

# QUICK UTHSC STYLE GUIDE FOR WRITERS

(Follow AP style)

Here are some quick style points to note when writing information or stories for UTHSC websites, announcements, or news stories.

## Credentials and Job Titles

- Use credentials after names on first reference. This allows us to distinguish between physicians and research PhDs.
- Do not use periods in credentials.
- Credentials are set in between commas.

### Examples:

*Scott Strome, MD, is the executive dean of the UTHSC College of Medicine.*

*Rob Williams, PhD, is the chair of the Department of Genetics, Genomics, and Informatics.*

- Dr. title is used before MD, PhD, DNP, DPT, EdD, and all other doctoral degree holders on second reference throughout stories.
- Titles are capitalized before the name, not after the name. Before the name it is a proper title, after the name it is a descriptor.

### Examples:

*Chancellor Peter Buckley*

*Peter Buckley, chancellor*

## Oxford Comma

- Use an Oxford comma before the word “and” in lists.

### Example:

*UTHSC is a leader locally, statewide, and globally.*

## AM/PM

- On digital signage and announcements, do not use periods for am and pm.

### Example:

*9:00 am until 5:00 pm*

- In a news story or news release use a.m. and p.m.

### Example:

*9 a.m. until 10 p.m.*

## Magazine/Publication Titles

- Magazines and publication titles are not set in italics or in quotes.
- Capitalize the first letters of the magazine name.
- Unless the word magazine is in the publication’s formal title, it should always be lowercase.

### Examples:

*College of Medicine Magazine*

*Southern Living magazine*

## Writing Tenses

- Do not switch between says and said in a story. Choose one tense and use it throughout. Always use says/said instead of exclaimed, noted, laughed, etc.

## Capitalizations

- Board of trustees is not capitalized unless it is a proper name. Never capitalize when saying the board.

### Examples:

*UTHSC Board of Trustees*

*According to the board, the meeting will be held next week.*

- Neither the word university nor college are capitalized when used on their own.

### Example:

*The university will host a meeting tomorrow.*

*The college will be closed for the holidays.*

## Addresses

- Spell out all generic parts of street names (avenue, north, road) when no specific address is given.
- When a number is used, abbreviate avenue (Ave.), boulevard (Blvd.), street (St.) as well as directional part of street names N.
- When listing full addresses, particularly on campus, please include building name, street address, office or suite number, city, state, Zipcode

### Example:

*Name*

*Mooney Building, Suite 101*

*875 Monroe Ave.*

*Memphis, TN 38163*

## Numbers

- Numbers under 10 are written as words, 10 and above are numerals.

## Symbols

- Do not use &. Always spell out and, unless part of a proper name.

### Examples:

*Office of Communications and Marketing (connector)*

*U.S. News & World Report (proper name)*

## Font

- We use Arial 12 for news releases and copy for stories.