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.

The complete UTHSC style guide is available at: uthsc.edu/brand/editorial-style.php