles before a name on first reference: Dean Maggie Dailey; Professor Rick Howell.

Do not capitalize if used after a name: Rick Howell, professor of physics.

Do not use courtesy titles such as Mr., Mrs., Ms. or Dr.

Acronyms It is not necessary to note the acronym for something in parentheses if there is only one reference in the text that follows.

Addresses Refer to building first, then room number, then city, then state. Heth Hall 107, Radford Virginia. Postal abbreviations for states may be used only if a complete postal address is given: P.O. Box 1160, Radford, VA 24141.

Administrative offices: Capitalize the formal names of departments, divisions and offices: Department of Political Science, Office of the Registrar. Don't capitalize informal titles: registrar's office, dean's office, history department. Use lowercase for the words "department," "division" or "office" when they stand alone.

Alumni and students After graduating, alumni names should always be followed on first reference with their graduation years in short form, preceded with a closing apostrophe. Graduate degrees are set off by commas. Justin Walsh '10; Mark Lawson, M.S. '97, Laurel Turner '87, M.S. '90.

For alumni who earned a higher degree at another college or university, list the higher degree first: Daniel Salyer Ph.D., M.S. '97

Exception is a Radford bachelor's degree with a higher degree: Chris Holmes '88, J.D.

Current students should not be cited with a graduation year. Instead, refer to their class standing: Samantha Lane '20 and Emily Lane '21 attended with their brother Adam Lane, a senior. Current students may also be denoted as members of the class they joined upon enrollment: Adam Lane, Class of 2022.

Ampersand Avoid using & unless it's part of an official name or title; spell out "and" instead.
See company names entry below.

Board of Visitors BOV and the board on subsequent reference.

Bullet points: Introduce a bulleted list with a short phrase or sentence, followed by a colon.
Our partners: These are our partners: Our partners are:

Smith and Co.

Dewey, Frank and Turner, LLC

Capitalize the first word following the bullet. Use periods, not semicolons, at the end of each

I had a class in engineering management.

I'm taking Engineering Management 380.

I'm taking biology, Advanced Shakespeare and calculus.

Commonwealth Capitalize only when using the full proper name Commonwealth of Virginia. Lowercase when using alone.

Company names

- x Follow the company's preference. Use Co. or Cos. or Inc. or Ltd. if it appears that way in the formal title of the organization.
- x When you refer to a company without its formal title, use the term "company," not "co."
- x Always spell out the word "company" in theatrical organizations.
- x For possessives: Ford Motor Co.'s profits.
- x Never use a comma before Inc. or Ltd. (Follow the company's lead about other punctuation and the use of "&" or "and.")
- x Always use a comma before LLC.

Competency -based education

Comprise Means "to be composed of": The department comprises two offices. NOT The department is comprised of two offices.

Cities Use both city and state for all cities on all references (diverges from AP.) Radford, Virginia; Washington, D.C., Atlanta, Georgia; Hamburg, Germany The exception is New York City, which is known simply as New York City (also diverges from AP.)

Commas AP does not use Oxford (serial) commas — the last comma in a series before a conjunction. Tom, Dick and Harry left at 3 p.m. We appreciate your gift of time, talent or treasure.

Also, in larger display type and for design purposes on marketing pieces like postcards and posters, the hyphen may look better and be easier to read with a single space on both sides.

Dashes (long dashes) can denote an interjection or additional information in a sentence:

He examined scores of schools where he could further his academic pursuits — like studying geology and climate change — and it became clear that Radford would be the best fit for him.

Or a series within a phrase — this is useful when a phrase that would otherwise be set off by commas contains a series of words that must be separated by

RIGHT: In 2022, interim Provost Marvin Denver arrived at Radford.

WRONG: In 2022: Interim Provost Marvin Denver arrived at Radford.

Pronouns and gender From the AP Stylebook, 2023 edition:

Growing numbers of people, including some transgender, nonbinary, agender or gender-fluid people, use **they/them/their** as a gender-neutral singular personal pronoun.

As much as possible, AP also uses **they/them/their**

Northern Virginia
Southside Virginia
Southwest Virginia
Western Virginia

Radford University Carilion A location, learning location or educational site; do not refer to as a campus. The abbreviation RUC is permissible on subsequent reference without citing the acronym (RUC) on first reference.

Seasons Do not capitalize seasons: spring 2021, winter 2021, spring semester 2022.

Semesters Do not capitalize semesters: fall semester 2022, fall semester.

Titles and Attribution After being cited on first reference, titles need not be repeated for attribution.

RIGHT: President Bret Danilowicz agreed with the remarks.

RIGHT: Danilowicz agreed with the remarks.

WRONG: President Danilowicz agreed with the remarks.

Time In keeping with AP, use numerals followed by the morning or evening designation: 8 a.m., 8:30 p.m., noon, midnight. (Not 12 a.m. or 12 p.m.)

Theatre: Use this spelling in all references. (Diverges from AP.)

University Do not capitalize university after the first reference. Radford University; the university.

University -wide, campus -wide (but nationwide, statewide, worldwide, etc.)

University president Use the following format when references the university president:

RIGHT: President Bret Danilowicz

RIGHT: Bret Danilowicz, Ph.D.

WRONG: President Bret Danilowicz, Ph.D.

Well-being Hyphenated in all usage.

LOCATIONS AND ENTITIES

Allen Building

Artis

Heth Clock Plaza

Heth Hall

Heth Lawn

Heth Plaza

Highlander Success Center

Honors College

Hurlburt Student Center (The Bonnie is permissible on subsequent reference)

Ingles Hall

Jefferson Hall

Joseph P. Scartelli Atrium (Scartelli Atrium on subsequent reference)

Kyle Hall

Madison Hall

Main Qule I

Reed and Curie Halls

Russell Hall

Sandra C. Davis and William C. Davis Performance Hall (Davis Performance Hall on subsequent reference)

Stuart Hall

Student Government Association (SGA on subsequent reference)

Student Health Center

Student Recreation and Wellness Center (SRWC on subsequent reference)

Substance Use and Violence Education Support (SAVES on subsequent reference)

The Christopher S. Huther Courtroom (mock courtroom on subsequent reference)