Lenoir-Rhyne University Editorial Style Guidelines
Updated: September 2018

LR OFFICE OF MARKETING AND COMMUNICATIONS – CONTACT INFORMATION
The Office of Marketing and Communications at Lenoir-Rhyne University presents the following guidelines for your reference. This resource should be referred to whenever crafting or branding material that represents Lenoir-Rhyne University. If you have any questions about the Lenoir-Rhyne University brand, please contact the Office of Marketing and Communications at 828.328.7173.
The Lenoir-Rhyne University Editorial Style Guide is a reference tool for campus communicators to use when preparing copy for print and electronic distribution. For style questions and concerns, the Office of Marketing and Communications generally adheres to *The Associated Press (AP) Stylebook*, augmented by specific University style notes and punctuation in this style guide, as well as some exceptions and additions that are noted. When this style guide conflicts with AP style, follow this guide. To resolve questions of spelling, AP recommends using *Webster’s New World College Dictionary*. These style guidelines should be applied to all editorial copy produced or edited by the University.

### AP Writing Style

**abbreviations and acronyms** – Before using an abbreviation or acronym for a company, title, etc., double check AP style. Try looking up either the acronym or the company name. If an abbreviation is not clear on second reference, do not use it.

- Abbreviations and most acronyms should be avoided in headlines.
- Commonly used abbreviations of more than two letters do not require periods and should be in uppercase: GPA, NCAA, FAFSA, FERPA.

**academic degrees** – Degrees are lowercase. Use the apostrophe and lowercase when using descriptive terms: *bachelor’s degree, master’s degree* in sociology, *doctoral degree or doctorate* rather than Ph.D. or Ed.D. Doctoral is the adjective; doctorate the noun. *She has a bachelor’s degree in education. John Jones has a doctorate in psychology. Lenoir-Rhyne University offers more than thirty master’s degree programs.*

- There is no possessive in *associate degree, Bachelor of Arts or Master of Science*. Avoid using abbreviations such as B.A. or M.S.
- Capitalize only when referring to the official degree title: *Bachelor of Arts in history, Master of Public Health, Bachelor of Music, Master of Fine Arts.*
- Use abbreviations for degrees only when you need to include a list of credentials after a full name; set them off with commas. *Peter White, Ph.D., was the guest speaker.*
Academic degrees are abbreviated according to established conventions for each degree. Degrees that are abbreviated with two letters take a period after each letter, and both letters are capitalized. Some degrees are abbreviated with three or more letters. When a degree is abbreviated with three capital letters, periods are never used; when some of the letters are lowercased, periods are used according to the convention for that degree. Following are some examples of academic degrees and their abbreviations:

B.A. Bachelor of Arts
B.S. Bachelor of Science
BSW Bachelor of Social Work
Ed.D. Doctor of Education
M.A. Master of Arts
MBA Master of Business Administration
MFA Master of Fine Arts
M.S. Master of Science
Ph.D. Doctor of Philosophy

The plural forms of the abbreviations do not use apostrophes. Business students who get MBAs face better job prospects than those who don’t.

Academic departments — Use lowercase except for words that are proper nouns or adjectives: the department of history, the English department, or when department is part of the official and formal title: University of Connecticut Department of Economics. Prepositions should be lowercase in all instances.

- When referring to an office or department as a proper name, the reference should appropriately begin with Center for, Department of, or Office of. Second references within text, such as the office of or the department, should be lowercase. Shuford Center for International Education, Office of Marketing and Communications, Office of Admission.

Academic honors — Do not italicize cum laude, magna cum laude, summa cum laude, or with distinction.

Academic titles — Capitalize and spell out formal titles such as chancellor, chair, etc., when they precede a name. Board Chair Brock Williams will attend the event. The University recognized Professor Tom Jones for his accomplishments.

- Lowercase elsewhere including modifiers: department Chair Jerome Wiesner.

- In most instances, titles should follow the name. Brock Williams is the department chair. The University recognized Tom Jones, professor of biology, for his accomplishments.
-For AP style, do not use Dr. for a name of someone who has a Ph.D. or other doctoral degree. Susie Smith, professor of chemistry. John Doe, who has a doctorate in biology, is an instructor at Lenoir-Rhyne.

-It is acceptable to use Dr. on first reference as a formal title before the name of a physician or an individual who is a doctor of dental surgery, doctor of medicine, doctor of optometry, or doctor of osteopathic medicine: Dr. Jonas Salk.

-Do not continue the use of Dr. in subsequent references.

-Emeritus often is added to formal titles to denote that individuals who have retired retain their rank or title. When used, place after the title: Professor Emeritus Samuel Eliot Morison, Dean Emeritus Courtney C. Brown. Or: Samuel Eliot Morrison, professor emeritus of history; Courtney C. Brown, dean emeritus of the faculty of business.

admission or Admission – Use when referring to the admission process or to the office. Do not use an s at the end of the word admission when referring to Lenoir-Rhyne University Office of Admission. The Office of Admission helps students with the admission process.

advisor – Both adviser and advisor are acceptable. AP style uses adviser.

alma mater – Used for both LR’s song and for the University in alumni contexts. Lenoir-Rhyne’s Alma Mater, “Fair Star of Caroline,” was written in 1917 by John Conrad Seegers Jr. My alma mater is Lenoir-Rhyne University.

alumnus, alumni, alumna, alumnae – Use in reference to those who have graduated from Lenoir-Rhyne University.

-Alumna – feminine
-Alumnae – feminine plural

-Alumni – male plural or male and female plural

AM, PM – AP style uses a.m., p.m. AM or PM is acceptable in University materials. Avoid the redundant 10 a.m. this morning.

and – It is preferred that and be spelled out in all references, for example when used on University stationery and business cards, or in news releases, body copy, and unit-specific wordmarks. College of Arts and Sciences, College of Education and Human Services, College of Health Sciences, College of Professional and Mathematical Studies, College of Theology, Graduate and Adult Education.

athletics – Used to describe the department or activities, such as in director of athletics, athletics facilities.

Bachelor of Arts, Bachelor of Science – A bachelor’s degree or bachelor’s is acceptable in any reference. See academic degrees.
board of directors, board of trustees – Always lowercase. This body advises Lenoir-Rhyne’s president concerning the management and development of the University. Lenoir-Rhyne University board of trustees.

building and facility titles – Never abbreviate. On first reference in text, use complete title of a building, room, or other facility. Capitalize names of specially designated rooms. McCrorie Center Room 213.

campus – When using campus, specify if it is the Hickory campus, Asheville Center, or the Columbia Center. When referring to all of Lenoir-Rhyne University, use University not campus.

campus organizations – All references to the proper name of a campus program, club, or organization should be capitalized. The Honors Program, the Campus Advisory Board.

centers and institutes – Capitalize the full names of centers and institutes: Center for Commercial and Social Entrepreneurship, Center for Teaching and Learning, Reese Institute for the Conservation of Natural Resources, Institute for Faith and Learning, Solmaz Institute, Alex Lee Career and Professional Development Center. Lowercase when used in general reference or informally: the center, the institute.

chair – Capitalize as a formal title before a name: company Chairman Henry Ford, committee Chairwoman Margaret Chase Smith. Use chairperson, chair, or co-chair if preferred.

class of – Capitalize Class of when joined by a year. The Class of 1968 scheduled its reunion for the spring.

class year designations – When referencing a Lenoir-Rhyne graduate, the name must be followed by the appropriate class year. A comma does not follow the name, and the apostrophe must face outward. When referencing current students, the same style should be applied. John Smith ’76 is president and CEO of the Lenoir-Rhyne Alumni Association.

- Class numerals come last when a maiden name is in play: Carol Winchester Ward ’02.

- When listing a couple and only one of them is an alum, John ’86 and Christine Smith. When both are alums but have different class years, John ’86 and Christine ’87 Smith.

- Note spacing and punctuation if an individual possesses both an undergraduate and a graduate degree: Greg Ames ’07, M’09.
colleges – Capitalize the names of colleges and schools when using their full names: College of Arts and Sciences, College of Education and Human Services, College of Health Sciences, College of Professional and Mathematical Studies, College of Theology, Graduate and Adult Education. Lowercase when used in general reference or informally: the school, the college.

commencement – Uppercase when referring to LR’s annual ceremony: Lenoir-Rhyne Commencement. Describe graduates using the semester (not the month) in which they graduated. Bob Smith is a fall 2018 graduate (not a December 2018 graduate).

composition titles – Apply the guidelines listed here to book titles, computer and video game titles, movie titles, opera titles, play titles, poem titles, album and song titles, radio and television program titles, and the titles of lectures, speeches, and artwork.

- Capitalize the principal words including prepositions and conjunctions of four or more letters.
- Capitalize an article – the, a, an – or words of fewer than four letters if it is the first or last word of the title.
- Put quotation marks around the names of all such works except the Bible. “The Star-Spangled Banner,” “The Rise and Fall of the Third Reich,” “Gone With the Wind,” “Of Mice and Men,” the NBC-TV “Today” program, the “CBS Evening News.”
- Names of most websites and apps are capitalized without quotes: Facebook, Foursquare. “Farmville” and similar computer game apps are in quotes.
- Do not italicize or use quote marks for the Bible or books that are primarily reference material; this includes dictionaries, encyclopedias, and guidebooks.
- For magazines, capitalize the initial letters of the name but do not place it in quotes or italics. Lowercase magazine unless it is part of the publication’s formal title: Harper’s Magazine, Newsweek magazine, Time magazine.

course title – In copy, capitalize a specific course name without quotation marks when using the full, formal title, such as Ethics in Journalism. Partial or informal references to courses should be lowercase.

dates – Use Arabic figures, without nd, rd, st, or th, within all text. Sept. 22. It is unnecessary to add the day of the week in most cases. July 23 (not Saturday, July 23rd.) See months. When including dates in a news release, it should be listed time, day, date, place. The event is at 7 p.m. Saturday, April 9 at Shaw Plaza.

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

facilities – See building and facility titles.
financial aid, financial assistance – In general, financial aid is a federal program, while financial assistance is a term that involves federal financial aid, scholarships, work study, and other programs.

first-year – Hyphenate references to first-year students. The exception is when referring to First Year Experience. First-year students are required to take the First Year Experience course, which engages students to learn about LR traditions, explore organizations, and connect with academic support.

fiscal year – Lowercase and spell out the term fiscal year in most cases. It’s acceptable to use an abbreviation, without a space, in graphics, tight-spaced headlines, and financial documents: FY18.

headlines, headings, subheads – Capitalize the first word and any proper nouns (also referred to as sentence case). If there is a colon, capitalize the first word after the colon in a headline.

Homecoming – Uppercase Homecoming as the formal title that includes all events: Homecoming, Homecoming Week. Uppercase Homecoming Committee. But, Homecoming parade, Homecoming game.

junior, senior – Abbreviate as Jr. and Sr. and do not precede with a comma: Martin Luther King Jr. The same is true for Sr., III, etc.

-If necessary to distinguish between father and son in second reference, use the elder Smith or the younger Smith.

Master of Arts, Master of Science, Master of Business Administration – Abbreviated M.A., M.S., but MBA. A master’s degree or a master’s is acceptable in any reference. See academic degrees.

months – Capitalize the names of months in all uses. When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov. and Dec. Do not abbreviate March, April, May, June, or July.

-When a phrase lists only a month and a year, do not abbreviate the month or separate with a comma. The conference is tentatively scheduled for April 2018. January 1972 was a cold month.

-When a phrase refers to a month, day, and year, set off the year with commas. The deadline is April 15, 2018.

-Spell out when using alone or with a year alone. Jan. 2 was the coldest day of the month. His birthday is May 8.

names – Use a person’s first and last name the first time he or she is mentioned. On second reference, use only last name with no title. Professor Steve Martin led the lecture. Martin believes all his students were interested.
-Do not use courtesy titles such as Mr., Mrs., Miss, or Ms. unless they are part of a direct quotation or are needed to differentiate between people who have the same last name.

-Abbreviate Jr. and Sr. only with full names of persons. Do not precede by a comma. *Martin Luther King Jr.*

**NCAA** – NCAA is acceptable on first reference for the National Collegiate Athletic Association.

**noon, midnight** – Use *noon* or *midnight*. Do not use *12 noon* or *12 midnight* because they are redundant. Do not use *12 a.m.* or *12 p.m.* because they are confused often.

**numerals** – Spell out the numbers *one* through *nine*. Use figures for *10* and above. *Jane Smith has two computers, three pieces of paper, 10 pencils, and 11 pens on her desk.*

- Spell out numbers used at the beginning of a sentence. *Thirty people watched the performance in awe.* Exception: Never spell out years. *1992 was a very good year.*

-ages – Use figures when referring to age: *Jane Smith, 35, has a 1-year-old daughter. She also has a son who is 10 years old.*

-billions and millions – Use figures with million or billion: *A $1.5 million grant or 1 billion people.*

-dimensions and weights – Use figures with dimensions and weights: *A 4-foot-long fence or a rock that weighs 3 ounces.*

-percentages – Use figures with percentages: *1 percent or 99 percent. Use figures when referring to ratios: 2-to-1.*

-sequence of time – Spell out first through ninth when they indicate sequence in time or location. Starting with *10th* use figures. *First base, the First Amendment, he was first in line. She finished 12th out of 45.*

-telephone numbers – Use figures that appear as follows: *828.555.2222*

**Ph.D.** – The preferred form is to say a person *has a doctorate* and name the individual’s area of specialty. See *academic degrees.*

**physician assistant** – No apostrophe in this medical profession title.

**PM, AM** – AP style uses *a.m., p.m. AM or PM* is acceptable in University materials. Avoid the redundant *10 a.m. this morning.*

**president** – Capitalize *president* when it precedes a name, but lowercase it elsewhere. *Fred Whitt, president of Lenoir-Rhyne University, will attend the event. The group includes President Fred Whitt.*
relational titles – The first reference to a clergyman or clergywoman normally should include a capitalized title before the individual’s name. In many cases, the Rev. is the designation that applies before a name on first reference. Use the Rev. Dr. only if the individual has an earned doctoral degree. On second reference, use only a last name: the late Rev. Billy Graham on first reference, Graham on second. See AP Stylebook, Religion Guidelines chapter for additional references.

senior – See junior.

state names – The names of the 50 U.S. states should be spelled out when used in the body of stories, whether standing alone or in conjunction with a city, town, military base, etc.

-Place one comma between the city and state name, and another comma after the state name, unless ending a sentence: He traveled from Nashville, Tennessee, to Austin, Texas, en troute to his home in Albuquerque, New Mexico.

student-athlete – Hyphenate references to student-athletes.

times – Use figures, but spell out noon and midnight. Use a colon to separate hours from minutes, but do not use :00. For example, 1 PM, 3:30 AM. See AM, PM.

university or University – When referring to Lenoir-Rhyne, capitalize University. When referring to other universities, lowercase. The University food pantry is free for currently enrolled LR students and operates solely on donations. Prospective students choose a university for many different reasons.
Common Terms on Campus

There are particular words or phrases which are commonly used among students, faculty, and staff members at LR.

ARAMARK – Food service contracted by Lenoir-Rhyne. The ARAMARK office is located in the cafeteria.

Bridges to Dreams – Bridges to Dreams program is designed to assist current LR undergraduate students toward completion of a graduate degree through dual enrollment.

Broyhill Institute for Leadership – By invitation only, the Broyhill Institute for Leadership fosters and develops the skills necessary for students and graduates of Lenoir-Rhyne University to become effective leaders in business and professional communities with the ability to adapt to future innovations.

CAB – aka Campus Activities Board. Student organization that plans events and activities for the campus.

Caf – The University cafeteria is located on the main level of the Cromer Center.

Cantos – Literary publication produced by students. All students may contribute poems, stories, artwork, etc.

Canvas – LR’s Learning Management System. Students interact with faculty for class assignments or class discussion using Canvas.

Celebration of Academic Excellence – At the end of every academic year, LR sponsors a Celebration of Academic Excellence to recognize students who excel in their academic programs of study. The celebration occurs in April and includes a keynote from the University’s faculty fellow, setting up the Symposium on University Research and Creative Expression (SOURCE). The celebration culminates with the Honors Convocation and the Academic Awards Ceremony.

The Charge – The large bronze bear statue that resides just off of Stasavich Place (between Shuford Gymnasium and Cromer Center). Many activities and ceremonies begin at the Charge.

classification/class standing –

- First-Year – less than 28 hours and less than 2 semesters completed;
- Sophomore – at least 28 hours and 2 semesters completed;
- Junior – at least 60 hours and 4 semesters completed;
- Senior – at least 92 hours and 6 semesters completed.
colleges

- College of Arts and Sciences
- College of Education and Human Services
- College of Health Sciences
- College of Professional and Mathematical Studies
- College of Theology

Convo (Convocation) – A series of campus activities, lectures, fine arts presentations, and events offered to the University community. All full-time day students are required to attend Opening Convo, Honor’s Convo, and eight other convos of their choice during each academic year. Graduate students, part-time students, and Lifelong Learning Students are not required to attend; although they are always welcome.

Engaged Scholars – The Engaged Scholars Program encourages and supports participation in forms of academic development, active learning, and leadership development that extends beyond the traditional classroom. Engaged Scholars are recognized for completing a series of curricular and co-curricular experiences that expand these scholars’ educational foundation and connect their experiences to future goals.

“Fair Star of Caroline” – LR alma mater to be sung with pride and gusto.

Final Flip – Pancake breakfast served to students on the Friday night during final exams. All food is prepared and served by faculty and staff members.

Homecoming – Week-long series of events during the fall semester which culminates in a Homecoming parade and the election of a Homecoming King and Queen. Reunions and other special alumni events take place over Homecoming Weekend.

Honors Academy – The Honors Academy fosters personal growth and development of highly motivated students. The program cultivates responsible citizenship through leadership opportunities on campus and the larger community.

Joe Bear and Josie Bear – LR mascots.

Lenoir-Rhyne University – Lenoir-Rhyne University is the preferred form of the University’s full name. This form should be used on first reference in material aimed at prospective students and undergraduates, most advertisements, news releases, and other situations when a more formal tone is appropriate.

-In news releases, LR is the preferred second reference.
In admission pieces, alumni materials, or for internal audiences, LR is acceptable for the second reference.

The University is an acceptable third reference. When using the word University alone, it should be capitalized if it is referring to Lenoir-Rhyne University. General references to a university other than LR are kept lowercase. *Lenoir-Rhyne University is located in Hickory. It is a private Lutheran university which is affiliated with the Evangelical Lutheran Church in America. There are thousands of colleges and universities located across America.*

Do not hyphenate L-R. *LR is the best University in the world.*

**Lineberger Fellows** – By invitation only, the program accomplishes this by preparing Lineberger Fellows to become more competitive applicants for post-graduate fellowships, awards and exceptional employment opportunities.

**#LRBound** – The official name of New Student Orientation for undergraduates.

**myLR** – This is a portal system that allows students to register for classes, see their financial statements, and much more.

**Quad** – Grassy area encompasses the Rudisill Library, the Minges Building, the Rhyne Building, the Lineberger Building, and Mauney-Schaeffer Hall. It is the main entrance to the University.

**The Rhynean / LR News** – LR student newspaper – published monthly by and for students.

**SGA (Student Government Association)** – Student-run campus governing body.

**South Atlantic Conference** – The South Atlantic Conference is a collegiate athletic conference which operates in the southeastern United States. It participates in the National Collegiate Athletic Association's Division II level.

**Southern Association of Colleges and Schools** – This is the body that grants accreditation to Lenoir-Rhyne University. On second reference, use SACS.

**Spring Fling** – A series of entertainment event and activities for students sponsored by CAB in the late spring.