



Local Style Guide

This will help in your journalism sequence courses by providing a uniform guide as well as details about local conventions. It is also used for the school's brochures and other publications, such as InterCom (see the special section on COLLEGE PUBLICATIONS).

For things not listed, consult (in order) the AP Stylebook, Webster's New World College Dictionary (5th), American Heritage Dictionary of the English Language (5th) and applicable texts.

This guide is organized into sections: *Differences with AP* with those entries where we override AP style; *Local Style*, those things unique to our area; *Broadcast Style*, which will help spotlight some basic issues; *College Publications*, special style instructions for publications issued by the journalism school and College of Mass Communications and Information Studies; and *Cities and Towns*, a quick-reference list of South Carolina's cities and towns and the counties they are in.

(Please also see <http://guides.library.sc.edu/journalism>, a deep list of resources assembled by Thomas Cooper Library for journalism and mass communications students.)

Note: Italics are only for emphasis, not as style. Some entries are listed by main name (e.g.: Transport Police, State) for indexing. Remember to convert to the actual name order (State Transport Police) for publication. This edition lowercases index terms not normally capitalized.

Revised January 2019:

Updates: hospitals to show change to Prisma for former Greenville and Palmetto Health systems and to update Providence Health entry; SCE&G and SCANA – adds new entry to show change to Dominion Energy.

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Differences with AP

hometown, comma with: AP uses commas around the "of" phrase in all uses, such as *Joe Smith, of Maumee, won Tuesday night's \$100 million jackpot.* We remain with the style of not using such commas on first reference, (guidance from the New York Times, Callihan, and Rooney and Witte). The reasoning: This refers to a specific Joe Smith. An age inserted into the construction does not change this (though note the age is set off by commas): *Joe Smith, 46, of Maumee won Tuesday night's \$100 million lottery jackpot.*

Three exceptions: 1) There is sufficient previous identification: *A suburban Toledo man won Tuesday night's \$100 million lottery jackpot. Joe Smith, of Maumee, said he buys tickets every weekend.* (This is a judgment call in some cases.)

2) In a second or subsequent reference. For instance, Joe Smith of Maumee is used early in a long story, or Smith somehow is otherwise clearly identified. Then, later the writer needs to reintroduce Smith, likely after numerous other people have been brought into the story. It would then be *Smith, of Maumee, said he won't quit work, but "I won't take no guff, either."*

3) The construction could imply a royal title: *Smith, the father of Howard, of Maumee, ...* (as opposed to "Howard of Maumee," which sounds like royalty).

legislative districts: Following most S.C. papers, we use a state legislator's party affiliation and county, no home city/town. It's state Sen. John Smith, R-Richland, not state Sen. John Smith, R-Columbia (as AP would do). The county also may be easier for people to grasp.

ranges: For vote counts, use "to" if either side is 1,000 or greater: So 225-113 but *1,210 to 113*. For other ranges, stick with "to" in all cases to avoid confusion, which differs from AP. (While 20-30 people might be

easily grasped, is 3-8 percent three to eight or three-eighths? There is possible momentary confusion. So 20 to 30 people, 3 to 8 percent.) It's not an issue when numbers are spelled out — always use "to."

For dates, use the hyphen: *Jan. 6-8*.

Beware of false ranges, such as "The pies to be judged ranged from cherry to lemon."

From often is not needed with *to*, but *between* takes *and*. With multiple ranges, make sure they don't overlap or leave a gap: *91-100 is an A, 81-90 is a B, 71-80 is a C, and below 70 is an F.* (Missing "70")

September 11: When referring to the terrorist attacks, spell out the month. This distinguishes the event from the date, much as we use July Fourth instead of July 4. *Many people died in the September 11 attacks.* However, it is Sept. 11, 2001. Although AP allows it, avoid 9/11, except in quotes and tight-count headlines.

State House: Two words, common usage at many South Carolina papers, instead of Statehouse.

Local Style

A

abbreviations, acronyms, initialisms: Use only the most commonly understood, such as FBI, IRS, SLED, DHEC. A list of some of the most common for state departments is under "department names."

Do not put the abbreviation of an organization, etc., in parentheses after the name. If it is not common but must be used because, for instance, it is in a quote, fashion the writing so the context is clear.

academic departments and degrees: We do not capitalize college, school, etc., when using a shortened form, such as journalism school. (See also **J-school**.) But we capitalize the School of Journalism and Mass Communications. We also do not capitalize departments unless they are capitalized in normal use (English, for instance, but economics).

For degrees, it's bachelor's (avoid "baccalaureate" in most cases, and "degree" is not needed), for instance, but Bachelor of Arts.

We use a slightly modified style for non-news publications of the journalism school and College of Information and Communications. That style (which is not used in journalism classes) can be found in the COLLEGE PUBLICATIONS section of this guide.

academic sequences, majors, SJMC: The School of Journalism and Mass Communications has five sequences: journalism, visual communications, advertising, public relations and mass communications. Journalism has multimedia journalism and broadcast journalism. The sequences are not capitalized. Visual communications also may be "viscomm" on subsequent references, but avoid on first reference. Mass communications may be shortened to mass comm on subsequent references, but avoid on first reference. Whether to use the full name or the shortened version should be determined by the tone of the writing.

Do not use "print journalism major" – it's "a multimedia journalism major" or "a journalism major."

How to refer to degree holders (shorthand): He or she has a:

- Bachelor's in journalism *or* a journalism degree.
- Bachelor's in mass communications *or* a mass communications degree.
- Bachelor's in advertising *or* an advertising degree.
- Bachelor's in broadcasting *or* a broadcasting degree.
- Bachelor's in public relations *or* a public relations degree.
- Bachelor's in visual communications *or* a visual communications degree.

("bachelor's" is not capitalized except to start a sentence or bullet point.)

Adjutant General: A title, not a rank; general is never abbreviated. South Carolina used to be the only state that elected this position, but now it is appointed by the governor. We generally just call it the "adjutant general's office," although the adjutant general oversees the state Military Department, which includes the Army National Guard, Air National Guard, S.C. State Guard and Emergency Management Division, among

others. The rank is major general (it used to be brigadier general before voters approved making it a Cabinet position in 2014.) Avoid piling up rank and title. Instead of *Adjutant General Maj. Gen. Stan Spears*, use *Adjutant General Stan Spears, a major general* or *Maj. Gen. Stan Spears, the state's adjutant general*.

Advance America, Cash Advance Centers Inc.: The payday lending company in Spartanburg. "Advance America" may be used to avoid gumming up a lede if the reference is clear and the full name is used on second reference. The company often uses "Advance America Cash Advance," but we use the full name on first reference (the Inc. is optional) "Advance America" may be used after the full name is used. Note the comma.

ages: For the singular use *age* and for the plural use *ages*, not "aged." (Example: *A man, age 62. Two brothers, ages 29 and 34.*) But the word usually may be left out or recast to *a man, 62*, or *a 62-year-old man*.

airports - Columbia:

- Columbia Metropolitan Airport: The city's main passenger terminal. Use the full name on first reference. After that, Columbia Metro is OK. Its main runways are north/south 5-23 at 8,001 feet and the access road intersection) and east/west 11-29 at 8,601 feet. The airport's designator is CAE (sometimes KCAE).
- Jim Hamilton-L.B. Owens Airport: The city's other airport, serving business and private planes. The name was changed in late 2008 from Columbia Owens Downtown Airport to recognize its longtime manager, Hamilton. Hamilton-Owens Airport is OK in all uses. It has one runway, 13-31, at 5,011 feet (official distance from the state Aeronautics Commission – some databases list it at 5,002). Its identifier is CUB.

alleged/accused/suspected: Avoid these as adjectives; they tend to connote guilt. Suspected killer/suspected terrorist should be changed to something like killing suspect, terrorism suspect, etc. However, *alleged* may be acceptable in the abstract. For instance: *Lawsuits cannot be filed by alleged victims more than two years after an attack.* *Allege/alleged* or *suspect* as a verb is acceptable: *Police allege Smith stole the money* or *Police suspect Smith stole the money.*

athletic director: We have realigned with AP as more S.C. papers have moved this way over *athletics director*. Do not capitalize before a name (even in news stories) in keeping with general practice in sports.

assault and battery of a high and aggravated nature: Use *aggravated assault and battery* (sometimes plain English has to win out over legal preciseness). You will sometimes see this abbreviated as ABHAN on police reports – avoid using it in stories.

Assistant U.S. Attorney (see also U.S. Attorney): Almost every lawyer in the federal prosecutor's office except for the U.S. attorney is an assistant U.S. attorney, a job description. But many news organizations capitalize this before a name, so will we for consistency. However, without a name or after a name, lowercase: *He's an assistant U.S. attorney.*

Attorney General (see also elected officials): Capitalize before a name. Do not abbreviate general. Lowercase when alone in a sentence. The plural is *attorneys general*.

attorney general's office (see also elected officials): Not capitalized. See *elected officials* for the explanation for this and other state constitutional offices.

attribution: Generally, try to use *xxxx said*. It's more natural. In some cases, *said xxxx* works better, such as when the verb would be too far from the name because of intervening information (Try to avoid: *Joe Smith, the acting undersecretary of security affairs in charge of the embassy's security plans, said.* Better: *said Joe Smith, the acting undersecretary of security affairs in charge of the embassy's security plans*). Editors should not trouble themselves, however, by changing every *said xxx* to *xxx said* unless there is a problem like the separation issue.

Augusta/Savannah: Use *Ga.* with these cities in datelines and *Georgia* in text. Contrast with **Charlotte**.

B

bail/bond: People are not "held on bond." They are held *in lieu of* bail and may be *released on bond* or by posting bail, depending on the conditions the judge sets. Bail is cash or property a judge says must be put up for release. A bond (actually "bail bond," but seldom used in full) is issued to cover the bail, but usually costs just a percentage of the total. It can be a promise by the defendant to return for trial and hearings (personal recognizance, with no money put up) or a promise by the bondsman to make sure the defendant returns (the bondsman pays if the person skips). Sometimes, a judge orders the defendant to post all the cash or property and does not allow the person to post only a percentage bond. In those cases, people are released, if they come up with the money, on *bail*, not on bond.

Bar, S.C.: S.C. lawyers belong to the *S.C. Bar*. There is no "association" in the name.

blood alcohol: Not hyphenated as an adjective (*blood alcohol level*) and no "percent" with the number. As a percentage, toxicologists measure it as mass of alcohol (grams) per volume (100 milliliters or 1 deciliter). You will see "percent" often used in news stories. AP says both forms are "acceptable." but we drop it for brevity since it is widely known and not strictly a percentage. Remember the zero to the left of the decimal. *Police said his blood alcohol was 0.08.* Do not abbreviate as "BAC." Make it clear in context. See also **driving under the influence.**

Blowfish, Lexington County: The Coastal Plain League (a collegiate summer league) minor league baseball team that moved to the new Blowfish Stadium in Lexington County from Columbia in 2015. (Sometimes also called the Lexington County Stadium or Lexington County Baseball Stadium.)

Board of Economic Advisors: The group of experts that projects state revenues. Note the spelling "advisors" as part of the name, which differs from the normal *advisers*.

BullStreet neighborhood: The development project on the old state mental hospital site in downtown Columbia. *BullStreet* as one word is a shortening of the project's full name The Commons at BullStreet (may also be shortened to BullStreet Commons). Also for buildings on the site (the Bakery at BullStreet). However, it's "Bull Street site" and USC's Bull Street medical campus. (See also: **Spirit Communications Park**)

C

C.A. Johnson High School: In Richland 1 school district. Formerly C.A. Johnson Preparatory Academy. Name changed in June 2009.

captions: Use commas, not parentheses, to set off directional words such as "left," "right," etc. The first sentence is usually in present tense. Later sentences may shift to past tense. If the picture has a focal point, such as someone holding a ball, use that as an identifier, not the limp "left" or "right."

Carolina Coliseum: The formal name of the building in which the J-school used to be located. Capitalized in all uses, including the shortened form: *Plans are to make the Coliseum a second student center.*

Carolinas: OK for the region, as in *the Carolinas*. However, when referring to the separate states, use *North Carolina and South Carolina*, not North and South Carolina.

Charlotte: The city is known well to South Carolinians, and its metro area has spilled far enough into the state, that we don't use North Carolina in text nor N.C. in datelines. Charlotte calls its downtown Uptown.

Chairman/Chairwoman (see also President): These should be capitalized before a name when referring to the officer of a company or the head of a standing committee (for instance, a legislative committee or a formal body established by law or by executive order). Lowercase when standing alone or when referring to the head of a less formal body (meeting chairman Joe Jones, blood drive chairman Susan Walsh). Note that The State is not a good exemplar – it lowercases these in almost all uses.

Chair: Avoid the use as a title unless there is a stated preference by an organization. As a verb, it can be jargonish; look for alternatives.

Chick-fil-A: Fast-food chain based in Atlanta. Note the hyphens and capitalization. Closed on Sundays.

Chief Executive (see also President): Capitalize before the name of the CEO of a company or quasi-governmental agency. *Chief executive* may be used without *officer*. CEO may be used in all references, but remember that is “may,” not “must.” There may be reasons to spell it out for euphony or to avoid abbreviation assault. Editors should generally go with the writer’s choice.

CEO standing alone is all-caps, while “chief executive” standing alone is lowercase. A company’s chief executive often is also its chairman, president or both. Chairman and Chief Executive Joe Jones (or Chairman and CEO Joe Jones) is OK, but avoid the construction Chairman, President and Chief Executive Joe Jones as piling up before a name. Make it Joe Jones, chairman, president and chief executive.

The Citadel: The state-supported military college in Charleston. “The” (uppercase) on all references as a noun. As an adjective/descriptive, “Citadel” alone is OK, though sometimes The Citadel sounds better.

City Manager: Capitalize as a title before a name (unlike what you will see in The State).

Colonial Life Arena: First the Carolina Center and then the Colonial Center before the latest name in 2008.

Columbia-Richland Fire Department: Covers the city and Richland County as the result of a fire service agreement between the governments. However, references to the “Columbia Fire Department” would not be wrong if made in a context referring to a time before the combination.

Comet/CMRTA: The official brand of the Midlands’ public transit system is The Comet. (Following the same logic as in company names, we use upper and lower case, not all uppercase as you may see in The State and in bus system materials. “Comet” is also what is used in the copyright notice on its website.) The Central Midlands Regional Transit Authority, which may be made CMRTA on subsequent references, remains the name of the governing agency. The website is now catchthecomet.com. The branding changed in 2013 following Richland County voters’ approval of a 1-cent-per-dollar addition to the sales tax for transportation improvements that saved the bus system from extinction.

company names: Generally, avoid all caps for names that can be pronounced (Scana not SCANA, unlike what you will see in The State) or odd corporate styles (use Wal-Mart, not Wal*Mart). To find proper company names, if not in AP, consult the major stock exchange sites or Hoover’s directory or other directories in this list: <http://guides.library.sc.edu/companyind>.

Inc. or *Corp.* are not needed in stories where the reference is more casual (a candidate’s appearance at a General Motors plant – not a General Motors Corp. plant), but should be used in stories about a company’s business (earnings reports, etc.) However, even in those stories they need not be used on first reference to avoid ungainliness (you’d write *a Southwest Airlines plane crashed* not *a Southwest Airlines Inc. plane crashed*).

Try to work the full name in lower in the story, but do not force it. Ignore the AP’s guidance about a paragraph with the full corporate name at the bottom of the story if the full name is not in the main story. That’s strictly so wire members have complete information.

company/firm: Company refers to an incorporated business, regardless of size. Firm generally refers to an unincorporated enterprise, usually a business or professional partnership, no matter the size. Out of tradition, it also still tends to be used for limited liability companies (LLC) like law firms. For generic use, use *company*.

congressional districts: In 2011, South Carolina gained a seventh U.S. House districts. “Congressional” is generally not needed if the context is clear or you may use “House” instead. Districts are identified by numerals (1st District, 2nd District, etc.).

contractions: The trend is to contract, but stay aware of the danger of changing tone, especially if contractions pile up. The writer is the best person to be the judge. Editors should change the writer’s choice only if clearly is inappropriate. Try to avoid some of the more forced forms, such as contracting *will* and *have*, but use them if the tone is appropriate. Remember, things in quotes cannot be changed, no matter how egregious you think they are, unless you rewrite and paraphrase, which often is the best course anyhow.

Coroner: An elected position. Capitalized before a name (*Richland County Coroner Gary Watts says ...*) but lowercase otherwise: (*The Richland County coroner's office said Monday ...*).

Councilman, Councilwoman, Council member: Any may be used before the name of a person who serves on a city, town or county council, but note "Council member" is two words and "member" is not capped. It's OK to mix them in a story. Use *Council members* before two or more names or when there is a male/female mix (Council members Joe Jones and Marge Tate said ...).

County Administrator: Capitalize as a title before a name. See also **city manager**.

course names: Capitalize the subject as part of the formal name – *Journalism 333, History 221*. Otherwise, lowercase course subjects – *journalism, history, etc.* (However, retain capitalization for those subjects that normally are formal names, such as English, Spanish, etc.) If appropriate in context, the university's course abbreviations may be used: *He took the copy-editing course, JOUR 362, this spring.*

court names: These S.C. courts are capitalized in all uses, even standing alone, but do not capitalize "state" as part of the name: Supreme Court, Appeals Court (or Court of Appeals), Circuit Court, Family Court, Magistrate's Court, Probate Court, City Court.

Circuit Court is divided into Common Pleas (criminal) and General Sessions (civil), but we refer to both generally just as Circuit Court, capitalized.

For judges, Circuit Judge Joe Jones ("court" is not needed), Appeals Court Judge Joe Jones, Justice Joe Jones or Supreme Court Justice Joe Jones (depending on context). When standing alone, however, it is "circuit judge," as in *A circuit judge has banned ...*

The head of the Supreme Court is the state's chief justice, not just the court's (just as with the U.S. Supreme Court). So it's Chief Justice Joe Jones (or S.C. (or South Carolina) Chief Justice Joe Jones), not Supreme Court Chief Justice Joe Jones).

Administrative courts hear appeals from many agency decisions before they can go to Circuit Court. *Administrative Law Judge* should be capitalized before a name, lowercased standing alone.

Federal courts: U.S. Supreme Court, U.S. District Court and the 4th U.S. Circuit Court of Appeals. The 4th Circuit is headquartered in Richmond, Va.

Shortened references: The Supreme Court, the District Court, the 4th Circuit – but on second reference the circuit court (note that for the federal court, unlike the state, it is lowercased) or the appeals court (lowercased). For judges: District Judge Joe Jones or U.S. District Judge Joe Jones; U.S. Circuit Judge Joe Jones (U.S. may be dropped if context is clear). See AP for other variations.

criminal justice terms:

- Indictments and verdicts are handed up. Decisions and rulings are handed down.
- arrested for – Avoid. It implies guilt. Use *arrested in connection with, arrested on a charge of* or similar phrasing.
- *civil lawsuit* is redundant. All lawsuits are civil matters. Use only where you must distinguish from a criminal case (sometimes with Securities and Exchange Commission matters it is necessary).
- *not guilty* instead of *innocent*, but be careful not to drop the "not."
- *person of interest*: It is imprecise and seems to have become cliché for any name the reporter hears dropped by police. Get specifics on why they are interested!
- *petit theft*: The term in South Carolina is "petit," not "petty."
- *pleaded*, not *pled*.
- *police* or *police officers*: Generally reserved for city or town forces. Use *deputies* or *sheriff's deputies* (note no capitalization and the singular possessive) for county forces. SLED has *agents*. If you have a mixture, be precise (*Columbia police, Richland County sheriff's deputies and SLED agents were involved in a shootout Tuesday ...*) or use a more general description (*city, county and state law enforcement officers*). The wrinkle is that "law enforcement" has no good object, so we fudge with "officers" or "forces." But limit "law enforcement" standing alone when referring to the people behind the badge – it can seem stark. It's fine to refer to the general subject: *Law enforcement has become more complicated ...*
- *Suspect*: You can't have a *suspect* unless police have actually identified someone. Until then, it's the robber, shooter, etc. Once some is identified as a suspect, drop those terms because then they would tend to label the person.

- Sworn affidavit: An affidavit is, by definition, sworn. So *an affidavit* alone, or, preferred as plain English, *a sworn statement*.
- *Unnamed*: People have names, but sometimes police won't give them out. Then, t's an *unidentified* victim, not an unnamed one. And police *won't identify*, not *won't name* (Ma and Pa got that job).
- See **assault and battery of a high and aggravated nature** and **driving under the influence**.

D

department names (especially state): Whenever possible, use the shortened form (*Revenue Department* instead of *Department of Revenue*) for local, state or federal departments.

We use the longer form:

- 1) When the agency is so widely known by its initialism or acronym (SLED, DHEC, DJJ)
 - a. Department of Health and Environmental Control (DHEC is so common, it may be used on first reference if the context is clear and the full name follows on second reference.)
 - b. Department of Juvenile Justice (DJJ is common on subsequent references)
 - c. State Law Enforcement Division (like DHEC, more commonly known as SLED – also an exception to the general guide that we do not use all caps in acronyms). State Law Enforcement Division is actually a corruption from the formal name, the South Carolina Law Enforcement Division. But it's been used with *State* capitalized for so long it is part of the vernacular.
 - d. Department of Motor Vehicles (DMV is OK on subsequent references; avoid it on first reference)
 - e. Department of Health and Human Services (HHS may be used sparingly later in the story)
 - f. Department of Administration (created in 2015; seldom referred to as Administration Department)
- 2) When the agency's name is so awkward that flipping it would seem forced:
 - a. Department of Alcohol and Other Drug Abuse Services (DAODAS may be used sparingly on subsequent references)
 - b. Department of Labor, Licensing and Regulation (do not use DLL)
 - c. Department of Probation, Parole and Pardon Services (Do not use DPPPS)
 - d. Department of Public Safety (DPS may be used sparingly on subsequent references)
 - e. Department of Employment and Workforce (on subsequent references, *Workforce Department* may be used very sparingly)

Use these abbreviations sparingly, if at all:

- DNR – But Natural Resources Department is preferred for the full name (instead of Department of Natural Resources).
- DOT – Transportation Department. May also be referred to as the “highway department” – lowercased. It is headed by a “secretary,” not a director, who reports to a commission. This is the easiest one to just throw around in a story – beware of overuse of the abbreviation.
- PRT — Parks, Recreation and Tourism (use “and,” not the ampersand the agency has adopted).
- DOA – Department of Administration (given that DOA also means dead on arrival, this is best avoided)

Avoid DOC for Corrections Department, BOE for Board of Education, etc., unless used in a quote.

“State” is usually lowercased before a department or board name, even when part of the official name. However, for these agencies, “State” traditionally is capped as part of their names:

- State Election Commission
- State Ethics Commission
- State Ports Authority
- State Park Service (part of PRT)
- State Fire Marshal
- State Transport Police (part of Public Safety)
- State Museum

“State” is also a formal part of the name of many regulatory and governing commissions, such as State Board of Education, State Board of Medical Examiners (more commonly the state Medical Board). But for consistency, custom and style lowercase “state” to a descriptive, so it's *state Board of Education*.

Divisions and departments within agencies generally are not capitalized. However, the Highway Patrol and Transport Police are capitalized, though they are part of Public Safety. Likewise, DHEC has offices, divisions and departments. Only the offices (such as the Office of Ocean and Coastal Resources Management) are capitalized. Others should be lowercase.

2015 restructuring: In 2015, the State Budget and Control Board was largely replaced by the state Department of Administration. The board retained a few functions and was renamed the State Fiscal Accountability Authority. A number of other boards and departments were shifted. Here is the wording:

*In accordance with the South Carolina Restructuring Act of 2014 (Act 121), the Budget and Control Board ceased operations on June 30, 2015. Effective July 1, 2015, the majority of its functions and responsibilities are transferred to the Department of Administration, the **State Fiscal Accountability Authority**, and the Confederate Relic Room and Military Museum Commission. ... The Executive Budget Office and the Governor's Office of Executive Policy and Programs have been transferred and incorporated into the Department of Administration. In addition, the SC Energy Office has been transferred to the Office of Regulatory Staff and the Office of Local Government has been transferred to the Rural Infrastructure Authority.*

When in doubt, consult the latest edition of the South Carolina Legislative Manual at www.scstatehouse.net or look up the agency's website on www.sc.gov and consult with your editor or instructor.

For federal departments, consult the AP Stylebook and limit the use of initialisms to the most widely known (FBI, for instance, may be used in all references). Beware that some, such as DOE for Energy Department, might not be as widely known as the stylebook indicates. (Also note that DOE is restricted to the Energy Department and is not used for the Education Department.) Capitalization of subagencies is more common at the federal level.

Director: Capitalize before the name of the director of a local, state or federal agency (note: The State newspaper does not do this – ignore its style). Do not capitalize when following a name or standing alone.

Use the shortened form: state Corrections Director Bill Smith, Mental Health Director Sheila Norden.

Directors head almost all the state's departments, but the Transportation and Commerce departments are headed by a "secretary," and the National Guard is headed by the "adjutant general."

When the description comes after the name, lowercase it: *Charlie Way, secretary of commerce*, or *Charlie Way, commerce secretary*; *Bill Smith, corrections director*, etc., as appropriate. Notice the difference from Bill Smith, Corrections Department director. (In the first two cases, "commerce" and "corrections" are generic forms, while the last refers to a specific department.)

The SLED director is usually called "chief," as in SLED Chief Mark Keel. Directors of agencies whose names are not shortened generally should be handled like this: Joe Smith, director of the Department of Health and Environmental Control. However, public safety and juvenile justice may be moved in front of the name (Public Safety Director Jane Jones). Also OK is something like state parks Director Jane Jones and state health Director Jane Jones.

Dominion Energy: The name now generally used for the former Scana Corp. and its subsidiary, South Carolina Electric & Gas Co. (SCE&G). Dominion bought Scana (the deal closed Jan. 2, 2019) after Scana's disastrous attempt to build two more reactors at the V.C. Summer Nuclear Station. Scana is now a wholly owned subsidiary of Dominion, and SCE&G, and its other operating companies have now been made part of Dominion's Southeast Energy Group.

driving under the influence: This is the formal charge in South Carolina. However, it is common and permissible to say someone was charged with drunken driving or to call something a "drunken driving charge" (no hyphen) – just make sure the "influence" was alcohol, not drugs (in that case, "influence" and an explanation is the best combination). Also, it is *drunken* driving, not *drunk* driving. If you must use *DUI*, do it sparingly. See also **blood alcohol**.

Dutch Fork: The area of Richland County (and some parts of Lexington County) roughly on the west side of the Broad River to Lake Murray northwest of Columbia. *Dutch* does not refer to the Netherlands. Scholars say it is a corruption of *Deutsch*, referring to the area's early German settlers. (Note, while we capitalize Northeast Richland as a distinct area of the county out Two Notch Road, we don't capitalize this area as "Northwest" because it is rarely called that. So it's *northwest Richland County* referring to a direction, not the name of the area.)

E

EdVenture: See museums.

Elected officials (under the state constitution): South Carolina has eight statewide constitutional offices elected to four-year terms: agriculture commissioner, attorney general, comptroller general, education superintendent, governor, lieutenant governor, secretary of state and treasurer. (As of 2014, the lieutenant governor is elected on the same ticket at the governor.)

The office is capitalized when used before the officeholder's name, but generally not when used after or when standing alone. For example, it's the secretary of state's office, not the Secretary of State's Office; the attorney general's office, not the Attorney General's Office; the governor's office, not the Governor's Office; etc. The reasoning is that the staff and all the rest come as part of the constitutionally created elected office, not as departments separate from the elected official.

The exceptions are agriculture, education and adjutant general (now a governor's appointee). All three head clearly established separate departments:

- Education superintendent: Heads the Education Department (which also reports to an appointed state Board of Education, as if that didn't complicate things).
- Agriculture commissioner: Heads the Agriculture Department.
- Adjutant general: Heads the Military Department (see the separate entry under [Adjutant General](#))

As with department names, use the shortened form (i.e.: education superintendent, not superintendent of education) whenever possible. (However, it is secretary of state, not state secretary.)

Ellipses (see also parentheses): Don't use ellipses to start or end quotes when they would be inside the quotation mark. Incorrect: "...I am not a crook," Nixon said. Any sentence that can stand on its own, even if extracted from the middle of another sentence, should be capitalized and properly punctuated without ellipses at the beginning or end.

Equitable Arcade Building (the Arcade downtown): On Main Street, next to the Meridian Building high-rise. Built in 1812 as Columbia's first indoor shopping center. Capitalize Arcade in all uses when referring to the building, including when standing alone (Ex: The Arcade in 2011 was home to a growing artists' colony.)

F

Farmers Market: State Farmers Market is acceptable without "S.C." No apostrophe after farmers. The market used to be across from Williams-Brice Stadium but is now southeast of Columbia between Charleston Highway (U.S. 176/21/321) and I-26 in Dixiana. Without a formal name, just lowercase: The farmers market at Soda City (or the Soda City farmers market; the market is just a part of the larger event.)

Fire Department: See **police department** for capitalization and usage guidelines.

Fire Chief: Capitalize both before a name, not just "chief." The AP entry under "military titles" is not clear.

Fireflies, Columbia: The Columbia Fireflies are the city's Class-A minor league baseball team (South Atlantic League, aka the Sally League) that began play here in 2016 at **Spirit Communications Park** in the **BullStreet neighborhood**. Formerly the Savannah, Ga., Sand Gnats. An affiliate of the New York Mets. Replaced the old Capital City Bombers Class-A team that moved to Greenville in 2005 and became the Greenville Drive.

Five Points: The retail and residential area along Harden, Devine, Blossom and nearby streets east of the railroad tracks and the USC campus. Spell out *Five* in all uses, including headlines.

fractions: While AP says to convert to decimals whenever possible, don't automatically convert something like he walked 2 ½ miles or she was 2 ½ years old. Fractions are fine for numbers greater than 1 with a more conversational tone. Limit their use, however, to the "major" divisions: ¼, ½, ¾. Decimals are usually more prevalent in science and business stories.

Generally, decimals are used for less than 1 if the numeral is used. And the decimal should be preceded by a zero: 0.18 parts per million, for instance. If a fraction less than 1 is written out, then one-quarter, one-half, three-quarters, one-eighth, three-eighths, one-third, two-thirds, etc. Usually, other fractions are expressed as decimals, but if the fraction construction makes sense given the tone – or if it's in a quote ("I had only three-sixteenths of my investment after the market crashed") – then leave it.

G

Gamecock/Gamecocks: Capitalize when referring to the USC official mascot or to a student, as in: "Gloria transferred from Newberry College last year and now is a Gamecock." The reference to the sports teams is the plural, Gamecocks: "He is a Gamecocks quarterback," not "He is a Gamecock quarterback."

Garners Ferry Road: See **roads**.

Governor's Mansion: Both words capitalized, with the apostrophe.

Governor's schools:

- **Governor's School for the Arts and Humanities:** Greenville.
- **Governor's School for Science and Mathematics:** Hartsville. (Use "and," not "&.")

Both are public, residential schools for juniors and seniors (except that dancers may attend the arts school for all four years) with rigorous entrance standards.

GPA: Acceptable in all uses for grade-point average.

grand jury, State Grand Jury: In most uses, "grand jury" should be lowercased – *the grand jury indicted him Thursday, the Clarendon County grand jury* – because there are multiple grand juries. However, in South Carolina, capitalize the *State Grand Jury*. It is a special grand jury that may be convened for only specific types of cases, generally drug and public corruption.

graphics: Reasonably understood abbreviations may be used in tabular material: % for percent, Rd. for Road, S.C. (use the periods as we do in text, unlike in headlines), USC, and figures for all numerals. However, introductory text follows the normal style, spelling out one through nine, percent, etc., where appropriate. Do not use abbreviations that could be confused (Richland Co. – is that County or Company?). (See **headlines** for more on abbreviations.) Acronyms and initialisms may be used on first reference in graphics accompanying a story that has the full name; however, the full name should be used on first reference in stand-alone graphics. (This reflects practices in The Carolina Reporter.)

Graphic explanation (the introductory text/graf): No abbreviations and write in complete sentences following AP style.

Graphic content (main body of graphic): Use abbreviations only when space is limited or for added simplicity or clarity. Do not use abbreviations, except "%," in text graphics with bullets – treat all the entries as plain text. When abbreviations are used, they must conform to AP style. (Example: All states must be in AP style – S.C., not SC.) Use abbreviations consistently within a graphic.

Graphic notes and sources: Follow the same style as the graphic content.

Numeracy terms in graphics: It is not enough to just cut and paste. If a website says something is "three times likelier (or three times more likely)," for instance, you need to **get the underlying numbers**. Usually "as likely as" is the correct term (see the **numbers** entry). DO NOT mix *more likely* and *as likely*.

Greek Village: Capitalize when referring to the specific grouping of fraternities and sororities on the USC campus and, if applicable, on other campuses. The area is on the western edge of the campus bounded by Blossom Street and the railroad tracks. Lincoln and Gadsden streets run through it.

H

half a, a half (n.), half- (adj.): A plane can crash a half-mile from the road (no need for half a mile), and you can have a half-mile walk to find it. *Half a* is preferred starting a sentence (*Half a dozen eggs won't feed us*).

headlines: Only the first word and proper nouns are capitalized. Avoid journalese, such as “hike,” and vernacular, such as “kids” and “cops,” except in very tight counts. General guidelines for abbreviations:

- Figures in all cases except zero, which is always spelled out, and where part of proper names: Ten Commandments, Five Points.
- Use US and SC without periods. However, U.N. takes periods. Avoid “EU” unless completely clear from context. And use periods in U.S. if in context it could be misread as “us.”
- Other states: NC, NJ, NH, etc., may be used, and without periods, because they can be grasped at a glance. Other abbreviations (Calif., Miss., for instance) may be used if context is clear. But no abbreviations for those otherwise spelled out (Utah, Texas, Ohio, etc.).
- % allowed, not required. The \$ is required, but do not use cents sign – word “cents” must be used instead. You may use M for million and B for billion in tight counts with no space between the figure and the letter (ex. \$4B loan/comes due/tomorrow).
- Directions: N., S., E. and W. when part of town/city names only (N. Myrtle Beach is OK, for instance. But you can't abbreviate the town of North). (Reasoning: Easily recognizable in context. But not so easy in other uses, such as "Bush heads to N.W." ... "Development in N. Columbia opposed" (that's a neighborhood, but not so widely known. Is that New Columbia or North Columbia?), or "Company moving to S.E.")
- Streets, etc.: Rd., Blvd., Cir. May be used. Do not use Dr. because of confusion with doctor. Interstate highway names may be shortened to, as an example, “I-26.”
- Agencies: Only the most absolutely recognizable: FBI, SLED, IRS, NCAA (in sports context). DHEC and NAACP (maybe).
 - These need clear context: FDA, FCC, FAA, NTSB, DOT, DNR.
 - Avoid DOD, DOC, DOE, DOJ.
 - In business, things like GNMA, FDIC, might be OK if context is absolutely clear.)
- Other: CD or CDs, DVD or DVDs only in clear context for music. CD is a judgment call in a business story about certificates of deposit. IRA is also a judgment call in business stories dealing with individual retirement accounts (also stands for Irish Republican Army). Generally, avoid those and other alphabet soup.
- Do not use Co. for county (though The State does). And do not shorten county names (no "Rich" or Lex," for instance).
- USC is OK where context is clear (but careful on sports stories, where it can be confused with Southern Cal). Never SG for student government and avoid abbreviations for campus buildings.
 - "Prof" may be used rarely and for very tight counts (considered disrespectful slang by some)
 - Possible GPA if in context of grades and GA if in clear context of grading or graduate assistant. But, again, use very rarely, and must be absolutely clear.

highway names (see roads)

Highway Patrol: Always capitalized when referring to the state law enforcement agency that is part of the state Public Safety Department. Don't confuse with State Transport Police (see Transport Police, State). It's Highway Patrol trooper or troopers, not Highway Patrolman (or patrolmen). Do not capitalize “state.”

Hilton Head Island: The correct name of the town. Dropping "Island" is OK on second reference.

Horry County: Myrtle Beach and surrounding area. The H is not pronounced, so use an: *an Horry County woman*.

Hospitals: The area's hospitals:

- Lexington Medical Center – West Columbia
- Prisma Health: This was formed by the merger in late 2018 of Palmetto Health and the Greenville Hospital System: This system includes the following (except for the children's hospital, *hospital* is not

part of the name and should be lowercased; in most cases on second reference, *hospital* is not needed, but it usually is used on all references with the children's hospital):

- Prisma Health Richland – north side of downtown
- Prisma Health Baptist – downtown
- Prisma Health Children's Hospital – on Palmetto Health Richland campus.
- Palmetto Health Heart Hospital – on Palmetto Health Richland campus.
- Prisma Health Baptist Parkridge – Irmo at I-26 and S.C. 60 (Lake Murray Drive). Opened spring 2014.
- Prisma Health Tuomey – Sumter. (The former Tuomey Regional Medical Center almost went bankrupt after losing a federal fraud case and was bought by the then Palmetto Health in 2016).

We have not listed the Greenville hospitals, but they can be found at <https://www.ghs.org/>. The one major change in this guide is that what used to be Palmetto Health Baptist-Easley is now the Baptist Easley Medical Campus.

- Providence Health (formerly Sisters of Charity Providence Hospitals; sold to LifePoint in 2016 and changed name.
 - Providence Health hospital (near downtown). Note that hospital is now lowercase.
 - Providence Health Northeast (Interstate 77 at Farrow Road)
 - Providence Health-Fairfield (an emergency room only)
- W.J.B. Dorn Veterans Affairs Medical Center (may shorten to Dorn VA Medical Center, Dorn Veterans Affairs Medical Center, Dorn VA hospital, or, in certain contexts, the VA hospital)

The former Moncrief Army Community Hospital at Fort Jackson has now been downgraded to an Army clinic.

Hospitals in other cities:

- Aiken Regional Medical Centers
- Augusta: Doctors Hospital – has the region's leading burn center. Note that it is Doctors without an apostrophe.
- Camden – KershawHealth Medical Center (no space in KershawHealth). The former Kershaw County Medical Center is the hospital. The larger complex is the KershawHealth System.
- Charleston:
 - Medical University of South Carolina (MUSC allowed on second reference)
 - Roper Hospital
- Greenville
 - See Prisma above.
 - Bon Secours St. Francis Health System: main hospitals – St. Francis Hospital Downtown and St. Francis Hospital Eastside.
- Orangeburg: The Regional Medical Center of Orangeburg & Calhoun Counties (may shorten to The Regional Medical Center in Orangeburg or a similar form that makes location clear)
- Spartanburg Regional Healthcare System: main hospital – Spartanburg Medical Center

hospital conditions: The commonly accepted conditions are fair, good, poor, serious and critical. Stable is not a condition – it describes a condition (he is critical but stable). If a hospital official insists, note that the American Hospital Association does not recognize stable as a condition and tells hospitals to avoid using it alone – oh, and the most stable condition is dead. Press for an AHA condition.

Hotels: Some of the major hotels in the area for which there can be confusion:

- Courtyard by Marriott – Across from the Coliseum. Former Holiday Inn-City Center.
- Hilton – Opened August 2007. In the Vista near the convention center.
- Holiday Inn & Suites (Northeast) – The former Columbia Plaza Hotel was renovated in fall 2007.
- Hyatt Place – the former Amerisuites in Irmo.
- Marriott – The former Adam's Mark on Hampton Street downtown.
- DoubleTree (official name DoubleTree by Hilton, but we may drop the last part). At I-20 and Bush River Road. It was formerly a Radisson and before that the Sheraton Hotel and Conference Center, and it is still referred to by some people as “the Sheraton.”
- Sheraton – The new Sheraton opened on Main Street in July 2008. It is in the Palmetto Building, built in 1913 as the city's first skyscraper and has 135 rooms (and a killer rooftop bar).

- Carolina University Inn – Gervais Street near USC. Formerly the Townhouse and the Clarion.
- The Inn at USC: Created around, and incorporating, a former family home built in 1912, it is across from the National Advocacy Center.

Hunting Island State Park (near Beaufort) but **Huntington Beach State Park** (near Murrells Inlet).

I

Inspector General: Capitalize before a name. Do not abbreviate "general." Plural: *inspectors general*.

J

James Island: No apostrophe. (See also Johns Island, Sullivan's Island.)

Johns Island: No apostrophe, based on the widely adopted style of The (Charleston) Post and Courier. (See also James Island, Sullivan's Island.)

Joint Base Charleston: Created by the 2010 merger of the Charleston Naval Weapons Station and the Charleston Air Force Base.

J-school: The most widely used style is an uppercase J and lowercase "s." OK in headlines. In text outside a quote, be careful with the tone; J-school might not be appropriate.

K

Koger Center for the Arts: Koger Center is fine in context. Named after developer Ira Koger, not Kroger.

Kroger: Cincinnati-based supermarket chain. *Not* Kroger's.

L

Legislature: The formal name is the S.C. General Assembly. However, the shorthand form of "Legislature" has long been used by news media across the state and is capitalized when referring to the specific body: *The Legislature will decide Friday when to adjourn.* (Capitalize even if preceded by S.C., South Carolina or state; however, lowercase if referring to multiple legislatures – the South Carolina and Georgia legislatures.)

If General Assembly is used in a story, DO NOT capitalize the word "legislature" (that's AP style): *The S.C. General Assembly will decide Friday when to adjourn. The legislature has struggled with the details for weeks.* Note that General Assembly remains uppercase if standing alone (without the S.C.).

Libraries: Formerly known as the Richland County Public Library, the library as of 2014 has changed its name to simply Richland Library. (If you use "County," "library" is lowercased: the Richland County library.) The Lexington County system continues to use Lexington County Public Library.

license tags: Avoid "tags" alone or with "license" as unnecessarily faddish, unless in a quote. Otherwise, "plates" and "license plates" do just fine.

Lizard's Thicket: Columbia-based restaurant chain; serves country cooking. Note the apostrophe.

Lower Richland: A region of the county to the east and southeast, along U.S. 76/Garners Ferry Road toward Sumter. It is capitalized. Includes Hopkins. Lower Richland High School serves the area.

M

Malfunction Junction: The notorious interchange of Interstates 26, 126 and 20 and Bush River Road northwest of downtown. Known for its traffic jams, especially when trucks roll over on the cloverleaf ramps to I-20, the interchange could take up to \$1 billion to fix, according to state transportation estimates. The term is used in varying styles, but we use the more common uppercase with no quotes. The state Transportation Department has branded it *Carolina Crossroads* as it holds public meetings on a fix.

malls/shopping centers: Major Columbia malls/shopping centers – Columbiana Centre (note spelling), Interstate 26 at Harbison Boulevard; Columbia Place, Decker Boulevard and Two Notch Road; Richland Mall (former Midtown at Forest Acres and before that Richland Fashion Mall), Forest Drive at Beltline Boulevard;

Dutch Square Center, Bush River Road at Colonial Life Boulevard near I-26 (the area's first big mall, opened in 1970, but that has now fallen on hard times. May also be referred to as *Dutch Square mall* (note lowercase "mall") or just *Dutch Square*). Columbiana Centre is partly in Richland and partly in Lexington counties. It is in Columbia, not Irmo, because of Columbia's controversial annexation of a strip along the Broad River to get to Harbison.

All are enclosed.

A major open-air shopping center is the Village at Sandhill (not Sandhills), at Clemson and Two Notch roads.

McEntire Joint National Guard Base: The name of the former McEntire Air National Guard Station as of 2005. (Some maps show the old name.) It is east of Columbia on U.S. 76. (Some websites show it as Joint National Guard *Station*, but a spokesman confirms *Base* is the correct designation.)

Museums: The major museums in the area:

- **Columbia Museum of Art** (on Main Street). Do not shorten; use the phrase *Columbia art museum* only as a descriptive.
- **EdVenture Children's Museum**. May be referred to simply as EdVenture if the context is clear. On Gervais Street in front of the State Museum at the Congaree River bridge.
- **McKissick Museum**. At the end of the Horseshoe in the old library on the USC campus.
- **S.C. (or South Carolina) State Museum**. State Museum (no S.C.) may be used in all references. In part of the Columbia Mills building just west of Gervais and Huger streets along the Congaree River.
- **Confederate Relic Room**. Shares the Columbia Mills building with the State Museum. We generally use the shortened form, not the South Carolina Confederate Relic Room and Military Museum.

N

National Guard: May be used as shorthand for either the Army National Guard or the Air National Guard or when it is not practical nor needed to specify.

neighborhoods: North Columbia should be capitalized as a formal area in Columbia, even though it encompasses several neighborhoods. Some other neighborhoods: Cottontown-Bellevue, Arsenal Hill, Eastlake, Eau Clair, Elmwood Park, Earlewood (sometimes called Earlewood Park, but generally used without the "park"), Granby, Olympia (shortened from Olympia Mills), Shandon, University Hill (not Hills). Wales Garden, Waverly and Wheeler Hill. A complete list is at www.columbiasc.net/neighborhoods. See the separate entry on **Shandon**.

news conference: Instead of "press conference" in deference to electronic and other media, although "press secretary" is still widely used. But "freedom of the press" and "Meet the Press."

newspaper names: Don't use quote marks or italics. Include "The" if it is part of the formal name on the first reference. On second reference, lowercase "the" except for *The State* to distinguish it from state government. (Because the Columbia newspaper is so well-known in our main service area, we generally refer to it only as The State. Use The (Columbia) State only when necessary for clarity.)

Here are the correct names of area newspapers as reflected in the SCPA directory or the papers' websites, or as used by AP.

When the city is not part of the name, it may be inserted in parenthesis: The Herald of Rock Hill is also The (Rock Hill) Herald. When there is no "the" in the name, such as the Herald-Journal of Spartanburg, the form "the Spartanburg Herald-Journal" may be used in body copy, although the longer "of" form (the Herald-Journal of Spartanburg) is preferable.

Aiken Standard
 Anderson Independent Mail (hyphen was dropped in 2014)
 The Augusta (Ga.) Chronicle
 Beaufort Gazette
 Bluffton Today
 The Charlotte (N.C.) Observer
 The Post and Courier of Charleston
 The State of Columbia

The Morning News of Florence
 The Greenville News
 the Index-Journal of Greenwood (lowercase "the" as of October 2010)
 The Island Packet of Hilton Head
 The Sun News of Myrtle Beach
 Times and Democrat of Orangeburg
 The Herald of Rock Hill
 the Daily Journal of Seneca (lowercase "the")
 Herald-Journal of Spartanburg
 The Item of Sumter
 the Savannah (Ga.) Morning News
 The Union Daily Times

NoMa: Short for the North Main neighborhood, which is slowly revitalizing. Stretches from Elmwood Avenue to the railroad trestle. May be used in headlines. May be used on first reference in stories (preferably as *the NoMa neighborhood*), but spell out and explain quickly.

North Auxiliary Airfield: The World War II era airfield near the town of North now used largely for training by C-17 crews. On second reference: North Field. It has two runways: 12,000 and 3,000 feet. The longer one was an alternate landing strip for the Space Shuttle.
<http://www.charleston.af.mil/library/factsheets/factsheet.asp?id=4075> (As only the military can put it: "North Auxiliary Airfield is a truly unique experience for those permanently assigned here ...")

North Carolina: Spelled out in stories when standing alone or as an adjective with "a" or "an" (See South Carolina for more explanation). Just like S.C., N.C. may be used with "the" (the N.C. man). In a headline, use NC as the noun or adjective without periods to save space.

Northeast Richland: An area of the county along Two Notch Road northeast of Interstate 20 toward Pontiac. Spring Valley and Ridgeview High Schools primarily serve the area. Although there is a Richland Northeast High School, development has spread to the point where that school really is now more in the city and on the edge of what is popularly called Northeast Richland (and sometimes is written Northeast Richland County – note that Northeast still is capped). May also stand alone in proper context as *Northeast* or *the Northeast*. Sometimes called Richland Northeast – OK unless confusion with the high school.

See **Dutch Fork** for information about northwest Richland County and **Lower Richland** for southeast Richland County.

nuclear power plants: South Carolina has several.

- **Catawba Nuclear Station:** On Lake Wylie near York in York County. Two reactors. Owner Duke Energy.
- **Cherokee Nuclear Power Plant:** An abandoned Duke Energy project near Gaffney and Cherokee Falls in Cherokee County. Along part of the Broad River known as 99 Island Reservoir (not Ninety-Nine, in keeping with AP style). Was to have three reactors. Duke began it in the early 1970s but stopped construction in 1983 after only one unit was partially built. Notable as the site where the underwater scenes for "The Abyss" were filmed in 1987. *See Lee Nuclear Station.*
- **Lee Nuclear Station** (or W.S. Lee Nuclear Station): Duke Energy's second attempt to build reactors at the Cherokee nuclear plant site. Its plans call for two reactors. But while the Nuclear Regulatory Commission authorized construction in 2016, subsequent troubles at Scana's V.C. Summer Nuclear Station raised questions about whether Duke would follow through since the contractor was also Westinghouse.
- **Oconee Nuclear Station:** On Lake Oconee near Seneca, Oconee County. Three operating reactors. Owned by Duke Energy. Notable because it does not use diesel generator for emergency power. Instead, it relies on the nearby Keowee hydroelectric station or the Lee generating station, which burns fossil fuels.
- **H.B. Robinson Nuclear Station:** (We drop the "generating" found in some references.) One reactor on Lake Robinson near Hartsville, Darlington County. Owned by Duke Energy. (Originally owned by Carolina Power & Light, which became Progress Energy. Progress is now a Duke subsidiary, Duke Energy Progress.)

- **V.C. Summer Nuclear Station** or Virgil C. Summer Nuclear Station: (We drop the "Generating" found in some references, and it's Summer, not Sumner, as sometimes seen). Near Jenkinsville, Fairfield County, on Lake Monticello, which was created and is owned by SCE&G (sometimes referred to as Monticello Reservoir, but we use the DNR name of Lake Monticello). It also uses Parr Reservoir on the Broad River for cooling. It has one operating unit. Scana Corp. (through South Carolina Electric & Gas) and Santee Cooper were building two others but decided in 2017 to abandon those after the bankruptcy of the contractor, Westinghouse, and estimates that the reactors would cost billions of dollars more to complete. Notable because the legislature changed state law to make it much easier for the utilities to charge ratepayers for the construction while it was underway instead of not until it was put in service; as a result customers paid billions. This was unusual in the realm of utility regulation. As a result of the fiasco, Scana sold itself to Dominion Energy; the deal closed in 2019.

numbers: Readers often are not trying to get the specifics but more a sense of proportion related to something they can identify with. For instance, "1.76 million" probably is not as easily digested as "almost 1.8 million" or, even better and where appropriate, "almost 2 million" (However, do not reflexively round everything up to the nearest whole million; there might be good reason to go to a decimal point.)

It rarely is necessary to go more than one digit after the decimal point, even in business earnings stories. (In polling, for instance, AP advises in reporting survey results that the results themselves should be rounded to a whole number – to do otherwise implies a precision that is not there. But the margin of error can be rounded to the first decimal place).

For very small numbers, it is almost always better to use a ratio or rate. For instance, 0.001 (note that you always need the zero before the decimal point) is better as "one in 1,000." And instead of saying something increased by 50 percent, say it increased by half; instead of saying it increase by 100 percent, say it doubled. Think in terms of thirds, halves and quarters.

Something cannot decrease by more than 100 percent.

Do not confuse *times larger than* with *times as large as*. The number 200 is one time *larger than* 100 but twice *as large as*. When people use *times larger than*, they generally mean *as large as*; you should, as a writer, query the source or, if an editor, query the reporter. Make sure you understand clearly the context in which the term is being used. Washington Post national copy desk chief Bill Walsh suggests ditching the *times larger than* construction.

Similar cautions attach to *as likely* and *more likely* when dealing with relative risk, which often is found in science, medical and similar stories where rates must be compared. To use Sarah Cohen's example, if one-third of black applicants are rejected for mortgages and one-eighth of white applicants, then blacks are more than 2 ½ times *as likely* (a ratio: $0.333/0.125=2.664$) or more than 1 ½ times *more likely* (a percentage change of percentages without multiplying by 100: $(33.3-12.5)/12.5=1.664$) to be rejected.

Also, avoid the *-fold increase* constructions, as in a *twofold increase*. Does that mean something is twice as large, or three times as large (the original, plus a twofold increase)? As Walsh notes, if even editors can't agree on what this means, why would we inflict this on readers?

Spell out or use figure? Generally, numerals less than 10 are spelled out and 10 or greater are always figures (unless the number is spelled out as the first word of a sentence). However, there are many exceptions, and you should read AP carefully. As of 2013, both distances and dimensions (height/depth, weight, liquid measure) take figures in all cases: He took a 5-mile walk; she ran 3 miles. Also 6 inches of snow, 8 feet long, 6 yards wide, 5 pounds, 3 ounces of milk – but note the style on the piece of lumber called a *two-by-four*. Also use the numerical form in things like 5 miles wide, 5 miles by 4 miles, a 6-acre farm. Figures are always used with millions, billions, trillions, etc., and with any dollar/cents amounts (unless the numbers begin a sentence): 5 million, \$1, 3 cents (but note the idiom: *two cents' worth*).

O

Office of Regulatory Staff: A state agency created in 2004 to represent the public interest in utility regulation before the state Public Service Commission. Do not use ORS in news stories or headlines.

P

parentheses [or brackets]: Generally, avoid parenthetical expressions, especially in quotes; it signals the quote was not set up properly.

In almost all cases, do not use brackets and as an editor, look to recast the quote to avoid them.

Every time we put a parenthesis in copy, and especially in a quote, we invite readers to question our motives or wonder what we took out. Merrill Perlman, former director of the New York Times Wire Service, put it well. "Ellipses and brackets in quotes are dishonest," she said. "The reader has no way of knowing what you took out and what you paraphrased. And in every single instance there is a way around it." (See also **ellipses**.)

- One of the most annoying uses is beginning a quote with parenthesis: "(But) it's nothing serious" or "(The chairman) is going to have to step down," etc. Move those words outside the parenthesis and pick up the quote afterward.
- If you have parentheses in the middle of a quote, you should ask yourself whether that is the best quote you have, or the best form of the quote. Should it be set up better to eliminate the parenthetical material? Should you get into it in a different place to eliminate such material?

Never fall so in love with a quote that you have to use parentheses or brackets to make it work — it usually doesn't once you get done with it. The use of brackets, in particular, has become so annoying that there is an entire American Copy Editors Society annual meeting session on how to avoid it.

If you must know, brackets are supposed to indicate completely new material inserted into a quote. Parentheses indicate you are replacing one or more words with others. But our readers probably don't have a decoder ring.

parole/probation: The AP entry can be misleading. Someone can be sentenced to jail or prison time, followed by probation. AP's entry seems to indicate probation is only a substitute for jail or prison time in the entirety. In the case of incarceration, then probation, the probation is essentially being used to substitute for what would be a longer prison sentence. Parole, on the other hand, generally means early release on the promise of good behavior, and while a parolee is under supervision and must report to a parole officer, parole generally is treated differently than probation.

Patriots Point: Not Patriot's Point.

petit theft: The South Carolina legal term, not petty theft. See **criminal justice terms**.

Police Chief: Capitalize both words before a name. AP's entry under "military titles" is unclear.

Police Department: Follow AP and capitalize as Police Department when referring to a specific department, with or without the town or city name. (Follow the same reasoning on fire department.) In jurisdictions where the formal name is not police department, but something like Public Safety Department, "police department" becomes descriptive and should be lowercased in all uses.

President: (see also Chairman, Chief Executive): Capitalize before a name when referring to the officer of a company or the president of the United States. When standing alone, it is lowercase.

press conference: See **news conference**.

prosecutor: In South Carolina and the federal system, not a formal title, so do not capitalize before a name. See Solicitor and U.S. Attorney.

Q

quotations (see also attribution, ellipses and parentheses): Do not change wording without consulting the reporter, a senior editor, instructor or graduate assistant.

In editing class, do not delete any attribution unless it is duplicative in the same sentence (not the same paragraph).

Do not combine a partial and full-sentence quote with the same attribution. Split them:

Incorrect: *He said the lightning "was like a white ball of fire. It knocked me back on my knees."*

Correct: *He said the lightning "was like a white ball of fire."*

"It knocked me back on my knees," he said.

(Or you may do it this way: *The lightning "was like a white ball of fire," he said. "It knocked me back on my knees."* The problem is that this can produce change of voice problems if a quote from someone else follows. See below.)

This backing a partial up to a full is often a problem with verbs other than said (such as call or label). *He called it "the worst accident I've ever seen. Everything was just twisted like a pretzel."* He didn't "call" it "Everything was just twisted like a pretzel." He called it "the worst accident I've ever seen" and then said "Everything was twisted like a pretzel.

So the correct way: *He called it "the worst accident I've ever seen."*

"Everything was just twisted like a pretzel," he said.

Change of voice

Avoid backing a quote from one person up against another unless you clearly have signaled dialog:

The lightning "was like a white ball of fire," Smith said. "It knocked me back on my knees."

"It was the darndest thing I've ever seen," Jones said.

Momentarily the reader can think it is Smith saying "It was the darndest ..." You may handle it in two ways. First, move the attribution: *Jones said it was "the darndest thing I've ever seen."* Or, if you have a multisentence quote (or one with a lot of phrases and clauses), you can often summarize the first part and use the last part as a quote: *"I've been watching lightning for 35 years. It was the darndest thing I've ever seen," Jones said,* becomes, *Jones said he has watched lightning for 35 years and "it's the darndest thing I've ever seen."*

Quotations marks and continuing quotations:

Correct: *Johnson told the council, "We can't wait any longer.*

"It's time we moved forward quickly."

Correct: *Johnson told the council, "We can't wait any longer."*

"It's time we moved forward quickly," he said.

Incorrect: *Johnson told the council, "We can't wait any longer.*

It's time we moved forward quickly," he said.

The quotation mark should not have been dropped from the beginning of the second sentence when that sentence is attributed separately. Once you introduce that second attribution, the quote stands on its own (even if it was said directly after the first one) and must start and end with quote marks. The quote before it must also have an ending quote mark.

R

radio stations: Most are better known by marketing names such as Foxy 103 or Hot 102.5. It's OK to use that, but get the actual call letters in somewhere high in the story. No need to use -FM or -AM unless two stations have the same call signs, but when needed to help the reader, try to mention what band it is on. Station call letters change so frequently, it is best to double-check. Try also to provide the exact frequency.

regions: Those of South Carolina we capitalize and recognize as distinct areas:

Upstate: Generally west and north of the line formed by Cherokee, Union, Laurens, Greenwood and Abbeville counties.

Midlands: The swath of counties generally from Fairfield and Kershaw in the north through Aiken, Edgefield, Barnwell and McCormick in the west and including Sumter County. Chester County sometimes is listed, but less and less as the Charlotte metro area expands.

Pee Dee: That area east of Columbia and around Florence, from Chesterfield, Marlboro and Dillon in the north, then south through Williamsburg and Clarendon. Lee sometimes included. This is what is left of the state's tobacco-growing region.

Grand Strand: The sun-fun region of Horry and Georgetown counties, especially along the coast.

Lowcountry (sometimes seen as Low Country, but we use one word): That lower quarter of the state from Charleston to Beaufort and then along the Savannah River through Jasper, Allendale and Hampton counties – in other words, the counties generally south of Orangeburg.

York, Lancaster and Chester counties are just increasingly part of the Charlotte metro area with no special region designation.

Remember, these areas are not homogeneous. Western Horry County, for instance, is much more like the Pee Dee than the Grand Strand. But we use the county lines as convenient demarcations.

Note: We do not recognize *piedmont* as a formal area. It is a transition zone between the Midlands and Upstate. It remains lowercase.

Restaurant and Lodging Association, S.C.: The former S.C. Hospitality Association. Changed its name in 2012 after an embezzlement scandal and suicide by its director (who was not part of the embezzlement). South Carolina instead of S.C. is OK.

Reverend (the): Use "the" with "Rev." (Reverend is not a title but an adjective.) *The Rev. Joe Jones.*

rivers, creeks and streams: Some common waterways we have trouble with:

- Gills Creek – no apostrophe.
- Penn Branch creek – note the use of lowercased "creek." It often is dropped.
- Rocky Branch Creek – note "Creek." On second reference, it may just be Rocky Branch. Goes under Five Points and through part of USC's campus and Olympia – consistently floods during heavy rain.

roads:

- Beltline Boulevard (not Belt Line, although some phone book entries have it that way).
- Bush River Road – This includes *Old Bush River Road*. The post office eliminated what used to be Old Bush River Road from St. Andrews Road to the Lake Murray Dam and now calls both sections – from Broad River Road to St. Andrews and from St. Andrews to the dam – simply Bush River Road. The only "Old Bush" is now north of the lake, toward Chapin. They all used to be one road, before the dam.
- Garden Dale (subdivision) but Gardendale (the street)
- Garners Ferry Road (not Garner's Ferry)
- Greystone Boulevard, not Graystone, Gray Stone or Grey Stone
- Huger Street (pronounced Hew-gee)
- St. Andrews and St. Andrews Road (not St. Andrew's, the name of the cemetery and church)
- Two Notch Road – there are separate Two Notch Roads in Lexington and Richland counties.

For numbered roads:

- Generally, use U.S. instead of U.S. Highway (i.e., U.S. 76 instead of U.S. Highway 76).
- Use *state Highway x* or *S.C. x*, not *S.C. Highway x* (state Highway 6 or S.C. 6). Don't use *state Road*, *state Route* or *just Route* (except if used in a quote). Route is more common in the Northeast.
- In those rare cases where needed, use *county Road x* (using the full county name when appropriate).
- If a road has more than one designation, use the lowest-numbered U.S. highway. So U.S. 76/378 is referred to simply as U.S. 76. This may be modified by local custom in some areas, so check to be sure.
- Interstate highways: Although The State and some other papers use only the "I," follow AP style and use *Interstate* on first reference (Interstate 26, not I-26). After that, *you* may use *I-* for all other references, even if the number changes. The "I-" form alone is OK for headlines.

S

Sandhill Research and Education Center: Operated by Clemson. At Clemson and Two Notch roads in Northeast Richland (note, not "Sandhills," and "and," not "&"). "Sandhill" alone may be used subsequently.

Savannah River Site, the (SRS): A federal nuclear weapons complex in Barnwell and Aiken counties run by a private contractor for the Energy Department. It made tritium and worked with plutonium. Its weapons-producing days ended and its reactors were shut down, mostly in the 1990s. A massive environmental cleanup is under way. May use SRS on second and subsequent references. SRS may be used on first reference if the name is spelled out quickly in second reference.

Scana Corp.: Not SCANA (see *company names*). **See Dominion Energy.** The name now generally should be used only in a historic sense.

SCE&G: Acceptable on second reference for South Carolina Electric & Gas Co. It is a former Scana Corp. subsidiary – **see Dominion Energy.** The SCE&G name now generally should be used only in a historical sense.

SCETV: The state's educational broadcasting system styles itself as SCETV. Our style is S.C. ETV when the context is clear. For clarity, it may also be referred to as S.C. Educational Television – the decision is best left to the writer unless something is glaringly wrong or confusing. The radio arm is South Carolina Public Radio. The television operation consists of over-the-air broadcasts from several stations around the state and closed-circuit feeds for education. One of the over-the-air/cable channels is called the S.C. Channel. Again, we use the S.C., not the SC favored by the logo designers.

school districts: Use figures in the names. Shortened forms, such as Richland District 1 or Richland 1, may be used in context. School District 5 of Lexington and Richland Counties may be referred to as Lexington-Richland District 5 or Lexington-Richland 5. Where appropriate, the county reference may be dropped, such as District 5 on second reference.

Area districts:

Lexington-Richland 5: Covers the area roughly from St. Andrews through Irmo and to Chapin on the east and north side of Lake Murray. The only area district that spans county lines. The district includes the Center for Advanced Technical Studies. Just *the center* on second reference (lowercase).

Richland 1: Western half of Richland County including most of Columbia, Forest Acres, Lower Richland and Denny Terrace

Richland 2: Eastern Richland County north of Fort Jackson including Northeast Columbia, Pontiac and Blythewood.

Lexington 1: Central Lexington County from Oak Grove west through Lexington and Gilbert to just outside Batesburg-Leesville and south to Red Bank and Pelion. Includes most of the south shore of Lake Murray.

Lexington 2: West Columbia, Cayce, Springdale, Dixiana, Pine Ridge, South Congaree and Edmund.

Lexington 3: Centered on Batesburg-Leesville, curves upward to part of the western south shore of Lake Murray and follows U.S. 178 for a bit south of Interstate 20 headed toward Pelion.

Lexington 4: Southern Lexington County west of Interstate 26 centered on Swansea and Gaston.

Secretary of State: Capitalized before a name, lowercased in all other uses. Do not shorten to "state secretary." We generally do not use "secretary" as a shortened title for the S.C. official. See also **elected officials.**

secretary of state's office: Lowercased in all uses, unlike what you'll see in *The State*. See *elected officials* (also AP - *office*) for explanation.

seasons/semesters: Lowercase – fall 2009, for instance – for the season and the semester, not Fall 2009.

Shag: Capitalized. South Carolina's official state dance. Its origins are considered to be in the Grand Strand. Capitalize Shagger for the person who does the shuffling dance.

Shandon: One of Columbia's original suburbs, just east of Five Points. The original neighborhood, "Old Shandon," is on the National Register of Historic Places. It is generally bounded by Devine, Maple and Santee streets and Millwood Avenue. A later area south of Devine Street was known as the Shandon Annex but now is often called Shandon as well.

Sheriff's Office or Department: South Carolina has sheriff's offices and sheriff's departments. Check to make sure – office or department. Locally, it's the Richland County Sheriff's Department and Lexington County Sheriff's Department, but the Calhoun County Sheriff's Office. Follow AP and capitalize Sheriff's Office or Sheriff's Department when referring to a specific department, even if no county name is given.

Solicitor: An elected position. Capitalize before a name; lowercase standing alone. It's an uncommon term, especially to those from out of state, so use "prosecutor" or a similar term first, or quickly explain afterward.

Sonoco Products Co.: Packaging maker based in Hartsville. One of South Carolina's few Fortune 1000 companies. On second reference, Sonoco.

South Carolina or S.C.: Using S.C. paired with the indefinite article is a problem: Some people will want to read it as "an S.C.," stressing the way the letters are pronounced, while others will want "a S.C.," stressing that S.C. really means South Carolina. However, more papers are using the abbreviation to save space and conform to the use of U.S. as a noun and modifier. Our guidelines:

- S.C. may not be used as a noun. This includes the construction S.C.'s. While the AP now allows U.S. to be a noun, the same thing has not extended to state abbreviations.
- Where it is not preceded by an article, S.C. may be used as an adjective, including beginning a sentence, such as "S.C. Highway Patrol spokesman Joe Smith says ..." However, if the writer spells out South Carolina, there is no mandate for the editor to change it.
- S.C. may (not a mandate) be used when the definite article *the* precedes it. (The S.C. man is going on a trip ... The S.C. Supreme Court ruled Tuesday, etc.)
- Use *South Carolina* where the article is indefinite (A South Carolina man is going on a trip).
- S.C. is used only when necessary for clarity after the name of a city or town in this state (He now lives in Charleston, S.C., but once lived in Charleston, W.Va.). However, generally the state abbreviation is not used with cities or towns in the same state, even in datelines.
- SC (no periods) should be used in headlines in most cases, though exceptions may be made where the full form helps make count in a better headline.

Spirit Communications Park: The stadium in the **BullStreet** Commons development in which the Columbia **Fireflies** play.

spokesman/spokeswoman/spokesperson: The AP still favors distinguishing spokesman and spokeswoman when it refers to a single person. Use *spokesperson* only if you know that to be the person's or institution's preference. *Spokespeople* is awkward. Use *representatives* or a similar term for two or more.

sports – high school classes: Use Class 1A, Class 2A, Class 3A, etc., not Class A, Class AA, etc.

State (when capitalized as part of a department name – see department names)

state abbreviations/names: Spell out all states, including North Carolina, as adjectives (except that "S.C." may be used with "the," as in "the S.C. man" - see **South Carolina** for details). Spell out all states, including South Carolina, as nouns except as indicated in **headlines**.

State Guard: Not shorthand for the S.C. Army or Air National Guard, but a separate group under the adjutant general called the South Carolina State Guard.

state officials: see elected officials and director entries.

Sullivan's Island: Not Sullivans as used by the U.S. Postal Service and the state Transportation Department map. This is widely used style in South Carolina papers. (See also James Island, Johns Island and the *towns and cities* list.)

T

tea party: Lowercase as *tea party* in references to the general populist political movement that grew before the 2010 elections. Use capitalized form for any of the actual organizations formed under the tea party umbrella. Supporters are *tea partyers* (note the "y"). Example: *As an early tea party supporter, he helped form the Tea Party Express.*

television stations: Try to use the call letters, not the channel number, on first reference. (If the channel number is more important, use it first, but make sure the call letters follow quickly.) If the channel number is

used, it should be the over-the-air channel, not cable (the cable channel can vary by company). Here are Columbia TV stations and their affiliations.

WIS, 10, NBC	WLTX, 19, CBS	WOLO, 25, ABC	WRLK, 35, PBS
WZRB, 47 Ion	WACH, 57 Fox	WKTC*, 63, CW/MyNetwork	

(*WKTC is actually licensed to Sumter.)

theater: not theatre, unless in a formal name (Longstreet Theatre, Department of Theatre and Dance).

The Township: The Richland County-owned auditorium on Taylor Street. Style: *The Township auditorium* or just *The Township* if context is clear. As an adjective, you may use only *Township* as long as the proper name already has been used: *But critics say Township maintenance has lagged.* (However, it would be "maintenance of The Township," which often is the clearer form.)

towns and cities: We use the state Transportation Department map as the first arbiter on place names and the postal service's ZIP Code guide as the backup, except as noted elsewhere in this style guide. A list of cities and towns in South Carolina and the counties they are in is at the end of this guide. Charlotte is the only border town or city outside of South Carolina that we allow without a state abbreviation. Augusta and Savannah still take Ga. (For others, see the *Datelines* section of AP). Cities and towns within South Carolina should not be followed by S.C. unless there would be confusion.

Trailer: Use "mobile home."

Transport Police, State: The State Transport Police are part of the state Public Safety Department along with the Highway Patrol. Transport Police officers enforce truck safety. Capitalized in all uses, like Highway Patrol. Unlike the patrol, "State" is capped.

U

UNC campuses: North Carolina and University of North Carolina refer to the school in Chapel Hill. Other campuses: In news stories, generally spell out first reference (the University of North Carolina at Wilmington, or something similar). On second reference, generally use UNC- before the name. There is some variation, but for consistency, UNC-Wilmington, UNC-Charlotte, etc.

In sports, North Carolina-Wilmington, UNC-Wilmington, etc., may be used on first reference. After that, be Wilmington, Charlotte, etc. (UNC-Charlotte is starting to be called Charlotte, but for now stick with the UNC.)

U.S. Attorney (see also Assistant U.S. Attorney): Capitalized before a name, lowercased (except for U.S.) in all other uses.

- *U.S. Attorney Strom Thurmond Jr.* But: *Strom Thurmond Jr. is U.S. attorney.*
- Strom Thurmond Jr. runs *the U.S. attorney's office* – not U.S. Attorney's Office or U.S. Attorney's office (see AP – "office")
- *Federal prosecutor* is not a title and should not be capitalized.

USC: Use common sense. In much of what we write, USC is clear from context to our local audience. Still, in this networked world, the person reading the story might be halfway around the world. If you use USC on first reference, work the full name in later. The AP allows USC to refer only to the University of Southern California, to avoid confusion. In our work, the potential for that would be more likely in sports stories, where the "other" USC is more likely to crop up. But again, use common sense. And do not change USC to the University of South Carolina if "USC" is part of the name of a tournament, etc. *This is different for college publications; see that section.*

USC Upstate: The former USC Spartanburg. USC is preferred to University of South Carolina.

V

No entries

W

Wal-Mart: AP in 2012 went back to Wal-Mart for all references, including the stores (though the company brands them as Walmart). You may still see variations on the wire, but use Wal-Mart in all cases. It is not necessary to use Wal-Mart Stores or Wal-Mart Stores Inc. in most general news stories. Even in a business story, it might be acceptable to use only Wal-Mart in the lede and use the full name later.

web addresses: Every major web browser inserts http:// or https://, so they are no longer required with a web address. Make sure you know whether a **www** is required to access the site. Some still need it.

Type the address into a browser without www or http:// and see if it comes up. If so, all you need is the basic site address without any prefixes. Otherwise, retype it with “www” – if it comes up, include the www, but not the other prefix. If it still does not come up, use the http or https prefix and work from there.

Avoid breaking Web addresses across lines. If you must, break after a slash. If there is no nearby slash, break it at an underscore. But better is to use a link-shortening service like tinyurl.com, is.gd, ow.ly, notlong.com or Bit.ly. Do not break words, punctuation, etc.

An editor should check all web addresses; nothing generates complaints like sending someone to a dead link or, worse, a porn site. (The same goes for telephone numbers.)

Williams-Brice Stadium: Use the hyphen traditionally used by the state’s news media, although the hyphen is not included on some USC maps.

Broadcast Style

Ages: Like ranks and titles, if they are used, they generally go before the name. John Jones, 57, in newspaper style becomes 57-year-old John Jones. The reasoning here is that before you hit the listener (who must process the information very linearly) with an unfamiliar name, you set him or her up with the title and age, thus providing some context for the name.

Contractions: Follow the same guidance as for newspaper style, but be careful with the contractions for “not.” Listeners and viewers may have trouble hearing the “nt.” Using *not* often is the better way. As for the others, think of how difficult they are to say, especially when paired with the words before and after.

Initialisms: You write them as you would say them, with dashes to set off the letters: F-B-I, D-J-J, D-HEC (the common name for the Department of Health and Environmental Control), N-DOUBLE-A-C-P.

Middle initials: Almost never used on broadcast unless so much a part of the name (Johnny –B-- Goode for instance) that it is inseparable in listeners’ and viewers’ minds.

Numbers: Newspapers spell out from zero to nine, broadcasters from zero to eleven. The 0 looks too much like the letter O and 11 in some typefaces looks too much like two lowercase L's or I's.

See other guides for handling thousands, addresses, years, time, etc.

It is traditional to precede “million” or “billion” with (M) or (B) to help the newsreader.

Avoid decimals unless necessary. For instance, instead of “one-point-five (m) million” use “one and a half (M) million.” See the numbers entry in the main style guide for a discussion of the proportion concept and apply it even more vigorously in broadcast where the listener and viewer cannot go back and reread a number.

Quotes: Seldom useful in broadcast text (video and audio clips take the place). But if needed to make a point, must be clearly distinguished:

- Nixon said — quote — “I am not a crook.”
- Nixon said in his own words — “I am not a crook.”
- As Nixon put it — “I am not a crook.”

The last two seem a little smoother.

Ranks and Titles: All abbreviations are written out. Brig. Gen. becomes Brigadier General. Lt. Gov. is Lieutenant Governor. Also, in most cases the title is put before the name (state Attorney General Charlie Condon, *not* Charlie Condon, the state attorney general)

College Publications

InterCom and similar marketing and promotional publications. This does not apply to the senior semester newsroom or news writing, reporting or editing classes. (PR classes might use this if they are working on something for a USC school, college or program.)

USC has adopted the AP Stylebook as its general style, sc.edu/toolbox/writing.php. The university has deviated, however, in capitalizing all conferred traditional, educational and business titles when used before a name. Otherwise, heed the university's advice: *When in doubt, don't capitalize.*

Academic degrees: It's bachelor's (generally avoid "baccalaureate," and "degree" is not needed), master's, doctorate. But Bachelor of Arts, Master of Arts, Doctor of Philosophy. In text, do not abbreviate to BA or MA, unless in lists, such as alumni notes. And the abbreviation used is BA and MA without periods, unlike AP style, which uses periods. However, Ph.D. gets periods in all uses.

Academic departments, schools, colleges - capitalization:

- Do not capitalize college, school, etc., when standing alone or in a shortened form such as journalism school or school of journalism. Capitalize the School of Journalism and Mass Communications, the School of Library and Information Science and the College of Information and Communications.
- Capitalize the J in "J-school."

See **Academic sequences, majors, SJMC** in the local style section for more on the sequences and majors in the school and their proper form and capitalization.

Academic titles: People on campuses take their titles seriously. Get them right.

- If the title comes before the name, use the exact delineation – assistant professor, associate professor or professor; instructor or senior instructor – and capitalize, instead of the more generic "professor" for all of those ranks. (Capitalizing those titles is one of the few deviations the university has made from AP, but given that we are serving two constituencies, it makes sense to follow it. However, it often may be less awkward to put the exact rank after the name and lowercase it.)
- If the person prefers, we may use "Dr.," but the academic rank should follow closely (Dr. Paul Smith, an associate professor of biology, etc.). For those with the doctorate (Ph.D., Ed.D. or equivalent), repeat "Dr." before all subsequent occurrences of the name. (Using Dr. and repeating it is another deviation from AP style, but for college publications only, not for newswriting courses.)
 - Avoid doubling up a faculty rank and "Dr." before a name (not Associate Professor Dr. Jane Doe, just Associate Professor Jane Doe or Dr. Jane Doe). "Dr." should also be avoided if "Ph.D." is used after the name. However, Dr. may be used with things like *Nobel Prize winner and former Education Secretary Dr. Jane Doe will speak . . .*
 - Do not assume all professors have a doctorate or that someone who is not a professor does not. If there is any question, ask.
 - There is no need to distinguish between types of doctorates in most uses. However, make sure you know the exact type. In a list, for instance, we might have to distinguish between a Ph.D. and an Ed.D.
 - A J.D. (law degree) is not considered a doctorate in this sense, nor is an honorary degree.
- For a dean, use that title instead and use "Dean" before all subsequent occurrences of the name. (Another deviation from AP.)
- If the person is an instructor, lecturer (or senior instructor or lecturer), use that title (capitalized), but:
 - Adjuncts should be referred to as *adjunct instructor*, and it should go after the name: *Jane Jones, an adjunct instructor in journalism*. Not: *Adjunct Jane Jones*.
 - With things like visiting professor, it will usually be better to structure your work so that the description comes after the name.
- Unlike AP, USC lowercases a modified title such as *former president Andrew Sorensen*.
- Other titles (when used before a name and not separated with a comma): *Development Director xxxx xxx* (shortened from "Director of Development"), *Student Services Director xxxx xxxxx*, etc. Use last names only on subsequent references.
- Use "the" with "Rev." (Reverend is not a title but an adjective.)

Accent and diacritical marks: Use Anglicized spelling and punctuation in most cases unless a person requests the marks be used as part of his or her name.

advisor/adviser: Use adviser in all cases.

Board of Trustees: But *trustees* on subsequent references is lowercased.

campus: Generally, do not capitalize.

CIC: College of Information and Communications. (Renamed in 2015 from College of Mass Communications and Information Studies.) Generally, spell out on first reference. CIC may be used in headlines. Avoid overuse of CIC in text – can quickly become trite. (Note that *communications* is plural.)

Composition titles: Use quotation marks, not italics. Use nothing except proper capitalization with newspaper names and reference works.

Course names: Follow the entry in the general section of this guide. However, because the publications are aimed at those more familiar with the university system, the use of course abbreviations (JOUR 291 vs. Journalism 291) is more likely.

eNews: The e is lower case and the N is capitalized for this college publication, except if the word begins a sentence. Then, the E is capped as well as the N. No hyphen.

Faculty Senate: Capitalized, but do not capitalize *senate* in subsequent uses.

InterCom: One word with the I and C capitalized.

seasons, semesters: Both are lowercased – fall 2009, for instance. Not "Fall 2009" for the semester.

SJMC, SLIS: May be used for references to the School of Journalism and Mass Communications and the School of Library and Information Science. However, as with any abbreviation, do not overdo in text.

theater: Use the "er" spelling except when referring to a specific building (Longstreet Theatre) or organization (Department of Theatre and Dance).

UofSC:

- Headlines: Use UofSC , not "the UofSC." This is official university style.
- Story body: University of South Carolina on first reference; then "university" or "Carolina" is preferred. If you are abbreviating, USC is preferred over UofSC unless the publication targets an international or national audience where there could be confusion with Southern Cal.
 - UofSC, because it is more a word than abbreviation, requires some care in handling, especially when used as the main noun in a clause or sentence. Where we might use USC alone, UofSC often needs "the." Example:
 - The UofSC will spend \$30 million to renovate ...
 - USC will spend \$30 million to renovate ...
- USC, not UofSC, should be used in journalism classes and publications (if there is no confusion with Southern Cal. If there is, then "the university," "Carolina" or a similar form should be the first choice.)

**S.C. cities/towns and counties
(bold = county seat)**

Abbeville, Abbeville

Aiken, Aiken

Allendale, Allendale

Anderson, Anderson

Andrews, Georgetown and Williamsburg

Arcadia Lakes, Richland

Atlantic Beach, Horry

Aynor, Horry

Bamberg, Bamberg

Barnwell, Barnwell

Batesburg-Leesville, Lexington and Saluda

Beaufort, Beaufort

Belton, Anderson

Bennettsville, Marlboro

Bethune, Kershaw

Bishopville, Lee

Blacksburg, Cherokee

Blackville, Barnwell

Blenheim, Marlboro,

Bluffton, Beaufort

Blythewood, Richland

Bonneau, Berkeley

Bowman, Orangeburg

Branchville, Orangeburg

Briarcliffe Acres, Horry

Brunson, Hampton

Burnettown, Aiken

Calhoun Falls, Abbeville

Camden, Kershaw

Cameron, Calhoun

Campobello, Spartanburg

Carlisle, Union

Cayce, Lexington

Central, Pickens

Central Pacolet, Spartanburg

Chapin, Lexington

Chappells, Newberry

Charleston , Charleston

Cheraw, Chesterfield,

Chesnee, Spartanburg

Chester, Chester

Chesterfield, Chesterfield

Clarks Hill, McCormick

Clemson, Anderson and Pickens

Clinton, Laurens

Clio, Marlboro

Clover, York

Columbia, Richland and Lexington

Conway, Horry

Cope, Orangeburg

Cordova, Orangeburg

Cottageville, Colleton

Coward, Florence

Cowpens, Spartanburg

Cross Hill, Laurens

Darlington, Darlington

Denmark, Bamberg

Dillon, Dillon

Donalds, Abbeville

Due West, Abbeville

Duncan, Spartanburg

Easley, Pickens

Eastover, Richland

Edgefield, Edgefield

Editso Beach, Colleton

Ehrhardt, Bamberg

Elgin, Kershaw

Elko, Barnwell

Elloree, Orangeburg

Estill, Hampton

Eutawville, Orangeburg

Fairfax, Allendale and Hampton

Florence, Florence

Folly Beach, Charleston

Forest Acres, Richland

Fort Lawn, Chester

Fort Mill, York

Fountain Inn, Greenville and Laurens

Furman, Hampton

Gaffney, Cherokee

Galivants Ferry, Horry

Garden City, Horry

Gaston, Lexington

Georgetown, Georgetown

Gifford, Hampton

Gilbert, Lexington

Goose Creek, Berkeley and Charleston

Govan, Bamberg

Gray Court, Laurens

Great Falls, Chester

Greeleyville, Williamsburg

Greenville, Greenville

Greenwood, Greenwood

Greer, Greenville and Spartanburg

Hampton, Hampton

Hanahan, Berkeley

Hardeeville, Jasper

Harleyville, Dorchester

Hartsville, Darlington

Heath Springs, Lancaster

Hemingway, Williamsburg

Hickory Grove, York

Hilda, Barnwell

Hilton Head Island, Beaufort

Hodges, Greenwood

Holly Hill, Orangeburg

Hollywood, Charleston
 Honea Path, Abbeville and Anderson
 Inman, Spartanburg
 Irmo, Lexington and Richland
 Isle of Palms, Charleston
 Iva, Anderson
 Jackson, Aiken
 Jefferson, Chesterfield
 Johnsonville, Florence
 Johnston, Edgefield
 Jonesville, Union
 Kershaw, Lancaster
 Kiawah Island, Charleston
Kingtree, Williamsburg
 Kline, Barnwell
 Lake City, Florence
 Lake View, Dillon
 Lamar, Darlington
Lancaster, Lancaster
 Landrum, Spartanburg
 Land, Williamsburg
 Latta, Dillon
Laurens, Laurens
Lexington, Lexington
 Liberty, Pickens
 Lincolnville, Charleston
 Little Mountain, Newberry
 Livingston, Orangeburg
 Lockhart, Union
 Lodge, Colleton
 Loris, Horry
 Lowndesville, Abbeville
 Lowrys, Chester
 Luray, Hampton
 Lyman, Spartanburg
 Lynchburg, Lee
 McBee, Chesterfield
 McClellanville, Charleston
 McColl, Marlboro
 McConnells, York
 McCormick, McCormick
Manning, Clarendon
Marion, Marion
 Mauldin, Greenville
McCormick, McCormick
 Mayesville, Sumter
 Meggett, Charleston
Moncks Corner, Berkeley
 Monetta, Aiken and Saluda
 Mount Carmel, McCormick
 Mount Croghan, Chesterfield
 Mount Pleasant, Charleston
 Mullins, Marion
 Myrtle Beach, Horry
 Neeses, Orangeburg

Newberry, Newberry
 New Ellenton, Aiken
 Nichols, Marion
 Ninety Six, Greenwood
 Norris, Pickens
 North, Orangeburg
 North Augusta, Aiken
 North Charleston, Berkeley, Charleston and
 Dorchester
 North Myrtle Beach, Horry
 Norway, Orangeburg
Orangeburg, Orangeburg
 Pacolet, Spartanburg
 Pacolet Mills, Spartanburg
 Pageland, Chesterfield
 Pamplico, Florence
 Parsville, McCormick
 Patrick, Chesterfield
 Pawleys Island, Georgetown
 Paxville, Clarendon
 Peak, Newberry
 Pelion, Lexington
 Pelzer, Anderson
 Pendleton, Anderson
 Perry, Aiken
Pickens, Pickens
 Pineridge, Lexington
 Pinewood, Sumter
 Plum Branch, McCormick
 Pomaria, Newberry
 Port Royal, Beaufort
 Prosperity, Newberry
 Quinby, Florence
 Ravenel, Charleston
 Reevesville, Dorchester
 Richburg, Chester
Ridgeland, Jasper
 Ridge Spring, Saluda
 Ridgeway, Dorchester
 Ridgeway, Fairfield
 Rock Hill, York
 Round O, Colleton
 Rowesville, Orangeburg
 Ruby, Chesterfield
St. George, Dorchester
St. Matthews, Calhoun
 St. Stephen, Berkeley
 Salem, Oconee
 Salley, Aiken
Saluda, Saluda
 Santee, Orangeburg
 Scotia, Hampton
 Scranton, Florence
 Seabrook Island, Charleston
 Sellers, Marion

Seneca, Oconee
Sharon, York
Silverstreet, Newberry
Simpsonville, Greenville
Six Mile, Pickens
Smoaks, Colleton
Smyrna, York
Snelling, Barnwell
Society Hill, Darlington
South Congaree, Lexington
Spartanburg, Spartanburg
Springdale, Lexington
Springfield, Orangeburg
Starr, Anderson
Stuckey, Williamsburg
Sullivan's Island, Charleston
Summerton, Clarendon
Summerville, Dorchester
Summit, Lexington
Sumter, Sumter
Surfside Beach, Horry
Swansea, Lexington
Sycamore, Allendale
Tatum, Marlboro
Taylors, Greenville
Tega Cay, York
Timmonsville, Florence
Travelers Rest, Greenville
Trenton, Edgefield
Troy, Greenwood
Turbeville, Clarendon
Ulmer, Allendale
Union, Union
Vance, Orangeburg
Varnville, Hampton
Wagener, Aiken
Walhalla, Oconee
Walterboro, Colleton
Ward, Saluda
Ware Shoals, Abbeville, Greenwood and
Laurens
Waterloo, Laurens
Wellford, Spartanburg
West Columbia, Lexington
Westminster, Oconee
West Pelzer, Anderson
West Union, Oconee
Whitmire, Newberry
Williams, Colleton
Williamston, Anderson
Williston, Barnwell
Windsor, Aiken
Winnsboro, Fairfield
Woodford, Orangeburg
Woodruff, Spartanburg

Woodside, Greenville
Yemassee, Beaufort and Hampton
York, York