



Voorhees
College



Voorhees
College

Style Manual

REVISED
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Table of Contents

Letter from Voorhees College President	3
Voorhees College Office of Communications Mission Statement	4
Voorhees College Marketing and Communications Policy	5
Procedures	6
Role of the Office of Communications	6
Email Signature	7
Logos	7
Mass Email	7
Media Policy	8
Official Colors	8
Official Fonts	9
Out-of-Office Email Auto Options Reply	9
Photography or Marketing Support	9
Press Releases	9
Voicemail Message	10
Voorhees College Documents	11
A-Z Style Guide	12-25
Service Request Form.....	26

Office of the President

TO: Faculty, Staff and Students

FROM: Dr. W. Franklin Evans



DATE: September 28, 2016

SUBJECT: Voorhees College Style Guide

In our effort to produce an accurate and consistent message to our constituents, we ask that you begin using the Voorhees College Style Manual. This manual will also serve as a guide for requesting services such as press releases, photography, press conference coordination, information being added to the website and any official college statements/announcements.

A copy of this manual will be emailed to each division/department on campus. It will also be located on our website. If you have any questions regarding our new manual, please contact the Office of Communications.

cc: Sonia King Gass, Vice President of Institutional Advancement

Voorhees College Office of Communications Mission Statement

The mission of the Voorhees College Office of Communications is to enhance the image of the institution through a wide range of services including institutional marketing, media relations, publications, event planning, and photography. This office also promotes awareness of Voorhees to target audiences by producing the official magazine, The Voorhees Voice, and by utilizing the institution's website and radio station, WVCD-AM, with campus announcements and commercials for the institution.

Contact Information

Megan Freeman
Director of Communications
803-780-1191
803-780-1590 (fax)
mfreeman@voorhees.edu

The Voorhees College Style Guide is for promotional items or materials disseminated on and off campus (newsletters, brochures, posters, etc.). This guide does not apply for writing academic papers. This guide serves as a mechanism for all materials transmitted from Voorhees College to have a consistent appearance.

This information is taken from the Associated Press Stylebook. The South Carolina State University Communications Manual and Style Guide and the University of Missouri-Kansas City Policies and Procedures have also been used as references.

The purpose of the Voorhees College Style Guide is to do the following:

- show editorial consistency in all promotional materials for our internal and external target audiences;
- clarify institutional policies regarding media interaction, event coverage, photo requests, writing for the media using the Voorhees College Associated Press Style, brand identity usage; and
- include the official colors, mascot, and logos for Voorhees College.

The Office of Communications asks that all employees become familiar with this guide. If you have any questions, please feel free to contact Megan Freeman at (803) 780-1191.

Voorhees College Marketing and Communications Policy

Definition: This policy addresses all forms of communications sent campus wide or to external recipients.

Authority: The President

Scope: This policy applies to all administrators, staff, faculty, and students. This policy also applies to auxiliary units affiliated with Voorhees College who have 501 (C) (3) status. Communication includes letters, emails, programs, and fliers.

Implementation Date: August 2016

Purpose

These policies and procedures provide a roadmap to deliver the message that great things are happening at Voorhees College. The Division of Institutional Advancement sets the goals in which the public image of the college is represented. The policies and procedures for communication is designed to assist in achieving print, graphic media, photography, videography and web content initiatives, and to bring consistency and greater visibility to Voorhees College communications efforts.

Objectives

1. To promote our mission, goals, and values
2. To support the creation of internal and external communication tools
3. To expand public awareness
4. To develop positive public perceptions
5. To drive marketing initiatives

Types of Communication

Letters, emails, fliers, etc. are considered means of communications.

Procedure

Following the policies and procedures will accelerate the delivery of services necessary to achieve our vision as a dynamic and creative learning environment focused on student success:

1. In order to create the Voorhees College look, the Office of Communications is responsible for all communications on campus. A request (via email) for services must be made two weeks prior to the date needed.
2. At such times a request cannot be met by design, publication, media or web services staff, due to no fault of the communications department, it may be recommended that your department seek permission to engage a freelancer (fees to be paid by the requesting department).
3. The Voorhees College logo must appear on all print, electronic and media produced by any department for any college-related purpose.
4. Still and moving images may not be reproduced for personal gain. They may be reproduced only with prior written consent of the director of communications, photography or videography coordinators.
5. All design, photography or videography requests may not be met by the office of communications, given the limits of time, resources or intent to fulfill the missions and strategic goals of the college.
6. At such times a request cannot be met by design, publication, media or web services staff, due to no fault of the communications department, it may be recommended that your department seek permission to engage a freelancer (fees to be paid by the requesting department).
7. All members of the college community—students, faculty, staff alumni, donors and friends—are encouraged to recommend stories and photos for promotional purposes. Whether a recommended idea is used depends on various factors, including college priorities, newsworthiness, timeliness and availability of resources. Following the policies and procedures will speed up the delivery of services necessary to achieve our vision as a dynamic and creative learning environment focused on student success.

Role of the Office of Communications

It is the responsibility of the Office of Communications to manage all aspects of the institution's internal and external communication while also serving as the main media contact. If a suggested topic is deemed not press release worthy, it may be suited for use as a statement on social media outlets or used in the monthly e-newsletter, VC Digest.

Email Signature

To ensure brand consistency throughout the institution, the below signature should be used for all employees of Voorhees College. All signature should be in Bell MT font.



Jane Doe

Marketing Coordinator

Division of Institutional Advancement

Phone: (803) 780-0000

Fax: (803) 780-0000 *(if applicable)*

jdoe@voorhees.edu

P.O. Box 678

Denmark, S.C. 29042

www.voorhees.edu

Logos

Below are the official logos of the institution. These are the only logos approved for usage on marketing materials. To request a copy of a logo, please contact the Office of Communications.



Mass Email

Mass email is reserved for information that is considered critical or time-sensitive and affects the Voorhees College campus as a whole. The below three categories of messages are allowed under this policy:

- Crisis and/or emergency or significant disruptions to the college operations including activity that poses a threat to public safety, unscheduled college closings/late starts and campus vehicular access and/or parking due to emergency situations.
- Official Voorhees College announcements sent on behalf of the president that are urgent and important to the entire campus community.
- Crime advisories, as mandated by campus security.

In other circumstances, mass emails require the approval from the Division of Institutional Advancement to mail to the particular audience. Exceptions or requests will be handled on a case-by-case basis. Direct your requests to the Office of Communications.

In addition, please avoid using all faculty and all staff options with emails. Make sure all emails are targeted to a specific audience.

Media Policy

Only the president, vice president of institutional advancement, and director of communications are authorized to speak on behalf of Voorhees College. The Office of Communications is the only office authorized to initiate contact with the media. Contact includes news releases, telephone calls, letters, news conferences, and other promotional activities.

All press releases, public service announcements and advertisements must be approved in advance by the Office of Communications prior to dissemination.

If you receive an unsolicited inquiry from a media representative, follow these instructions:

1. Promptly refer the call to the Office of Communications at (803) 780-1191 before engaging in discussion.

The official statement to use is: ***It is the official policy of Voorhees College that only the Office of Communications responds to all media inquiries. I will transfer your call to that office now.***

2. Be aware that media representatives may make direct calls to obtain information about students, staff or faculty. The Family Education Rights and Privacy (FERPA) governs the release of employee and student information; therefore, it is important to promptly refer such calls to the Office of Communications.

NOTE: All media representatives who come to the campus are requested to immediately report to the Office of Communications to receive credentials and be escorted around campus by a staff member. Should a media representative appear at your office, immediately call the Office of Communications at (803) 780-1191. During weekend, holiday and evening hours, the media representative(s) should report directly to Campus Police for instructions.

Official Colors

Blue:

CMYK: 100, 46, 0, 0

RGB: 1, 119, 193

Pantone: 2935



White:

CMYK: 0, 0, 0, 0

RGB: 255, 255, 255

Gray:

CMYK: 0, 0, 0, 51

RGB: 145, 146, 150

Pantone: Cool Gray 9



For printing documents on campus using the program Microsoft Word or Publisher, please use either the CMYK or RGB codes for the colors. If departments are paying a printing company to print a document or publication, please advise the printing company to use either the CMYK or Pantone codes for each code.

Official Fonts

Preferred fonts for publications, brochures, letters, posters, and other marketing documents are below.

- Bell MT
- Georgia
- Times New Roman

Out-of-Office Email Auto Options Reply

To ensure brand consistency throughout the institution, one of the below messages should be used for all employees' out-of-office email reply.

Example 1:

Thank you for your email. I'm out of the office and will be back on **(date of return)**.

I have limited access to my email. If you need immediate assistance, please contact Jane Doe, marketing coordinator, at (803) 780-0000 or at jdoe@voorhees.edu **(name, title, email address and phone number of person)**. Have a great day.

Example 2:

I will be out of the office starting **(starting date)** through **(end date)** returning **(date of return)**. If you need immediate assistance during my absence, please contact Jane Doe, marketing coordinator, at (803) 780-0000 or at jdoe@voorhees.edu **(name, title, and email address and phone number of person)**. Otherwise, I will respond to your emails as soon as possible upon my return. Have a great day.

Example 3

Thank you for your message. I am currently out of the office, with no email access. I will be returning on **(date of return)**. If you need immediate assistance before then, you may reach me at my mobile phone at (803-780-0000).

Photography or Marketing Support

During each academic year, professional photo shoots are arranged. All photography work from photo shoots will be placed on the **M: drive** in the Office of Communications folder.

For departments seeking photography or marketing support (fliers, program designs, brochures, etc.), please submit a request two weeks prior to the event or the completion date needed by completing a service request form **(Appendix A: Form)** and submitting it via email to csumner@voorhees.edu.

All program designs for events on campus must be approved by the Division of Institutional Advancement. For departments needing assistance with program designs, fliers, brochures, or other marketing materials, please contact Curtiss Sumner, graphic designer/webmaster. He will provide departments with sample templates to be used for designs. However, the final product must be approved by the Division of Institutional Advancement. Once the design has been constructed and approved, it will be returned to the requester. Each department is responsible for the printing of their materials.

Press Releases

The purpose of this policy is to outline the procedures for developing and issuing press releases. The Voorhees College Office of Communications is in charge of drafting press releases and ensuring they are issued in a timely manner. Press releases are distributed to a variety of local, state, and national media outlets.

For departments seeking publicity or marketing support, please submit a request two weeks prior to the event by completing a service request form **(Appendix A: Form)** and submitting it via email to mfreeman@voorhees.edu. This will allow an adequate amount of time for publicity. Essential information (who, what, when, where, why and how) should be included with your request. Also, the contact information of at least one person

must be provided.

Procedure:

- Topics for press releases may originate within the organization (e.g., new positions, student achievements, institution rankings/recognitions from outside sources and new programs) or in response to stories in the media.
- Ideas for press releases originating within the institution should be submitted to the communications director for initial review. If he/she thinks the concept is relevant, he/she will forward the suggestion to the vice president for institutional advancement for approval. Upon approval, the communications director will work with the necessary parties to draft the release.
- The final version is forwarded to the vice president for institutional advancement for permission to release and distribute to the media. The president is provided a copy for his/her records, and faculty, staff and students receive an official copy via campus email. Please note: All press releases are written Associated Press (AP) style as formatted for newswriting. In addition, when submitting a press release, the Office of Communications reserves the right to make revisions to any documents prior to submission or dissemination.

What is newsworthy?

A general definition of newsworthy is any information deemed important, relevant, or interesting enough to report. Prominence, timeliness, proximity, human interest, novelty and conflict are contributing factors in determining the newsworthiness of topics.

Press Conferences

The Office of Communications coordinates all official college press conferences. Please complete a service request for (Appendix A: Form) for coordinating a press conference. The location of the press conference will be determined by the Division of Institutional Advancement.

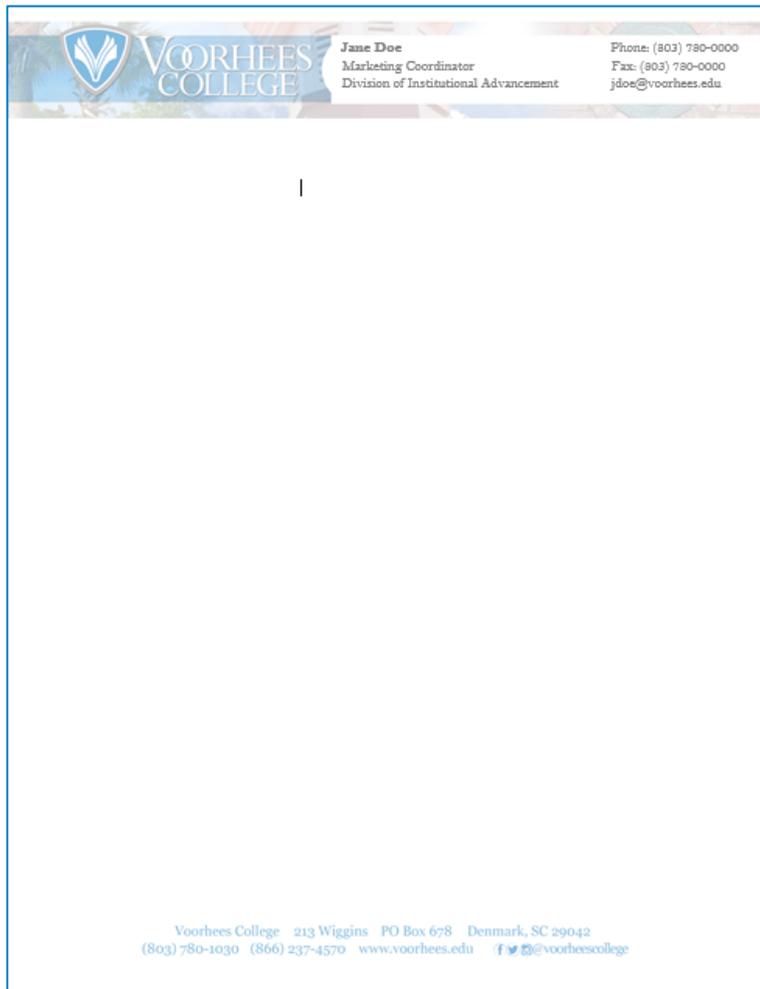
Voicemail Message

To ensure brand consistency throughout the institution, the below message should be used for all employees' voicemail.

Greetings! Thank you for calling Voorhees College, where we change minds and change lives. You have reached Jane Doe, Marketing Coordinator in the Division of Institutional Advancement. Currently, I am not available, but please leave a detailed message, and I will return your call at my earliest convenience. Thank you.

Voorhees College Documents

To ensure consistency with official documents for the institution, please see the samples below. To request a template for documents, such as business cards, letterheads and envelopes, contact the Office of Communications.



Academic Terms

Degrees

Use an apostrophe in *bachelor's degree*, a *master's*, etc., but there is no possessive in *Bachelor of Arts* or *Master of Science*. Also: an *associate degree* (no possessive).

Use such abbreviations as *B.A.*, *M.A.*, *LL.D.* and *Ph.D.* only when the need to identify many individuals by degree on first reference would make the preferred form awkward. **Use these abbreviations only after a full name.**

When used after a name, an academic abbreviation is set off by commas: *Daniel Jones, Ph.D., spoke.*

Divisions, schools and colleges

Capitalize the complete formal names of academic divisions, but lowercase informal or incomplete references. Examples: *the Division of Arts and Sciences*, *the arts division*, *the division*.

Disciplines

Do not capitalize generic terms for fields of study unless they are formal titles or proper nouns, such as *English*. Examples: Kevin is a *biology* major but has a strong interest in *English*.

Titles and names

Only capitalize formal titles, such as *dean*, *president*, *chairman*, *chairwoman*, *director*, *vice president*, *professor*, *chancellor*, when they precede a name or when the title and name appear in a listing (such as in a directory or a program for a meeting). Otherwise lowercase such titles when they stand alone or when they follow a

WRONG: Kim Porter, Vice President, was at the meeting.

RIGHT: Vice President Kim Porter was at the meeting.

Kim Porter, vice president, was at the meeting.

Semesters, terms

Lowercase these generic terms. Examples: *The spring term begins on Wednesday. Classes for the fall semester have been posted.*

A

abbreviations

For associations, companies, organizations, etc., use the official name on first reference and insert the abbreviation in parentheses with the full name. On second reference, the abbreviation may be used. *The National Association for the Advancement of Colored People (NAACP) has registered for the event.*

Voorhees College may be abbreviated as Voorhees on second reference.

academic affairs

The Division of Academic Affairs on first reference; academic affairs on second reference.

address

Voorhees College
P.O. 678
Denmark, SC 29042

Division of Institutional Advancement
Voorhees College
P.O. 678
Denmark, SC 29042

admissions office

The Office of Admissions and Recruitment on first reference; use admissions office thereafter.

age

1 to 10, spell out; 11 and up, use numerals.

WRONG: Stacey attended daycare at age 9.

RIGHT: Stacey attended daycare at age nine.

RIGHT: Stacey enrolled at Voorhees College at 18.

alma mater**alumni association**

This is a generic term that is lowercased.

Capitalize only when part of a complete formal name. Examples: *He was a member of the Voorhees College Alumni Association. Her husband belonged to another alumni association.*

alumnus, alumni, alumna, alumnae

Use *alumnus* (alumni in the plural) when referring to a man who has attended a school.

Use *alumna* (alumnae in the plural) for similar references to a woman.

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

alumni relations

The Office of Alumni Relations on first reference; alumni relations on second reference.

a.m., p.m.

Do not use uppercase; use periods.

art, work of, titles of

Italicize and capitalize titles of paintings, drawings, statues, photographs, and other works of art.

articles, titles of, in magazines, journals and other publications

Capitalize and italicize.

athletics

The formal name is the Department of Athletics.

B

Bachelor of Arts, Bachelor of Science

The abbreviation is *B.A.* A bachelor's degree or bachelor's is acceptable in any reference. (A Bachelor of Arts degree in English/ a bachelor's degree in English)

baseball field

Battle Residence Hall

Bedford Hall

black, white

Both these words should be lowercased when used to describe racial groups.

Blanton Residence Hall

board of trustees

The *Voorhees College Board of Trustees* on first reference; the *board of trustees* on second reference.

books, titles of

Titles and subtitles of books should be italicized. Capitalize the principle words, including prepositions and conjunctions of four or more letters. Capitalize an article (*a, an, the*), or words of fewer than four letters ONLY if it is the first or last word in a title.

Booker T. Washington Building

On first reference, use Booker T. Washington Building, thereafter BTW can be used.

bookstore

The Voorhees College Bookstore on first reference; the bookstore on second reference.

buildings

Capitalize the proper names of buildings, including the word *building* or hall if it is an integral part of formal name: My classmate lives in Halmi Hall. **Use lowercase for buildings with generic names that reflect the discipline taught or the activity conducted therein: Tammy is in the science building.**

Exceptions: The descriptive names of some few buildings/places carry such tradition that they have assumed the status of a formal, given name. Capitalize these: *the Pecan Grove, the President's House.*

business cards

Each employee should have received the format for business cards. We encourage all employees to follow this format for consistency. If you have not received this format, please contact the Office of Communications as soon as possible.

C

campus security

The Voorhees College Security on first reference; campus security on second reference.

capitalization

The full, formal names of divisions are capitalized: *the Division of Arts and Sciences; the Division of Business and Professional Studies.*

Generally, the full, formal names of major administrative divisions, departments, and offices are capitalized. Use lowercase on second reference or if not using formal name: *the Division of Student Affairs, the student affairs division; the Office of the Registrar, the registrar's office.*

Capitalize the formal names of campus organizations and ongoing programs: *Student Government Association, Honors Program.*

Proper names and adjectives are capitalized. Generic terms, such as *university, department, college, street* and *state*, are lowercased except when such terms are used as part of a complete expression of a formal name.

WRONG: The College has named a new President.

RIGHT: The college has named a new president.

Voorhees College has named a new president.

cashier's office

The Voorhees College Cashier's Office on the first reference; cashier's office on the second reference.

chairman, chairwoman

Capitalize as a formal title before a name: *company Chairman Henry Ford, committee Chairwoman Margaret Chase Smith.*

Do not use *chairperson* unless it is an organization's formal title for an office.

See titles.

"Changing minds. Changing lives."

college

Capitalize the word only when used as part of a complete formal name: *Voorhees College.* Do not capitalize it in other uses: The *college* was founded in 1897.

Commencement

Uppercase the formal ceremony; uppercase for generic usage: *May Commencement will be held at the Leonard E. Dawson Center. There is one Commencement ceremony each year.*

Convocation

Uppercase the formal ceremony; uppercase for generic usage: *Founder's Day Convocation is in February. The Convocation was held in May.*

courtesy titles

Do not use the courtesy titles *Mr., Mrs., Ms., or Miss* except in direct quotations, or where needed to distinguish among people of the same last name (as in married couples or brothers and sisters), or where a woman specifically requests that a title be used (for example, where a woman prefers to be known as *Mrs. Mary Brown or Mrs. John Brown*).

In cases where a person's gender is not clear from the first name or from the story's context, indicate the gender by using *he or she* in a subsequent reference.

credit hours

Two words

cum laude, magna cum laude, summa cum laude

Signifies graduation with honors; Lowercase and do not italicize.

D**Department of, Division of, Office of**

Capitalize the office names of departments and other divisions of companies, government agencies and similar institutions. Examples: *Department of Education*. In subsequent references, such names may be shortened (but lowercased); always lowercase informal references. Example: *music department, ticket office, communications department*. Never abbreviate department or division.

degrees

The preferred form is to avoid abbreviations; however, if it is necessary or appropriate to list the degrees an individual has earned, abbreviations are acceptable; often, for reader's sake, advisable.

Use apostrophes when writing bachelor's and master's degrees; do not use the possessive when naming the full degree and capitalize a Bachelor of Arts degree (*a Bachelor of Arts degree or a bachelor's degree*).

Doctorate is a noun; doctoral is the adjective: one may have a doctorate or a doctoral degree, but not a doctorate degree.

Currently, Voorhees College offers the following undergraduate degrees:

B.A. (Bachelor of Arts)

B.S. (Bachelor of Science)

Dining Hall/Conference Center

Use the Voorhees College Dining Hall/ Conference Center on the first reference; use the dining hall/conference center on second reference.

disc, disk

The word disc refers to phonograph records and compact discs. Use *disk* in references to computer technology, such as *computer disk, disk drive, hard disk, and diskette*.

Division of

Capitalize when division appears as part of a complete formal name; lowercase otherwise. Examples: She is a vice president in the Division of Institutional Advancement. The division is one of several at the institution.

doctor

Use *Dr.* in first reference as a formal title before the name of an individual who holds a doctoral degree. Use last name on second reference. Also, see "*courtesy titles*."

W. Franklin Evans, Ph.D.**Dr. W. Franklin Evans**

Dr. Evans is the ninth president of Voorhees College.

E

electronic mail

Use the term email; for email addresses, use lowercase letters (janedoe@voorhees.edu).

Elizabeth Evelyn Wright/John Foster Potts Library

Use Elizabeth Evelyn Wright/John Foster Potts Library on the first reference; use Wright-Potts Library on the second reference.

Episcopal, Episcopalian

Episcopal is the adjective form; use *Episcopalian* only as a noun referring to a member of the Episcopal Church. Ex. *She is an Episcopalian. She is a member of the Episcopal Church.*

events

Official names of college events are generally capitalized. Example: Commencement, Convocation, Founder's Day.

F

faculty

Teachers in an educational unit are known as *faculty*.

financial aid

The Office of Financial Aid on first reference; financial aid on second reference.

fiscal years

A *calendar year* is January through December of a single year. A *fiscal year* is a 12-month period that begins in some portion of one calendar year and extends into another (such as July through June or fall quarter through summer quarter).

A specific fiscal year may be expressed in several different ways, any of which is acceptable. It is important to be consistent; use only one form in a document (after spelling out *fiscal year* in the first usage, of course).

Examples: *Fiscal Year 1994, Fiscal Year 1994-95, Fiscal Year 1994/95, Fiscal Year „94-95, Fiscal Year „94/95, FY „95, FY1994-95, FY 2994/95, FY „94-95, FY „94/95.*

food services

The Department of Food Services on first reference; food services on second reference.

Freshman Year Experience Program

Freshman Year Experience Program on first reference; use freshman program on second reference.

G

grade-point average

Note the hyphen. Abbreviates as *GPA* (without periods) only on subsequent references or if the context makes the meaning absolutely clear.

grades

Do not set course grades in quotation marks. Form grade plurals by adding 's. Example: *Jennifer received all A's for the semester.*

graduate, graduate from

Schools graduate students, but students graduate *from* schools.

graduate school

The School of Graduate Studies on first reference; graduate school or graduate studies on second reference.

Greek

When referring to fraternities and sororities, do not use this term if possible. Is necessary, use it only as an adjective and capitalize it.

RIGHT: The Greek fraternities and sororities will participate in the event.

RIGHT: The fraternities and sororities will participate in the event.

WRONG: The Greeks will participate in the event.

Guerry-Finlay Residence Hall

H

Halmi Residence Hall

honorary degrees

All references to an honorary degree should specify that the degree is honorary; honorary degrees are not earned through a degree-granting academic program of study. It is not customary to use *Dr.* before the name of a person whose only doctoral degree is honorary.

Honors Program

Uppercase; however, honor classes and honor student(s) are lowercase.

(Ec. The honor students participating in the Honors Program are from various locations.)

housing

Residential Life and Housing on first reference; housing on second reference.

Human Resources Department

The Human Resources Department on first reference; HR on second reference.

I

ID

Capitalize and do not use periods with the abbreviation for *identification*. Do not use an apostrophe with the plural. Examples: She forgot her *ID*. *The students need their IDs to get into the basketball game.*

internet

Lowercase.

institutional advancement

The Division of Institutional Advancement on first reference; institutional advancement on second reference.

intramural sports

On all references, intramural sports.

J

Jessie Dorsey Greene Building

journals, journal articles

Set titles of *journals* in italics.

L

Leonard E. Dawson Health and Human Resources Center

Use the official name on first reference; use the Dawson Center on second reference.

licensing approval

Anyone desiring to use the name or trademarks of Voorhees College for a commercial purpose must obtain permission from the college (Office of Communications) prior to use.

Internal Use:

No licensing approval is required for college use of trademarks on brochures, reports, etc.

Departments:

College departments may use the official college trademarks to raise funds for their organization's charitable support. The trademark should not be changed.

logo

Voorhees official logo is below (vertical and horizontal design). Please use this logo, instead of the seal, on all official documents and publications. For a copy of the this logo, fill out a service request form (**Appendix A: Form**) and email it to the Office of Communications.

M

magazine names/titles

Capitalize the name, but do not place it in quotes. Lowercase *magazine* unless it is part of the publication's formal title: *Harper's Magazine*, *Black Enterprise magazine*, *Newsweek magazine*.

magna cum laude

Do not capitalize or italicize this phrase, which is used to signify graduation with high honors from a university or college.

majors, minors, and concentrations

Lowercase names of academic majors, minors, concentrations, areas and fields of study. Capitalize the proper (formal) names of degrees. Examples: *He received a Bachelor of Arts degree with a major in English and a concentration in technical writing.*

Marion B. Wilkinson Building

Use Marion B. Wilkinson Building on first reference; use Wilkinson Building on second reference.

Martin Luther King Jr. Day

A federal holiday honoring Dr. Martin Luther King Jr., who was born Jan. 15, 1929, is celebrated on the third Monday in January.

Massachusetts Hall

Master of Arts, Master of Science

A master's degree or master's is acceptable in any reference.

Matthew A. Golson Humanities, Education and Fine Arts Building

Use Matthew A. Golson Humanities, Education and Fine Arts Building on first reference; use the Humanities Building on the second reference.

MC

Master/mistress of ceremonies; *He was the master of ceremonies is preferred.*

M.D.

A word such as *physician* or *surgeon* is preferred.

Menafee Residence Hall

men's basketball team

Uppercase when proper, Voorhees College Men's Basketball Team

months

Capitalize the names of months in all cases. When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov., and Dec. Spell out when using alone, or with a year alone.

Examples: January 1972 was a cold month. Jan. 2 was the coldest day of the month. His birthday is May 8. Feb. 14, 1987, was the target date.

N

National Association for the Advancement of Colored People

NAACP is acceptable on first reference to avoid a cumbersome lead, but provide the full name in the body of the story.

newspaper names

Capitalize *the* in a newspaper's name if that is the way the publication prefers to be known. Do not place the name of the newspaper in quotes. Example: *The Times and Democrat*, *The Post Courier*, *The Chronicle*.

O

office

Capitalize only when *office* is part of the formal name of an organization, unit, subunit or agency; lowercase otherwise. Examples: *Office of Student Affairs*, *public relations office*

online

One word in all cases for the computer connection term

P

passive voice, active voice

The avoidance of the passive voice and the use of the active voice is encouraged.

RIGHT: The president welcomed the students.

WRONG: The students were welcomed by the president.

Ph.D., Ph.D.s

Use periods; do not use an apostrophe in forming the plural. In textual materials, use the word doctorate instead of *Ph.D.* Example: *He holds a doctorate in communications.*

Physical Plant

p.m., a.m.

Lowercase with periods. Avoid the redundant 10 p.m. tonight.

policies

Lowercase is preferred. Examples: homework policy, attendance policy.

presidency

Always lowercase

president

Capitalize president only as a formal title before one or more names: *President Evans, Presidents Waddell and Evans*. Lowercase in all other uses. *The president was here today. He is running for president.*

President's House**professor**

Capitalize only before the name; lowercase when standing alone or when following the name. Examples: *Professor Roosevelt Wilson; Professor Wilson; Roosevelt Wilson, professor of mass communications; the professor*

publication titles

Capitalize the principal words. Lowercase articles, prepositions and conjunctions (regardless of length) unless such a word is the first or last word in a title.

R**residence hall**

The term "residence hall" is preferred over "dorm" or "dormitory."

S**schools**

Capitalize only when used as part of a complete formal name; lowercase informal and incomplete references. Examples: *She attends the School of Business. The nursing school will begin classes next week. The school will be in session in the fall.*

seal

The official college seal should be used, without alteration, somewhere on every Voorhees formal, academic, and ceremonial programs and publications--printed or digital. It may be reduced and enlarged proportionately.

The seal of Voorhees College is for formal usage, including official college programs, correspondence, and degree certifications. For other instances, please use the logo.

seasons

Lowercase is preferred for the seasons. Examples: When do fall classes begin? The movie premieres in winter 2008.

Security Hut**semester**

Lowercase academic semesters in textual material. Do not separate the semester from the year by a comma. Examples: *The College of Engineering meets four semesters a year. She will graduate spring semester 2005.*

staff, singular, and plural

Personnel in many organizations are referred to as *staff*, both in the singular and the plural. In references to unit members as a whole *the staff* the term is singular. In reference to members of the group, the term is *plural*. Examples: *the division staff meets every Tuesday morning; some staff are hoping for a promotion.* For clarity, when referring to individual staff members, use another word, such as members. Examples: *the department staff meets every Monday morning; some staff members are hoping for a promotion.*

St. James Building**St. Philip's Chapel**

Use the official name St. Philip's Chapel on the first reference; use the chapel on second reference.

student center

Use the *student center* in all references.

student groups

Capitalize the formal names of officially organized groups of students and student classes, but lowercase student classifications. Examples: *the Student Government Association, freshman class, class of 1997, freshman, sophomore, junior, senior, graduate, undergraduate.*

summa cum laude

Do not italicize this phrase, which denotes academic honor.

T**telephone numbers**

When giving only an extension number, abbreviate and capitalize *extension*. Examples: (803) 780-1234, *Ext. 6*

times and dates

Except for formal invitations, "6:00" should not be used for times that fall on the hour. Lowercase *a.m.* and *p.m.* Examples: 9 a.m., 7 p.m., 5:45 p.m., noon, midnight.

Do not add the ordinal suffix (1st, 2nd, 3rd, and 20th) to the day of the month. Example: June 19 (not June 19th).

In a complete date, the year should be set off in commas. In a partial date, the year is not set off in commas. Example: On October 1, 2004, the fiscal year begins. The building will open in May 2006 for students.

titles

Capitalize official titles before names: President Cleveland L. Sellers, Jr., Vice President Samuel Blackwell, Professor Jayme Bradford.

Use lowercase for titles after names: Denise Grant, assistant professor; Joseph Montgomery, director of admissions.

Use lowercase for titles that stand alone: the president, the dean, the director.

Exception: Titles may be capitalized for formal use in programs, flyers and announcements.

track field**trustee**

Trustee is a generic term for a person or group appointed to manage the affairs or property of another person or organization. It is not a formal title; do not capitalize even before the name. Also, lowercase *board of trustees*, unless it is a part of a formal title. Ex. *Voorhees College Board of Trustees*.

U**under way**

Two words in virtually all uses; The *project is under way*. *The naval maneuvers are under way*.

One word only when used as an adjective before a noun. (ex. *an underway convoy*)

United States

Spell out when used as a noun. Use U.S. (no space) only as an adjective. Ex. *The United States is a wonderful country*. *The U.S. Navy is decreasing in numbers*.

university

Capitalize when used as part of a complete formal name or title; lowercase otherwise. Ex. *South Carolina State University is in Orangeburg*. *The university is located in Orangeburg*.

V**vice president**

Follow same rules that apply to president. See president and titles.

vice versa**W****Web terms**

The terms web, website, email and internet are all lowercase, except when they begin a sentence.

women's basketball team

Uppercase when proper, Voorhees College Women's Basketball Team

work-study (adj.), work study (n.)

Dominique is my work-study student. Dominique has work study at 4 p.m.

Wright Hall

Y

years

Use figures, without commas: *1975*. Use commas **ONLY** with a month and day: *Dec. 18, 1994*, was a special day. Use an *s* without an apostrophe to indicate spans of decades or centuries: the 1890s, the 1800s.

For year sequence: *1990-1995; 2000-2005; and 2006-2008*.

SERVICE REQUEST FORM

Please complete this form and return to the Office of Communications by e-mail (mfreeman@voorhees.edu) or bring it by the office (BTW Room #102). Requests must be made at least **two weeks** prior to the event.

Requester: _____ Event Name: _____

Department: _____ Event Date/Time: _____

Contact: _____ Event Location: _____

REQUESTED SERVICE (Check all that apply.)

Press Release

Information added to the Website

Photography

Official College Statements/Announcements

Press Conference Coordination

Development of Marketing Materials

Printing of Marketing Materials

EVENT DESCRIPTION SPECIFICATIONS (special guests, photo ops, logo request, etc.)

Please provide as much information as possible in your description (who, what, when, where, why, how). Also, make sure you have provided at least one contact person for the event.

Requestor's Signature/Date: _____

OFFICE OF COMMUNICATIONS USE ONLY

Date received:

Accepted by:

Date to be completed:

Approved by:

Completion date: