



# ***COMMUNICATIONS STANDARDS***

***GEORGIA TECH COMMUNICATIONS & PUBLIC RELATIONS  
FIRST EDITION***



## GEORGIA TECH ATHLETIC ASSOCIATION

150 Bobby Dodd Way NW  
Atlanta, GA 30332  
404-894-5400  
[www.RamblinWreck.com](http://www.RamblinWreck.com)  
Twitter: @GT Athletics  
Facebook: GT Athletics  
Instagram: @GT Athletics  
YouTube: RamblinWreckTube

### GEORGIA TECH ATHLETICS COMMUNICATIONS STANDARDS

This publication provides consistent guidelines for graphic and editorial presentation associated with the Georgia Tech Communications & Public Relations office.

From web writing and social media strategy to grammar and style standards, this manual provides an overview of the elements that Communications will follow to present a clean, consistent look across all platforms.

This primary guide draws heavily on The Associated Press Stylebook and also uses additional resources from The New York Times Manual of Style and Usage and Merriam-Webster's Collegiate Dictionary.



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Social Media

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# METHODS OF COVERAGE

The Georgia Tech Communications & Public Relations office is committed to providing the best and most robust media coverage of Georgia Tech Athletics. Below are the Communications & Public Relations office's methods of providing coverage for all 17 Yellow Jackets programs.

## FEATURE STORY

**Story suggestions:** FCA trip to Dominican Republic during holiday

**Audience:** All RamblinWreck.com visitors

**Recommended Tone:** Profiles and features create an emotional connection and tell the positive and humanizing stories of Georgia Tech student-athletes, coaches and staff

**Recommended Length:** 1,000 – 2,000 words

## THE GOOD WORD

**Audience:** Distributed to email subscription lists, shared on social platforms and posted to RamblinWreck.com

**Recommended Tone:** Emotional profile or informative; can range from a game preview to a post-game column to a feature on an individual athlete, coach or staff member

**Recommended Length:** 1,000 – 2,000 words

## GAME PREVIEW

**Audience:** Distributed to media lists, email subscription lists, shared on social platforms and posted to RamblinWreck.com

**Recommended Tone:** Informative. Previews provide pertinent information about the upcoming game as well as insightful and relevant facts, figures and stats

**Recommended Length:** 700 – 1,500 words

## GAME RECAP

**Audience:** Distributed to media lists, email subscription lists, shared on social platforms and posted to RamblinWreck.com

**Recommended Tone:** Informative. Provides game information about the game. Avoid negative quotes, comments or notions about the game, season or participants

**Recommended Length:** 700 – 1,500 words

## NEWS STORY

**Story suggestions:** ACC releases, weekly awards

**Audience:** Distributed to media lists, email subscription lists, shared on social platforms and posted to RamblinWreck.com

**Recommended Tone:** Informative. Written with the understanding that Communications news stories are the only way certain important information can be messaged.

**Recommended Length:** 700 – 1,500 words

## TWITTER UPDATE

**Audience:** Twitter followers, media

**Recommended Tone:** Casual, but professional. Showcase a voice and personality but be respectful of Georgia Tech's values

**Recommended Length:** < 140 characters (keep to < 100 when possible)

**Recommended Assets:** Post photo when possible as that increases engagement/click rate by 30%; use **buzz.gt** link shortener

## FACEBOOK POST

**Audience:** Facebook fans

**Recommended Tone:** Casual, but professional. Showcase a voice and personality but be respectful of Georgia Tech's values.

**Recommended Length:** 100-175 words; use photos with every post; use **buzz.gt** link shortener

## YOUTUBE VIDEO

**Audience:** YouTube fans, other social platform users

**Recommended Tone:** Casual, but professional

**Recommended Length:** 2-3 minutes

## HOW TO USE SOCIAL MEDIA TO COMPLEMENT OUR COVERAGE

1. Once a game preview/story is complete on RamblinWreck.com, utilize a social media push, previewing the action or event, and generating awareness of the department's coverage efforts for the event. (**EXAMPLE:** A tweet reminding fans to watch online, listen to the radio or follow in-game action)
2. If possible, a social media push should give a quick update of the action or event. Ideally, this would provide insider information that is available nowhere else. (**EXAMPLE:** A picture posted on Facebook of basketball players celebrating in the entrance tunnel after a win)
3. Thorough reporting of the action or event on RamblinWreck.com. (**EXAMPLE:** Game recap or NEWS story)
4. Using GT's social properties to drive traffic to the department's coverage of the event. (**EXAMPLE:** A tweet linking to a RamblinWreck.com POST recap)
5. Whenever possible, make sure we are driving social media clicks back to RamblinWreck.com.

# MEDIA OUTLETS

## PRINT

### ATHENS

#### Athens Banner-Herald

1 Press Place  
Athens, GA 30601  
sports@onlineathens.com  
[www.onlineathens.com](http://www.onlineathens.com)

### ATLANTA

#### Atlanta Business Chronicle

3384 Peachtree Road NE  
Suite 900  
Atlanta, GA 30326  
atlanta@bizjournals.com  
[www.bizjournals.com/atlanta](http://www.bizjournals.com/atlanta)

#### Atlanta Journal-Constitution

223 Perimeter Center Pkwy  
Atlanta, GA 30346  
sportsnews@ajc.com  
[www.ajc.com](http://www.ajc.com)

### AUGUSTA

#### Augusta Chronicle

725 Broad Street  
Augusta, GA 30901  
[chronicle.augusta.com](http://chronicle.augusta.com)

### COLUMBUS

#### Columbus Ledger-Enquirer

17 W. 12th St.  
Columbus, GA 31901  
[www.ledger-enquirer.com](http://www.ledger-enquirer.com)

### MACON

#### The Telegraph

487 Cherry Street  
Macon, GA 31208  
[www.macon.com](http://www.macon.com)

### MARIETTA

#### Marietta Daily Journal

580 Fairground Street SE  
Marietta, GA 30060  
sportseditor@mdjonline.com  
[www.mdjonline.com](http://www.mdjonline.com)

## TELEVISION

### ATLANTA

#### WSB (ABC)

1601 West Peachtree Street NE  
Atlanta, GA 30309  
[www.wsbtv.com](http://www.wsbtv.com)

#### WAGA (FOX)

1551 Briarcliff Road NE  
Atlanta, GA 30306  
[www.myfoxatlanta.com](http://www.myfoxatlanta.com)

#### WXIA (NBC)

One Monroe Place NE  
Atlanta, GA 30324  
[www.11alive.com](http://www.11alive.com)

#### WGCL (CBS)

425 14th Street NW  
Atlanta, GA 30318  
[www.cbs46.com](http://www.cbs46.com)

### AUGUSTA

#### WAGT (NBC)

1336 Augusta West Pkwy  
Augusta, GA 30909  
[www.nbc26.tv](http://www.nbc26.tv)

#### WJBF (ABC)

1336 Augusta West Pkwy  
Augusta, GA 30909  
[www.wjbf.com](http://www.wjbf.com)

#### WRDW (CBS)

P.O. Box 1212  
Augusta, GA 30903  
[www.wrdw.com](http://www.wrdw.com)

### COLUMBUS

#### WLTZ (NBC)

6140 Buena Vista Rd  
Columbus, GA 31907  
[www.wltz.com](http://www.wltz.com)

#### WRBL (CBS)

1350 13th Ave.  
Columbus, GA 31901  
[www.wrbl.com](http://www.wrbl.com)

#### WTVM (ABC)

1909 Wynnnton Rd.  
Columbus, GA 31906  
[www.wtvm.com](http://www.wtvm.com)

### MACON

#### WGXA (FOX)

599 Martin Luther King Jr. Blvd.  
Macon, Georgia 31201  
[www.wgxa.tv](http://www.wgxa.tv)

#### WMAZ (CBS)

1314 Gray Hwy  
Macon, GA 31211  
[www.13wmaz.com](http://www.13wmaz.com)

#### WMTG (NBC)

301 Poplar Street  
Macon, GA 31201  
[www.41nbc.com](http://www.41nbc.com)

### SAVANNAH

#### WJCL (ABC)

1375 Chatham Parkway, Third Floor  
Savannah, GA 31405  
[www.wjcl.com](http://www.wjcl.com)

#### WSAV (NBC)

1430 East Victory Drive  
Savannah, GA 31404  
[www.wsav.com](http://www.wsav.com)

#### WTOG (CBS)

P.O. Box 8086  
Savannah GA 31412  
[www.wtog.com](http://www.wtog.com)

## RADIO

### ATLANTA

#### WCNN 680 AM (THE FAN)

780 Johnson Ferry Road NE, 5th Floor  
Atlanta, GA 30342  
[www.680thefan.com](http://www.680thefan.com)

#### WREK 91.1 FM

350 Ferst Drive NW, Suite 2224  
Atlanta, GA 30332-0630  
[www.wrek.org](http://www.wrek.org)

#### WZGC 92.9 FM THE GAME

1201 Peachtree Street #800  
Atlanta, GA 30361  
[atlanta.cbslocal.com](http://atlanta.cbslocal.com)

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404-385-2966  
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404-385-0591  
steven.norris@comm.gatech.edu

### CAMPUS COMMUNICATIONS

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## ACC COMMUNICATIONS

### CONFERENCE OFFICE

4512 Weybridge Lane  
Greensboro, NC 27407  
336-854-8787

[www.theacc.com](http://www.theacc.com)

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GEORGIA TECH ATHLETICS

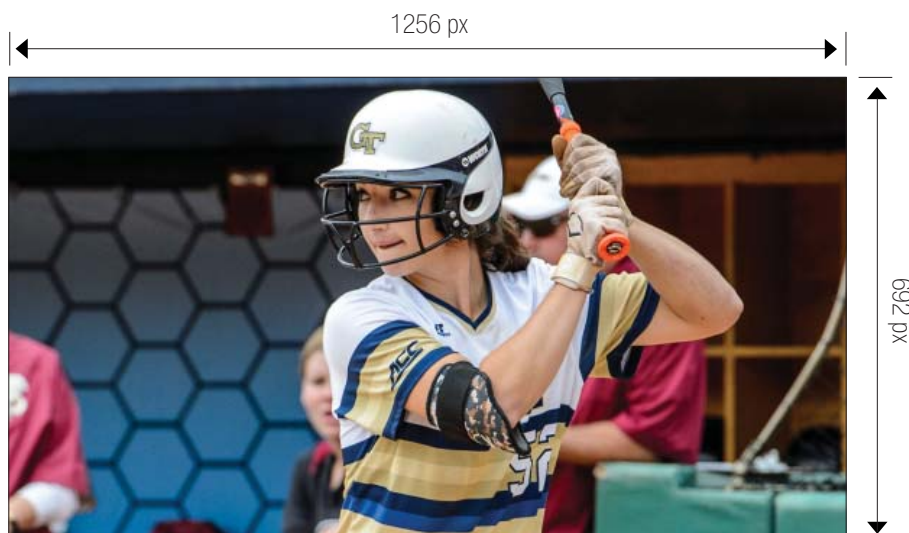
***WRITING FOR  
THE WEB***

## HEADSHOTS AND ACTION SHOTS



Headshots should be cropped at 840px x 1160px with a resolution of 300 dpi. Use the crop tool in Photoshop to ensure the proper dimensions. Additionally, when you crop headshots, make sure you crop just above the crown of the head and slightly below the shoulders.

With the dimensions of 840px x 1160px, the headshot can then be sized down to Netitor's 105px x 145px proportions for website bio pages.



Action photos used for the headline rotations (Build Site Index) should be cropped at 1256px x 692px with a resolution of 300 dpi. We want the photo to match the headline. When the action is isolated, use the crop tool to zoom in on the player(s) or coach. Crowd shots are useful, too, especially for headlines or stories that don't focus on a specific individual.

With the dimensions of 1256px x 692px, the action photo can then be sized down to Netitor's 628px x 346px proportions for the Build Site Index.



## HEADLINES



Netitor allows for you to crop and resize photos in several different dimensions. Photos cropped for the Build Site Index (BSI) are sized at 628x346. For resolution purposes, load them into Netitor at 1256x692 (300 dpi) so that they are sharp, crisp images. When you crop them, make sure the action shot is tight on the player, leaving slight room at the top (like above).

You have a **50-character** limit on headlines — you can be creative. Use ESPN.com as a guide for headline writing. Treat RamblinWreck.com like ESPN, CBS Sports, Yahoo!, etc.

### Other headline points of emphasis:

- Avoid using Georgia Tech or Tech in headlines when possible (unless it's Institute-wide or department-wide)
- Articles, conjunctions, and prepositions (a, and, at, the, on, under, between, etc.) should not be capitalized in headlines unless they appear as the first or last word in the title.
- **Every story should replace something in the headline rotation on the home page and sport page** (i.e. Your sport recap should replace the game preview; if you wrote a story previewing any event, the subsequent story/recap should replace it in the headlines)
- Use sport names (Football, Men's Hoops, Softball, etc.), sport abbreviations (FB, MBB, WBB) or Twitter handles (@GTBaseball, @GTWBB) in headlines instead
- You can use hashtags (game-specific, year-long campaigns, marketing promos, etc.)
- **AVOID ELLIPSES IN HEADLINES**
- When possible, use player/coach last names in headlines if they have big games, game-winners or win awards/accolades
- For The Good Word columns, use #TGW in the headline

### NOTE: WHEN POSTING A STORY

- To avoid those annoying ads breaking up the copy of a story, insert **<pre></pre>** tags at the top of your HTML code. That will push the ad to the bottom of the copy, thus not breaking up the text.

## PLAYER BIOS

Player bios on RamblinWreck.com should follow a very similar format to that of the one below, Justin Thomas. **NOTE:** Please complete a student-athlete's bio once he or she exhausts their eligibility. This will help us as we build a digital archive that contains information on every Georgia Tech letterwinner.

To have consistency across all sport bios, please avoid using articles (a, an, the) and personal pronouns (his, her, they, their). Be succinct in the biographical information as possible. Outside of football, you don't have to list every game performance. Focus on key performances, season highs, career highs, and school/ACC/NCAA records. Be sure to include any additional superlatives such as team captain, academic honors, MVP awards, All-ACC, All-America awards, etc.

### 2014 CAPITAL ONE ORANGE BOWL MVP

**2014 ALL-ACC, SECOND TEAM** (Phil Steele, coaches)

**2014 ALL-ACC, THIRD TEAM** (ACSMA)

**2014 (Redshirt Sophomore):** Started all 14 games ... Team captain ... Named to second-team All-ACC by league's head coaches and third-team All-ACC by media ... Had five 100-yard rushing games and nine 100-yard passing games ... Sixth Tech QB to rush for 1,000 career rushing yards ... Rushed 190 times for team-best and career-high 1,086 yards (5.7 yards per carry) and eight TDs ... Completed 96-of-187 passes (.513) for 1,719 yards and 18 touchdowns ... Rushed for 121 yards on 14 carries with career-high three TDs in Orange Bowl win vs. Mississippi State (Dec. 31) ... Also threw for 125 yards and one TD on 7-of-12 passing ... Named Capital One Orange Bowl MVP after scoring two third-quarter TDs to secure Tech's win ... Rushed for 104 yards and completed 8-of-14 passes for 134 yards and one TD vs. Florida State in ACC Championship game (Dec. 6) ... Threw six completions for 64 yards and one touchdown pass and rushed for 34 yards at Georgia (Nov. 29) ... Rushed 11 times for 46 yards, including career-long rush of 65 yards, while completing eight passes for 102 yards and one touchdown vs. Clemson (Nov. 15) ... Became sixth Tech QB to rush for 1,000 career yards after recording 60 rushing yards and one touchdown at NC State (Nov. 8) ... Went 5-for-6 passing for 47 yards at NC State ... Threw seven completions for 141 yards and three touchdowns vs. Virginia (Nov. 1) ... Became fifth Georgia Tech quarterback to rush for more than 700 yards in season after rushing for 92 yards and one touchdown at Pitt (Oct. 25) ... Also completed five passes for 147 yards and threw career-long 79-yard touchdown pass to Charles Perkins at Pitt ... Completed 8-for-18 passes for 235 yards and three touchdowns and rushed for 36 yards at UNC (Oct. 18) ... Recorded third 100-yard rushing game with 15 carries for 119 yards and one touchdown while throwing six completions for 61 yards vs. Duke (Oct. 11) ... Had 13 rushing attempts for 27 yards and went 4-for-7 for 53 yards vs. Miami (Oct. 4) ... Named ACC's Offensive Back of the Week after rushing for career-high 165 yards on 22 carries and one touchdown, and completing 7-of-18 passes for 125 yards and one touchdown at Virginia Tech (Sept. 20) ... Recorded 325 yards of total offense, 137 rushing yards, threw four touchdowns and rushed for one vs. Georgia Southern (Sept. 13) ... Carried 10 times for 70 yards including 27-yard rush and threw three completions for 15 yards at Tulane (Sept. 6) ... In first career start, recorded 353 yards of total offense while setting career highs in passing yards (282) against Wofford (Aug. 30).

**2013 (Redshirt Freshman):** Played in 10 games as back-up to starter Vad Lee ... Rushed 33 times for 234 yards (7.1 ypa) and two touchdowns ... Completed 9-of-17 passes (.529) for 131 yards and one touchdown ... Had five rushing attempts for 53 yards and one touchdown in first collegiate game vs. Elon (Aug. 31) ... Completed all four passing attempts for 30 yards and one touchdown at BYU (Oct. 12) ... Carried 10 times for 95 yards and touchdown vs. Syracuse (Oct. 19) ... Rushed three times for 23 yards and completed 2-of-3 passes for 27 yards at Clemson (Nov. 14).

**2012 (True Freshman):** Redshirted, did not play.

**High School:** Prattville HS ... Played for head coach Jamey DuBose ... Ranked as four-star prospect and No. 19 all-purpose athlete in country by Rivals ... Led Prattville to Class 6A state championship in 2011 ... Was named MVP of state championship game ... Completed 66 percent of passes for 1,652 yards and 13 touchdowns and rushed for 896 yards and seven TDs ... Ranked second in state in total offense and fourth in passing ... Won Alabama state 4A-6A championship in 100-meters with time of 10.79 second ... Also played basketball and baseball at Prattville ... Won basketball regional titles in 2010 and 2011.

**Personal:** Full name is Justin Micheal Bryant Thomas ... Born March 15, 1994, in Montgomery, Ala. ... Son of Milton and Tanya Thomas ... Has three siblings - Blake, Paige and Krissy ... Cousin, Quentin Riggins, played linebacker at Auburn (1986-89) ... Lists winning 6A state football title, and three world series titles in travel baseball as most memorable athletic achievements ... Business administration major.

### CAREER HIGHS

**Rushing Attempts:** 22 at Virginia Tech, Sept. 20, 2014

**Rushing Yards:** 165 at Virginia Tech, Sept. 20, 2014

**Rushing TDs:** 3 vs. Mississippi State, Dec. 31, 2014

**Longest Rush:** 65 vs. Clemson, Nov. 15, 2014

**Completions:** 11, twice - last time vs. Georgia Southern, Sept. 13, 2014

**Attempts:** 24 vs. Georgia Southern, Sept. 13, 2014

**Passing Efficiency:** 275.25 vs. Wofford, Aug. 30, 2014

**Passing Yards:** 282 vs. Wofford, Aug. 30, 2014

**Passing TDs:** 4 vs. Georgia Southern, Sept. 13, 2014

**Longest Pass:** 79 (to Charles Perkins) at Pitt, Oct. 25, 2014

# PLAYER BIOS

## Yuval Safra



**Class:**  
Senior  
**Hometown:**  
Timrat, Israel  
**High School:**  
Nahalal

**Height / Weight:**  
6-0 / 160  
**Event:**  
Distance Free



### In Tech's Record Books:

500 Free (2nd), 4:21.48  
1,000 Free (6th), 9:17.22  
1,650 Free (3rd), 15:09.72  
200 Back (2nd), 1:43.49

**2014-15 (Junior):** Academic All-ACC selection ... Was Yellow Jackets' best distance swimmer on season, posted career-best times in seven different events -- 100 free, 500 free, 1,000 free, 1,650 free, 100 back, 200 back, 400 IM ... Was Tech's leader in 500, 1,000, 1,650 free, 200 back ... Recorded career-best seventh-place finish at ACC Championship in 500 free, clocking career-fastest 4:21.48 -- Second-fastest in school history ... Was ninth at ACC Championship in 1,650 free in time of 15:09.72 -- Third-best in Tech history ... Career-best in 200 back came at Yellow Jacket Championship Qualifier of 1:43.49, which ranks second all-time in school history ... Was Tech's top-finisher in 200 back at ACC Championship, touching wall in 1:44.30, which was good for 15th place ... Finished second in both 500 free, 1,000 free in double-dual versus Georgia, SCAD ... 15 first-place finishes on season were second only to Andrew Kasic's 26 ... Swept 1,650/1,000, 500 free in dual meets versus Duke, Notre Dame/South Carolina, FGCU/FAU, Pitt/Georgia Southern.

**2013-14 (Sophomore):** Continued improvement as one of Georgia Tech's top distance swimmers ... Finished season as team's fastest in 500 free, 1,000 free, also posted team's best time of year in 200 back ... Placed 24th overall at ACC Championship in 500 free (4:26.49) ... Was 12th in mile at ACC Championship in 15:22.90, which was just shy of career best ... Also scored points at ACC Championship in 200 back, placing 23rd overall in time of 1:47.13 -- Tech's fourth-fastest in school history.

**2012-13 (Freshman):** Joined Yellow Jackets in January, burst onto scene as Tech's top distance performer ... Posted times that ranked among Jackets' fastest in school history in 500 free (4:25.42, 6th), 1,000 free (9:24.63, 8th), 1,650 free (15:21.16, 5th) ... Scored points in both 500 free, 1,650 free at ACC Championship, finishing ninth in 1,650 in 15:21.16, 14th in 500 (4:25.42) ... Also at ACCs, swam on Tech's 800 free relay that finished fifth (6:38.14) with Mats Westergren, Andrew Chetcuti, Zach Tillman ... In his debut as Jacket versus NC State, Florida State, finished second in 1,000 free in 9:24.63 -- Tech's fastest in 2012-13.

**Before Tech:** Swam four years in high school for head coach Andrei Toth ... Israeli national champion in 5k, 10k event ... Finished sixth in European Junior Championship in 5k ... Swam to 18th-place finish in 5k at 2011 World Championships in Shanghai, China.

**Personal:** Born December 30, 1993 in Haifa, Israel ... Son of Emanuel, Amira Safra ... Has three sisters -- Gal, Stav, May ... Has also lived in Lagos, Nigeria, Hungary ... Majoring in business management ... Also enjoys playing basketball, piano.

### Safra's Career Top Times (through 2014-15 season)

EVENT	TIME	LOCATION
100 Free	49.03	vs. Penn State (10/3/14)
200 Free	1:41.57	2013 ACC Championship

### Latest News

08/11/2015

@GT SwimDive Summer Notebook

Highlights from domestic and international competition

07/14/2015

Van Duijn Enjoys Strong World University Games

The former Jacket posted Top 20 finishes in three events

04/28/2015

Kasic Named ACC Swim's Top Scholar-Athlete

The senior becomes the first Yellow Jacket to win the award

03/09/2015

Tech Wraps Up Yellow Jacket Championship Qualifier

15 Jackets set career-best times

01/31/2015

@GT Swim Rolls Past Darton In Regular-Season Finale

Tech's men own the ACC's most dual meet wins this season with 11



# POSTGAME NOTES

## Postgame Notes: Miami 38, Georgia Tech 21

Nov. 21, 2015

[Recap](#) | [Final Stats](#) | [Quotes](#) | [USATSI Gallery](#) 

### POSTGAME NOTES [GAME 11]

MIAMI (7-4, 4-3) 38, GEORGIA TECH (3-8, 1-7) 21

NOV. 21, 2015 | MIAMI GARDENS, FLA. | SUN LIFE STADIUM (51,355)

### GAME NOTES

- The all-time series with Miami now stands 11-10 favoring Georgia Tech, with the Hurricanes holding a 5-2 edge in Miami.
- The Yellow Jackets' two road wins over the Hurricanes came in 2005 and 2007 -- when Miami still played its home games at the Orange Bowl.
- Due to lightning in the area, the game included a 30-minute weather delay midway through the third quarter.

### TEAM NOTES

- The Yellow Jackets own the ACC's longest streak of scoring 20+ points in 21 consecutive conference games. It is the second-longest streak of any team in the Power 5, trailing only the 38 consecutive games by Ohio State.
- Tech is now 33-33 all-time when playing at a professional sports venue, including 2-5 at Sun Life Stadium. Prior to Saturday's outcome, Tech had won its last game played at Sun Life Stadium -- the 2014 Capital One Orange Bowl over Mississippi State, 49-34, last December 31.
- The fumble by Georgia Tech at the Miami 3-yard line was the Yellow Jackets' first Red Zone turnover since last season's win at Georgia.
- This season, two Georgia Tech opponents have hit 55+ yard FGs -- Chris Blewitt (Pitt) 56, Michael Badgley (Miami) 57. The only other season in school history that happened was 1980 -- by Georgia's Rex Robinson 57 yards and Tennessee's Alan Duncan 55.
- The 57-yard field goal by Badgley tied for the second-longest field goal against Tech all time, and the longest by a Tech opponent Georgia's Kevin Butler hit a 57-yarder in 1984.

### INDIVIDUAL NOTES

- Sophomore QB [Matthew Jordan](#) saw his first significant game action, after starting QB [Justin Thomas](#) went down with an undisclosed injury in the late in the first quarter. Jordan finished with 60 rushing yards and a
- Jordan's 28 carries were the most rushing attempts by a Tech QB since [Tevin Washington](#) carried 32 times for 120 yards at Maryland in 2011.
- The rushing TD by Jordan was the second of his career -- his first came in Tech's win over Tulane earlier this season.
- Junior AB Lynn Griffin's 27-yard rush was the longest of his career.
- Sophomore DB [Lawrence Austin](#) made a career-high eight tackles. His previous career best was six versus Florida State on Oct. 24, 2015.
- Senior AB [Broderick Snoddy](#) scored Tech's first touchdown of the game, becoming the 18th different Yellow Jacket to score a touchdown this season. It was Snoddy's first score this year and the fifth of his career -- his first TD since a three-TD effort at Pitt last season.
- Senior S [Jamal Golden](#) played in his team-leading 53rd career game.
- Graduate BB [Patrick Skov](#) made his first start at BB since the Clemson game -- his seventh start this year.
- Junior LB [P.J. Davis](#) owns the team's longest streak of consecutive starts, today being his 26th straight. Four other Yellow Jackets have started 25 straight games: QB [Justin Thomas](#), C [Freddie Burden](#), CB [Chris Milton](#) and LG [Trey Braun](#).

# POSTGAME QUOTES

## Postgame Quotes: Virginia Tech 23, Georgia Tech 21

Nov. 12, 2015

[Recap](#) | [Box Score](#) | [USATSI Photo Gallery](#) | [GT Photo Gallery](#)

### GEORGIA TECH HEAD COACH PAUL JOHNSON

#### *Opening Statement...*

"I don't know where to start. Again [we're] disappointed. I don't know how many times we fumbled the ball, like three or four in the second half alone. Penalties [on] third and short and then when we're close to field goal range. Dropped balls. We're not good enough to overcome any of that stuff. We've got to do a better job. Ultimately I'm responsible for it. It's embarrassing."

#### *On the defensive performance in the second half...*

"I thought they gave us a chance in the second half. They went out and got some stops and made some plays. That was encouraging. It was good to see."

#### *On starting Marcus Allen at B-Back...*

"We weren't getting any production the other way. The other guy was fumbling. We put him in and he fumbles the first or second time he has the ball. I thought we'd give Marcus [Allen] a chance."

#### *On slowing down after first quarter...*

"Well we just stopped executing. I mean we just stopped executing. Again the way we play, especially in the first half, there's not many possessions. When you go out and block the wrong guy or you turn a guy loose, it's hard to overcome it. We did convert a couple of third downs there. We did convert on a third-and-long in the second half we got a little delay thing we put in, but you can't keep converting. Then when you're third-and-25 because of a personal foul or whatever it is, there's not many teams that are going to make those."

#### *On Brant Mitchell's performance...*

"It was a nice pick on the interception. I think [Michael Brewer] threw the ball behind the tight end and Brant made a nice catch and was able to get it in the end zone."

#### *On Virginia Tech's adjustments...*

"Pretty much just execution. I'm sure they settled down to the speed of the game. The mike linebacker [Andrew Motuapuaka], nobody ever touched him so he was out there on the option pretty much every play. We tried to make an adjustment to that and then we missed the read and then it's second-and-10 again. Right now we're just not very good."

#### *On Justin Thomas' performance...*

"He's beat up. He can't be the only guy out there to make plays. You've got to get something out of the other positions. You've got to."

#### *On proximity to field goal range before the personal foul...*

"I think we were probably in range. We'd liked to have gotten closer. We felt like if we could get to the 35 we were in good shape. I think the ball was on about the 39. But the play before that should have been a long play. The mid-line option and [Marcus Allen] got tackled by one hand on his foot. That should have been a big play there."

# WRITING RELEASES



1

**Contact:** Brittany McCormick, Assistant Director of Communications & Public Relations

**E-mail:** bmccormick@athletics.gatech.edu, **Phone:** 404-894-5445, **Twitter:** @britt\_mccormick / @GTWBB

**Story Link:** <http://buzz.gt/1NA7YsF>

2

3

**FOR IMMEDIATE RELEASE**  
**Thursday, Sept. 17, 2015**

4

## @GTWBB Unveils New Jacket 2 Jacket Reading Program

*Georgia Tech women's basketball partners with Georgia United Credit Union to create a new and improved reading program*

5

**THE FLATS** – The Georgia Tech women's basketball team has partnered with Georgia United Credit Union to announce a new and improved Jacket to Jacket Reading program.

6

The Jacket 2 Jacket reading program is an initiative sponsored by the Georgia Tech women's basketball team to promote and encourage children to learn through reading. New additions to this year's program include a new logo, more prizes and a program refresh which were made possible by Georgia United Credit Union's sponsorship.

Eligible participants for the Jacket 2 Jacket program include elementary and middle school students (grades K-8th) and classrooms in metro Atlanta. All eligible participants will be invited to attend the Georgia Tech's home game against Alabama on Friday, December 18th and will receive a Georgia United goodie bag as well as entrance into a drawing for prizes. Program winners will be recognized at the Yellow Jackets' game against Alabama and will receive class room visits from the Yellow Jackets in the spring. Check out the recap of last year's winners [here](#).

This year's competition runs from October 1 to November 1. All schools must register online [here](#) by September 28. For more information, contact Director of Women's Basketball Operations Catherine Greene by email at [cgreene@athletics.gatech.edu](mailto:cgreene@athletics.gatech.edu).

*For the latest information on the Georgia Tech Yellow Jackets, follow us on Twitter (@GTWBB), Instagram (@GTWBB), and Facebook (GTWomensBasketball), or visit us at [www.ramblinwreck.com](http://www.ramblinwreck.com).*

**-#TogetherWeSwarm-**

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### PRESS RELEASE ELEMENTS

- 1 – Header and contact information
- 2 – buzz.gt link (bit.ly)
- 3 – Date/Release time
- 4 – Header/subheader
- 5 – Dateline

- 6 – Lede (no more than 30-35 words)
- 7 – Boilerplate
- 8 – Agate (any information like All-ACC selections or important items that need to be included to complete release)
- 9 – Close



## WRITING RELEASES



**Contact:** Chris Yandle, Assistant AD / Communications & Public Relations  
**E-mail:** cyandle@athletics.gatech.edu, **Phone:** 404-894-6283, **Twitter:** @ChrisYandle

**Story Link:** <http://buzz.gt/CPJcontract>

**FOR IMMEDIATE RELEASE**  
**Saturday, Dec. 6, 2014**

## Georgia Tech, Paul Johnson Agree to Contract Extension

*Contract would extend Johnson's tenure through 2020 season*

**CHARLOTTE, N.C. –** Georgia Tech and head coach Paul Johnson have agreed in principle to a four-year contract extension through the 2020 season, Director of Athletics Mike Bobinski announced Saturday morning. Terms of the contract were not disclosed.

Johnson's current contract was set to expire following the 2016 season.

"I'm pleased to announce an extension of Paul Johnson's contract," Bobinski said. "This extension reflects our confidence in the solid foundation Coach Johnson has built for the future success of our program, which reaches beyond the field and includes increasingly strong academic achievement.

"I look forward to Paul Johnson's continued leadership of our football program and am excited about the possibilities in the years ahead."

Johnson is 58-34 in seven seasons as Georgia Tech head coach and has led the Yellow Jackets to their third ACC Championship Game appearance in seven seasons. Earlier this week, Johnson was named the 2014 ACC Coach of the Year – his third ACC COY honor as Tech head coach (2008, 2009).

"I am excited that we were able to work out a contract extension," Johnson said. "I appreciate the support of our fans, students and alumni during my time here. My family and I are looking forward to being a part of Georgia Tech for a long time."

No. 11 Georgia Tech (10-2) looks to capture its 17th conference championship when it faces No. 4 and defending national champion Florida State (12-0) in the 2014 Dr Pepper ACC Football Championship Game at 8 p.m. ET on ABC.

For the latest information on the Georgia Tech Yellow Jackets, follow us on Twitter (@GeorgiaTechFB), Facebook ([facebook.com/GTAthletics](https://www.facebook.com/GTAthletics)), and Instagram (@GTAthletics) or visit us at [www.ramblinwreck.com](http://www.ramblinwreck.com).

**-#TogetherWeSwarm-**

# WRITING RELEASES



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**Story Link:** <http://buzz.gt/preview-ccc-091015>

**FOR IMMEDIATE RELEASE**  
**Thursday, Sept. 10, 2015**

## Golfers Begin Fall at Carpet Capital Collegiate

*Yellow Jackets take young team into traditional fall opener*

**THE FLATS** – Georgia Tech's golf team, which is replacing three seniors from an Atlantic Coast Conference championship squad that also finished ninth in the NCAA Championship, gets its fall schedule underway this weekend with the 27th Carpet Capital Collegiate at The Farm Golf Club in Rocky Face, Ga.

**TOURNAMENT INFORMATION** – The Carpet Capital Collegiate is being played Friday through Sunday at The Farm Golf Club, a 7,012-yard, par 72 layout designed by Tom Fazio near Dalton, Ga. The Yellow Jackets have been the institutional host of this event since its inception in 1989, winning seven times. Tech finished second last year to South Carolina after winning the event in 2013. The field maintains its predominantly ACC (Clemson, Tech, North Carolina) and SEC (Auburn, Alabama, Florida, LSU, Mississippi, South Carolina, Tennessee) flavor, and has six 2014 NCAA Championship teams in the 15-team field.

**TECH'S CARPET CAPITAL COLLEGIATE HISTORY** – Georgia Tech has won the Carpet Capital Collegiate seven times in its 26-year history, most recently in 2013, the most of any participant. Clemson has won four times, Alabama three. A Yellow Jacket has won medalist honors seven times, including Ollie Schniederjans the past two years. Current PGA Tour pros Stewart Cink, Chesson Hadley, Troy Matteson and Bryce Molder also have claimed victory at The Farm, with Molder taking the title three consecutive times between 1998 and 1999, when the event moved from the spring to the fall schedule.

**TEAM UPDATE** – Georgia Tech is coming off a ninth-place finish at the 2015 NCAA Championship and a final spring ranking of No. 9 after also winning the Atlantic Coast Conference title. After losing three seniors, including All-Americans Schniederjans and Anders Albertson, Tech enters the fall No. 25 in pre-season rankings by Golfweek magazine and No. 13 by the Golf Coaches Association of America. Tech returns six letterwinners, including the other three members of the Yellow Jackets' NCAA starting five – Vincent Whaley, Chris Petefish and James Clark.

**TECH LINEUP** – Whaley, Petefish and Clark finished 1-2-3 in the team's recently completed 108-hole qualifying tournament, which concluded with a round Monday at The Farm. Whaley, a junior from McKinney, Texas) was Tech's top finisher at the NCAA Championship (T33) and also was the co-medalist at the Robert Kepler Intercollegiate last spring. Petefish (Danville, Calif.) and Clark (Columbus, Ga.), both sophomores, each had one top-10 finish in the spring and finished 53rd and 54th, respectively, at the NCAA Championship.

Jacob Joiner, a sophomore from Leesburg, Ga., played in five events as a freshman with a high finish of T17 at the Warrior Princeville Makai Invitational, while his younger brother, Tyler, will be making his collegiate debut.

Michael Hines, a red-shirt junior from Acworth, Ga., is in the Carpet Capital field as an individual after finishing sixth in team qualifying. Hines has played in 15 collegiate events with one top-10 coming last year in the Warrior Princeville Makai Invitational.

**COACH BRUCE HEPPLER SAYS** – "If you can make qualifying meaningful, there's potential here. Some of them will really run with it. They're very competitive with each other. Neither wants to lose to the other guy. Maybe that will juice them up. They're completely different kids. I don't know that one would listen to the other. They've kind of got their own way of doing things."

### ABOUT GEORGIA TECH GOLF

Georgia Tech's golf team is in its 21st year under head coach Bruce Heppler. The Yellow Jackets have won 16 Atlantic Coast Conference Championships, made 28 appearances in the NCAA Championship and been the national runner-up four times. Connect with Georgia Tech Golf on social media by liking their Facebook page, or following on Twitter (@GT\_Golf). For more information on Tech golf, visit [RamblinWreck.com](http://RamblinWreck.com).

**-#TogetherWeSwarm-**



GEORGIA TECH ATHLETICS

***SOCIAL MEDIA  
STRATEGY***

## BEST PRACTICES

Below is list of suggested best practices for Georgia Tech student-athletes, interns, coaches, full-time staff and administrators. This is a good list for each sport contact to share with his/her respective team(s) at the beginning of the season.

All Georgia Tech student-athletes, coaches and staff are encouraged to:

- Be a leader, act like a leader, tweet & post like a leader;
- Represent the Institute, Athletics, [team] in a first-class manner and with integrity;
- Learn from the public mistakes of other athletes and public figures;
- Follow all applicable laws, NCAA rules and Institute and Athletic Association policies and guidelines;
- Refrain from polarizing, racist, derogatory and inflammatory posts on any social media platform;
- Refrain from divulging team information of any sort (i.e. roster changes, injuries, game plans, etc.);
- Refrain from any post that can be viewed as motivation for the opposing team (bulletin board material), including derogatory statements towards the opposing team;
- Refrain from posting after midnight (nothing good ever happens after midnight);
- Refrain from posting at night clubs, bars, gentlemen's clubs and/or other establishments that serve alcohol;
- Refrain from posting photos that may contain other people with alcohol (i.e. red solo cups);
- Refrain from posting any information that is the intellectual property of Georgia Tech, which includes 'breakings news' that is related to your team or the athletic department.

### **BEST PRACTICES**

- Think twice before posting. If you don't want your mom to see it, then don't post it.
- Be accurate, honest and transparent. Always tell the truth.
- You never know who is watching; from coaches to teammates to opposing teams to future employers.
- Know who you follow and who follows you. Pay attention to who you follow on Twitter and know who is following you. Media outlets now get their stories by following student-athletes on Twitter.
- Be professional.
- Take pride in who/what you represent – Georgia Tech, your team, your church, your hometown, your family, etc.
- Everything you post online is permanent...even when it's deleted.
- If you can't say it an interview or post-game press conference, then you don't need to post it.

## SOCIAL MEDIA PHILOSOPHY

As with anything related to the social media and digital space, trends and approaches can change over time so this portion of the standards manual will be fluid.

We want our presence in social media to be highly interactive and a two-way conversation – not a one-way advertisement or information push. Think of it like this: Twitter/Social Media is a **TELEPHONE**, not a **MEGAPHONE**. We want to position RamblinWreck.com and our social media accounts as a hub of all Yellow Jackets content as well as the official source. We are in direct competition with other media outlets when it comes to Georgia Tech Yellow Jackets information and coverage. We want to leverage our access and position as the owner of content to promote our brand. We want to be engaged with our fans, listening to and leading the conversation about the Yellow Jackets, amplifying our messaging, and developing online brand advocates.

### ***Goals and Strategy:***

- Fan Engagement/Fan Community
- Listen to and Lead the Conversation
- Spread our Information and Amplify messaging
- Position ourselves as the official source

We also use our personal, non-school Twitter accounts to be additional voices in promoting not only your personal brand but also the Georgia Tech Yellow Jackets brand. We are an information source, but engagement and interaction is paramount in amplifying our message.

# SOCIAL MEDIA STRATEGY

## SOCIAL MEDIA EDUCATION

Education on best practices is important for consistency in social media across multiple individuals and departments. Staff who will be handling departmental or sport team social media accounts: Chris Yandle and/or Simit Shah will educate on best practices and tactics.

Staff personal accounts used for athletics-related purposes: Chris Yandle and/or Simit Shah will lead occasional tutorial sessions and one-on-one meetings to educate staff on best practices and tactics.

Student-athletes: Distribute social media guidelines at team meetings at the beginning of each year, periodic follow-ups when necessary.

Buzz: Currently, Buzz's Twitter is run by one of the mascot students.

All social media education for Georgia Tech student-athletes, athletics staff and coaches will be conducted by Chris Yandle, Assistant AD / Communications & Public Relations. Each sport contact is responsible for scheduling a meeting time with their assigned sport.

## PLATFORMS

Social media has changed the way people get and share information. We want to reach people where and how they are communicating and do so across multiple platforms. With ever-changing and growing social networks we must continuously evaluate best practices for different platforms. Various platforms have different strengths that we need to maximize appropriately. When evaluating new tools, we need to see where they fit in our strategy and prioritize resources when choosing where to focus our social media efforts.

### FACEBOOK

Our goal with Facebook is to create an engaging and interactive fan community, showcasing the passion of Georgia Tech fans. While we want to share content and information, we do not want Facebook pages to be merely a duplication of our website. Facebook's EdgeRank algorithm demands that posts be engaging to generate likes, comments, and shares by fans to ensure our content appears in fans' news feeds.

#### – Main Georgia Tech Athletics Facebook page:

GOAL	STRATEGY	SAMPLE FACEBOOK TACTICS
<b>Fan Engagement and Appreciation</b>	Post interactive and engaging content	Fan photos, asking open-ended questions
<b>Provide customer service</b>	We want to be quick to respond to concerns. In a perfect world, the best response time is < 7 minutes.	Answering fans' questions, providing customer service options, commenting back and leading the conversation
<b>Enhance and Promote the Brand</b>	Represent and share the brand in a visual, engaging way	Sample cover photos, marketing images, branded action images
<b>Spread Information/ Amplify messaging</b>	News and promotion	Big wins/game results, player awards, original content, highlight videos, ticket information

#### – Individual Sport Facebook pages:

The goal with individual sport Facebook pages is to provide fans a more in-depth look at an individual team than provided on the main page. Not all sports have individual pages. A past strategy in social media was that athletics staff only managed the main account and teams' had their own pages. Athletics staff have become involved in the individual team pages. The same goals as above apply with the addition of the following:

GOAL	STRATEGY	SAMPLE FACEBOOK TACTICS
<b>Provide look inside the program</b>	Exclusive video or photos from practice or on game day	Leverage access to provide behind-the-scenes and insider content
<b>Photos from travel, pre-game, facilities</b>	Complete coverage of that team's events	In-game updates/results, game previews and event promotion



# SOCIAL MEDIA STRATEGY

## BUZZ.GT LINKS

We have specialized bit.ly links for all Georgia Tech official accounts. After you post your article on RamblinWreck.com, log on to bit.ly using the @GT Athletics Twitter login information. Paste in your RamblinWreck.com link and bit.ly will generate a personalized buzz.gt link that you will paste into Twitter and Facebook. When you post a link on Facebook, post a photo and brief text with the link. Photos drive more engagement on Facebook. Keep the text for your Facebook post to under 140 characters. Use hashtags SPARINGLY.

## 90-MINUTE RULE

As a rule of thumb, do not post more than one Facebook entry within a 90-minute span – this avoids us from posting things on top of each other. If you schedule a post for a certain time, alert the rest of the group so we know.

## TWITTER

Our goal with Twitter is to be a quick, go-to source of official information. All of our news should be distributed via Twitter via our official accounts simultaneously or immediately surrounding being posted to our website and prior to being emailed to media. Fan questions should be answered in a timely manner to position ourselves as a customer service resource and good source. Fan engagement and leading the conversation is a priority. We want all tweets to be done manually – avoid any automation of tweets. All of our general social media goals apply with Twitter with the addition of the following:

GOAL	STRATEGY	TACTICS
<b>Position our accounts as the official source for information</b>	Own our stories and content first when possible	Post “never-before-seen” imagery or “first look” information
<b>Post to Twitter before emailing media release</b>		Use buzz.gt bit.ly link
<b>Provide customer service</b>	Answer fan questions in a timely manner	
<b>Fan Engagement and Appreciation</b>	Join and lead the conversation	Search for conversations with #Jackets, #TogetherWeSwarm, #GaTech or search player names to retweet or comment

## BUZZ.GT LINKS

We have specialized bit.ly links for all Georgia Tech official accounts. After you post your article on RamblinWreck.com, log on to bit.ly using the @GT Athletics Twitter login information. Paste in your RamblinWreck.com link and bit.ly will generate a personalized buzz.gt link that you will paste into Twitter and Facebook. The ideal the character length for a tweet is fewer than 100 characters, allowing for users to add comments to the manual RT. Do not use more than two hashtags in tweets. More than two will flag it as spam.

## TWITTER POLLS

Twitter introduced a polling function that allows users to post poll questions on their accounts. Polls are active for only a 24-hour period. As with hashtags and other functions, please use Twitter polls sparingly. Try to limit them to big plays, player(s) of the game, and simple trivia question contests.

# SOCIAL MEDIA STRATEGY

## @GTathletics

RT sport-specific content  
 RamblinWreck.com news  
 General contests/promos  
 Occasional in-game updates from other sports  
 Final scores/results  
 Fan engagement  
 Event reminders  
 Infographics

## Individual Sports (acts as team voice)

RamblinWreck.com  
 Live updates  
 Event reminders  
 Behind-the-scenes/team-centric photos  
 Infographics/other graphics

## Personal Accounts/Sport Contacts

RT posts from main accounts  
 Behind-the-scenes photos/thoughts  
 Share ideas with others in the industry  
 Share news articles/interact with media  
 Be limited in your criticism — What you say online affects all of us

## YOUTUBE

### RAMBLINWRECKTUBE

YouTube as a video platform encourages sharing and enhances chances of our videos being seen by a wide group of people over a longer period of time. Videos that are “evergreen” and will hold interest over a longer period of time are posted to our YouTube channel and organized in playlists by sport. Types of videos include highlights, hype videos, press conference and media availability videos are typically posted to YouTube. **NO ESPN AND NETWORK CONTENT SHOULD BE HOUSED ON OUR YOUTUBE CHANNEL – ONLY GEORGIA TECH CONTENT WE’VE CREATED OR CONTENT PROVIDED TO US BY SILVER CHALICE (ACC DIGITAL NETWORK).**

## INSTAGRAM

### GTATHLETICS

Instagram is a photo-based social network growing in popularity. All photos are tagged with #GoJackets, #Jackets or #TogetherWeSwarm to increase the likelihood of fans finding them via search. Instagram is almost entirely mobile app-based and supports our presence in the mobile space.

## GOOGLE+

Our Google+ profile is a placeholder to protect our brand in the space. We only post releases to Google+ to better increase our SEO. Further analysis of Google+ strategy will be necessary.

## SNAPCHAT

### TOGETHERWESWARM

Our goal with Snapchat is to provide behind-the-scenes, exclusive and exciting content through videos and still-photos. The tone for the account should be informal and geared toward the millennial demographic, including Georgia Tech students and recent alumni.

Snapchat should be used to both promote upcoming games and events as well as showcase the individual identities of our student-athletes. This applies to both events at home and away. In addition, the use of geo-filters for each facility and other features of the platform should be used to increase our reach to those individuals that may not already be Georgia Tech fans.

**Example content:** Q&As with student-athletes; Signature selfies (student-athletes, alumni, etc. “signing” their selfie); Away-game content (travel, walk-throughs, etc.); In-game video highlights from unique perspectives (sidelines, scorer’s table, etc.); Practice content/videos; Fan-generated content to share on other social platforms (snap us your seat, where you’re watching the game, etc.) or as a contest (submit your best doodle for a chance to win...)

# SOCIAL MEDIA STRATEGY

## SPONSOR INTEGRATION

Corporate external posts are coordinated through our sponsorship partnership with Georgia Tech IMG Sports Properties. We are sensitive to both protecting the value of our social media audience as well as protecting the integrity of our relationship with them. We have guidelines to determine whether a sponsored post is appropriate or permissible.

With the growth in social media we get regular requests from external parties to post their content to our social media accounts. We must be discerning and careful about which, if any, we post in order to protect our social media sponsorship value and our sponsors. We discourage posting items related to a business that is not a sponsor with the following guidelines considered:

- If the post or promotion provides a direct benefit to a student-athlete or program, it may be posted.  
Examples: Winning mascot of the Capital One Mascot Challenge receives a \$20,000 scholarship;  
some major awards for athletics achievement now include a fan voting component
- Promotions that require an email address or Facebook "Like" for a user to enter are not likely to be approved.  
That provides valuable data to the company without a sponsorship.

***Moving forward, we are working with IMG on how to best provide our sponsors with the proper sponsorship activation in the digital space.***

# SOCIAL MEDIA STRATEGY

## SOCIAL MEDIA HACKING PLAN

**Scenario 1 – Strange tweets (amazing diets, how to make money, etc.); Your account is tweeting strange things or sending strange Direct Messages without your permission.**

1. Contact either Chris Yandle or your sport contact immediately.
2. Let people know that it's not you and apologize for the inconvenience.
3. Go to Settings from the menu in the upper right corner of Twitter.
4. Click Apps and then Revoke access on any Application you don't recognize. As a best practice, check those apps from time to time.
5. Change your password.
6. Delete the unwanted sent tweets.
7. Let people know that you've fixed the problem.

**Scenario 2 – Complete hackings like AP, Burger King, Jeep, State Department or Michigan.**

1. Notify the Georgia Tech Communications & Public Relations office (either Chris Yandle or your sport contact) that your account (coach, staff, student-athlete) has been hacked.
2. If you can still access your account through another app, tweet out that your account has been comprised. If you don't have access, we will send tweets from our official accounts.
3. Take screenshots of your account. Document the fake tweet(s) that are being sent from your account.
4. Report it to Twitter immediately.
5. Delete the unwanted sent tweets (when safe to do so).
6. When the situation has been resolved, tweet from your account (we will reciprocate from our main accounts). Apologize for the inconvenience even when it's not your/our fault.



GEORGIA TECH ATHLETICS

***SOCIAL MEDIA  
STYLE GUIDE***

# SOCIAL MEDIA STYLE GUIDE

## PURPOSE

Why do we need a social media style guide? The purpose of this section is to outline certain style guidelines for Georgia Tech Athletics' official social media accounts and help us produce one, consistent voice. As with the constant changes in technology and online communication, this social media style guide will be updated frequently.

This social media style guide will focus on our active online accounts:

- Twitter
- Facebook
- Instagram
- YouTube
- Snap Chat

## OUR SOCIAL MEDIA VOICE

**Who we are:** We want to be fun, witty, engaging, and informative, while upholding the values of the Georgia Tech Athletic Association and the Georgia Institute of Technology. Social media is a vessel for us to show a distinct personality. We are one of the most innovative academic institutions in the world with a high standard for academics while building student-athletes and winning athletic teams.

**Our Tone:** We're optimistic, yet realistic. We tell the truth, we ask questions, we allow a peek behind the curtain of college athletics, while telling the stories of our amazing student-athletes, coaches and staff. We believe in Georgia Tech. We are energetic, upbeat and enthusiastic. We relish the history of Georgia Tech while looking ahead at our future.

## OWNERSHIP

All messages posted on sport accounts are posted in the character voice above. WE ARE A BRAND WITH A PERSONALITY AND ONE VOICE. Embrace what it means to be a Georgia Tech Yellow Jacket and channel that love for GT through our platforms. We do not attach names or initials to posts.

## DEFINITIVE SOURCE

Whether it be schedule releases, event announcements, parking details or injury updates, we want fans to turn to us for accurate and timely information.

## POSITIVITY AND TRANSPARENCY

Have fun! We will promote Georgia Tech with a positive attitude, follow all ACC and NCAA sportsmanship rules and not degrade opposition institutions for our individual gain.

## OFFICIAL HASHTAGS

Note the capitalization in the hashtags.

#TogetherWeSwarm  
#GoJackets  
#GTGameday  
#GaTech  
#SwarmStats  
#THWg  
#TGW

Also, there will be event-specific hashtags such as:

#GTWhiteOut  
#GTDonorWeek  
#GTHomecoming  
#GTGreekNight  
#SocialSwarm



# SOCIAL MEDIA STYLE GUIDE

## GENERAL STYLE GUIDELINES

### OTHER ACCOUNTS / SOURCING

- When appropriate or available, always reference another account in our posts — *i.e. an AJC story on Synjyn Days. Give credit where credit is due.* Tag the referencing outlet's Twitter handle.
- Reference the account mid-message as opposed to the end of the message.
- **For Twitter and Instagram, if you lead off the message with the handle, always put a period ('.') to start the message so everyone sees it. Omitting the period will limit who sees the post.**

### DATES AND TIMES

- For times on Twitter, use a and p — 9a, 7p
- For other platforms, use am and pm (lowercase, no periods) — 9 am, 7 pm
- Avoid using “noon” or “midnight”; use 12 pm and 12 am instead.
- To save characters, use a dash between times (3-6 pm). Avoid using “to” between times.
- Write out full words for days of the week (Monday, Tuesday, Wednesday, etc.) and use dates (6/6) to save space or reference dates in advance. Months can also be abbreviated (Jan., Feb., Aug., Sept., Oct., Nov., Dec.) to save space.

### LINKS

- Create buzz.gt link using our bit.ly account (*linked to @GTathletics Twitter account*).
- When possible, please edit link to create specific to story (*i.e. buzz.gt/BaseNotesOU*).
- On Twitter, only 14 chars will show after buzz.gt/, so limiting if possible will give it optimal vanity look.

### PUNCTUATION

- Use commas when necessary in your posts.
- Use exclamation points sparingly; use a single exclamation point to signal excitement.
- In VERY RARE instances (celebrity appearances, game-winning kick, game-winning shot, etc.) multiple exclamation points may be used (use your better judgment to determine whether more than one is warranted).
- When you pose an open-ended question, do use a question mark.
- Use an ellipsis (three periods, no spaces) to show where something has been omitted (as in a quote that's been shortened) OR (in rare instances) to signal suspense.
- Em dashes (—) can be used to source a quote. Do not use a hyphen (-).

### EMOJIS

- Sports is entertainment. Feel free to use emojis to signal humor or use it as shorthand for gameday information.
- Use sparingly; use best judgment on when to use emojis.

## SOCIAL MEDIA STYLE GUIDE

### EXAMPLE 1 (EXCLAMATION POINTS AND LINKS)

- **NOT GOOD:** IT'S GOOD!!! Watch Georgia Tech force overtime on Harrison Butker's 53-yard field goal. buzz. gt/3v7Z1Am #thwg @theACC @GeorgiaTech
- **GOOD:** IT'S GOOD! Watch @GeorgiaTechFB force overtime on Harrison Butker's 53-yard field goal. buzz. gt/3v7Z1Am #thwg @theACC @GeorgiaTech
- **BETTER:** IT'S GOOD! Watch @GeorgiaTechFB force overtime on Harrison Butker's 53-yard field goal buzz. gt/TheKick #THWg

### NETWORK-SPECIFIC GUIDELINES

#### TWITTER

- Shorten all links using bit.ly – buzz.gt/xxxxxx (**BEST PRACTICES:** Use fewer than 14 characters on personalized URL)
- Links at end of the tweets tend to get better clickthrough and easier for mobile devices
- Use multiple-picture upload (4) rather than Picstitch
- **When posting video on Twitter, upload directly through Twitter unless it's a YouTube clip**
- Replace "and" with an ampersand (&) to save characters when necessary
- Include any relevant mentions / handles as long as the account(s) is/are active
- Avoid using more than three mentions in a single post
- Avoid using more than two hashtags in a single post
- Use 'MT' to signal when a quoted tweet has been modified or shortened
- When quoting tweets, always add something new before the 'RT' or 'MT'
- Favorite tweets from followers and #TogetherWeSwarm hashtagged tweets
- **Student-athlete accounts should not be tagged unless prior approval has been obtained from head coach**

#### FACEBOOK

- Use link breaks
- Shorten all links using bit.ly – buzz.gt/xxxxxx (**BEST PRACTICES:** Use fewer than 14 characters on personalized URL)
- For URLs, you can remove the http:// at beginning for a cleaner look
- Include relevant mentions as long as the account is active and the names of the mentioned accounts aren't cumbersome
- Add a photo or video with your post
- When sharing videos or stories, use the Upload Image option to give it better feed visibility
- Like comments from users
- Use inline comments to reply to users when there is an opportunity to respond
- Hide spam and hate speech

#### YOUTUBE

- Give videos descriptive names to support SEO
- Include relevant hyperlinks after description
- Select a compelling thumbnail or upload an appropriate photo
- Use the "share link" when posting on Twitter and Facebook
- Use relevant tags
- Always include as part of a playlist

# SOCIAL MEDIA STYLE GUIDE

## INSTAGRAM

- You can be playful on Instagram; don't post the same thing you're doing on the other platforms
- Do not put links in your Instagram posts
- Do not tweet Instagram photos
- Change up the color palettes and filters; use your best judgment as sometimes photos may not need a color treatment
- Let our Instagram feeds tell a story
- Like pictures that are Georgia Tech related
- Follow back users who comment frequently or tag #TogetherWeSwarm in their photos
- **Student-athlete accounts should not be tagged unless prior approval has been obtained from head coach**

## IMAGERY

### ALL PLATFORMS

- All avatars should align with our Brand Style Guide
- All avatars will have the official GT logo with sport name underneath
- All cover images and backgrounds are to be branded and sport-specific

### SHARED PHOTOS

- Be cognizant of the photos we post on our platforms
- Remember our major partners and sponsors and avoid posting a photo with a competing sponsor / brand if possible

### EXAMPLE 2 (QUOTES)

- **NOT GOOD:** @GTPaulJohnson: "Sometimes people underestimate team chemistry. You got to have guys that fit." #FutureJackets
- **GOOD:** "Sometimes people underestimate team chemistry. You got to have guys that fit." – @GTPaulJohnson #FutureJackets
- **BETTER:** "Sometimes people underestimate team chemistry. You got to have guys that fit." – @GTPaulJohnson #FutureJackets

## SOCIAL MEDIA BRANDED AVATARS

**Why are some gold?** Good question. In an effort to differentiate between sports competing simultaneously, we elected to make the women's sports avatars gold (FB vs. VB, MBB vs. WBB, MT vs. WT, BSB vs. SB).



OFFICIAL  
@GTATHLETICS  
ACCOUNTS



OFFICIAL  
BASEBALL  
ACCOUNTS



OFFICIAL  
FOOTBALL  
ACCOUNTS



OFFICIAL  
GOLF  
ACCOUNTS



OFFICIAL  
MEN'S BASKETBALL  
ACCOUNTS



OFFICIAL  
MEN'S TENNIS  
ACCOUNTS



OFFICIAL  
SWIM & DIVE  
ACCOUNTS



OFFICIAL  
SOFTBALL  
ACCOUNTS



OFFICIAL  
SPORTS NUTRITION  
ACCOUNTS



OFFICIAL  
XC/T&F  
ACCOUNTS



OFFICIAL  
VOLLEYBALL  
ACCOUNTS



OFFICIAL  
WOMEN'S BASKETBALL  
ACCOUNTS



OFFICIAL  
WOMEN'S TENNIS  
ACCOUNTS



OFFICIAL  
ACADEMICS  
ACCOUNTS



OFFICIAL  
CHEER  
ACCOUNTS



OFFICIAL  
COMPLIANCE  
ACCOUNTS



OFFICIAL  
MARKETING  
ACCOUNTS



OFFICIAL  
SAAB  
ACCOUNTS



OFFICIAL  
SPORTS MEDICINE  
ACCOUNTS



OFFICIAL  
TICKET OFFICE  
ACCOUNTS



## TWITTER EXAMPLES



GTWBB @GTWBB · Aug 24

Time for public speaking tips and mock interviews with Holly Rowe (@sportsiren)



Georgia Tech Sports @GTAthletics · Sep 17

Never-before-seen video of Clint Castleberry & @GeorgiaTechFB win at Notre Dame in 1942 #TBT buzz.gt/CastleberryTBT



Georgia Tech Sports @GTAthletics · Sep 19

Soon. #TogetherWeSwarm

GeorgiaTech Football



GT Men's Basketball @GTMBK · Aug 28

#GTMBK Nov. 16 matchup with @Vol\_Hoops to be part of ESPN #TipOffMarathon buzz.gt/mbk-ut-espu



Ga Tech Swim & Dive @GTswimDive · 17h

Omar Eteiba has Olympic dreams. Learn more about the junior diver in today's #GettingToKnow installment.



GT Softball @GaTechSoftball · Sep 16

Sam Pierannunzi is this week's feature, sharing her story of overcoming her fear of failure buzz.gt/OS-Pierannunzi





## FACEBOOK EXAMPLES



Georgia Tech Yellow Jackets added 2 new photos.

Published by Simit Shah [?] · September 17 at 12:42pm ·

College Football on ESPN bus on campus today to talk to Coach Paul Johnson. Look for him on 1p edition of SportsCenter and College Football Live at 2p. #TogetherWeSwarm



Georgia Tech Yellow Jackets

Published by Simit Shah [?] · September 16 at 1:00pm ·

Georgia Tech Softball junior Samantha Pierannunzi shares her story of overcoming her fear of failure #TogetherWeSwarm buzz.gt/OS-Pierannunzi



### Our Stories: How She Overcame Fear

Here's a little fun fact about me -- my biggest fear is failure. Not just failure in general, but the overall feeling that you disappoint someone because you're not good enough.

RAMBLINWRECK.COM



Georgia Tech Yellow Jackets

Published by Simit Shah [?] · September 17 at 6:44pm · Edited [?] ·

Under the Lights with Justin Thomas as the Yellow Jackets prepare for Notre Dame on Saturday #TogetherWeSwarm

Watch The Georgia Tech Football Report on SportSouth at 6p Friday or 11a Saturday.



4.9k Views



Georgia Tech Yellow Jackets

Published by Simit Shah [?] · September 6 at 11:45am · Edited ·

Georgia Tech Volleyball hosts Auburn at O'Keefe at 1p!  
#TogetherWeSwarm

Watch LIVE on ESPN3: es.pn/1lz7fkU





# INSTAGRAM EXAMPLES



gtathletics

4w



...

779 likes



gtathletics

2w



...

283 likes

gtathletics First 2015 Georgia Tech football poster features senior cornerback DJ White! Collect all five this season. #TogetherWeSwarm



gtathletics

3w



...

366 likes



gtathletics

Bobby Dodd Stadium at Historic Gra...

5d



...

467 likes

gtathletics Installing new goal posts today

# YOUTUBE STYLE GUIDE

Below are YouTube style guide suggestions created by Silver Chalice in order to best improve our search engine optimization (SEO).

## HOW TO TITLE A VIDEO

Georgia Tech Football: 2015 National Signing Day #FutureJackets  
Georgia Tech Baseball Wins at Georgia Southern, 7-4  
Georgia Tech Golf: Hello, My Name Is ... Ollie Schniederjans  
Georgia Tech Men's Basketball: Brian Gregory Previews Duke  
Georgia Tech Women's Basketball: Kaela Davis Named First Team All-ACC  
Georgia Tech Softball: Around The Hoern (Episode 3)  
#AskJackets with Justin Thomas

## VIDEO DESCRIPTION

Below is an example of how your video description should look. If you have a related story on RamblinWreck.com, please add that link to the end of your description as well.

Derrick Moore inspires the Jackets took the field and beat Miami 28-17 before 52,221 fans at Bobby Dodd Stadium on Oct. 4, 2014. **[BUZZ.GT LINK HERE IF RELATED TO A STORY ON RW.COM]**

Subscribe NOW to Georgia Tech Athletics: <http://buzz.gt/WatchRWTube>

Georgia Tech on Twitter: <http://www.twitter.com/GTAthletics>

Georgia Tech on Facebook: <http://www.facebook.com/GTAthletics>

Georgia Tech on Instagram: <http://www.instagram.com/GTAthletics>

The official YouTube channel for the Georgia Tech Yellow Jackets features interviews, press conferences, highlights and more.

## TAGGING PROCEDURES

When tagging videos, focus on the target demographic of all parties you are trying to reach with the video. For example, if the video only includes news/highlights of Georgia Tech football, we do not want to tag other sports. Incorrect tagging can lead to negative results for the users.

Be as detailed as possible and use powerful search terms that we control and are relevant to the video and our brand.

- You are limited to 500 characters for the entire tag field. Try to use as much of the space as available while still being effective with your tags.
- If you include a full tag (i.e. "Georgia Tech Yellow Jackets" or "Justin Thomas") it is unnecessary to break those tags up into separate tags (i.e. "Georgia," "Tech," "Yellow," "Jackets" or "Thomas"). If a user searches Thomas, the tag "Justin Thomas" will work effectively.
- Try to pay attention to the suggested tags – these pop up as you are typing and are recommendations by YT based on the actions of users within the YT universe.
- **No "Keyword Stuffing"** – this is the practice of loading tags or descriptions in a similar fashion to manipulate a site's ranking in Google search results. This is frowned upon by YouTube/Google and actually hurts your SEO. (i.e. "Justin Thomas", "Thomas", "GT Justin Thomas," etc.)

### Examples of Tags:

- Brand: "Georgia Tech Yellow Jackets," "Georgia Tech Yellow Jackets Football," "Georgia Tech Yellow Jackets Basketball," "GT," "Ramblin Wreck," "ACC," "NCAA," "National Collegiate Athletic Association"
- School: "Georgia Institute of Technology (College/University)"
- School Abbreviation: "GT"
- Schools with Mascots: "GT Yellow Jackets," "Georgia Tech Yellow Jackets"
- Players and Coaches: "Paul Johnson," "Justin Thomas," "KeShun Freeman," "Quayshawn Nealy," "Dalvin Cook," "Brian Gregory," "Shaquille Mason"
- Keywords: "Sports," "athletics," "college sports," "college athletics," "competition," "highlights," "top plays". Also include specific sports associated: "football," "basketball," "softball," "baseball," "volleyball," "track and field," etc.
- If the video is related to a particular event, be sure to include in tags
- Examples: "NBA Draft," "College World Series," "CWS," "Women's College World Series," "WCWS," "NCAA Tournament," "March Madness," "MLB Draft."

### Tag Example (Coach Johnson Discusses the Capital One Orange Bowl):

- Paul Johnson, Orange Bowl, Capital One, Georgia Tech Yellow Jackets Football, Ricky Jeune, College Football, College Athletics, NCAA, National Collegiate Athletic Association, College Sports, American Football (Sport), Mississippi State Bulldogs Football, College Football Playoff, ACC, SEC

## PLAYLISTS

Be sure to add every video upload to a sport-specific or feature-specific playlist. **When you embed YouTube videos to *RamblinWreck.com*, use the embed code from the playlist so that consumers can go to the next video in the playlist.**



# SOCIAL MEDIA SIZING CHEAT SHEET

**Header Photo: 1500 x 500**

**Image Guidelines**

- Recommended 1500 x 500 px
- Maximum file size of 10 MB.
- JPG, GIF, or PNG.

**Profile Photo: 400 x 400**

**Image Guidelines**

- Square Image – recommended 400 x 400 pixels.
- Maximum file size 100 KB.
- JPG, GIF, or PNG.

**In-Stream Photo: 440 x 220**

**Image Guidelines**

- Min to appear expanded 440 x 220 pixels.
- Max to appear expanded 1024 x 512 pixels.
- Appears in stream collapsed at 506 x 253 pixels.
- Max file size of 5 MB for photos, and 3MB for animated GIF's.

1280 x 1024

1500 X 500

400 X 400  
DISPLAYS AT  
200 X 200

440 X 220

**Profile Image: 180 x 180 px**

**Image Guidelines**

- Must be at least 180 x 180 pixels.
- Photo will appear on page as 160 x 160 pixels.
- Photo thumbnail will appear throughout Facebook at 32 x 32 pixels.

This will be the photo representing you or your brand on Facebook. This square photo will appear on your timeline layered over your cover photo.

It will also appear when you post to other walls, comment on posts or when you're searched with Facebook's Open Graph.

**Cover Photo: 851 x 315 px**

**Image Guidelines**

- Appear on page at 851 x 315 pixels
- Anything less will be stretched.
- Minimum size of 399 x 150 pixels.
- For best results, upload an RGB JPG file less than 100 KB.
- Images with a logo or text may be best as a PNG file.

**Shared Images: 1200 x 900**

**Image Guidelines**

- Appear on page at 851 x 315 pixels
- Anything less will be stretched.
- Minimum size of 399 x 150 pixels.
- For best results, upload an RGB JPG file less than 100 KB.
- Images with a logo or text may be best as a PNG file.

**Shared Link: 1200 x 627**

**Image Guidelines**

- Recommended upload size of 1200 x 627
- Square Photo: Min 154 x 154 in feed
- Square Photo: Min 116 x 116 on page
- Rectangular Photo: Min 470 x 246 in feed
- Rectangular Photo: Min 484 x 252 on page

Facebook will scale photos under the minimum dimensions. For better results, increase image resolution at the same scale as the minimum size.

**Highlighted Image: 1200 x 717 px**

**Image Guidelines**

- Will appear on your page at 843 x 504 pixels.
- Choose a higher resolution at that scale for better quality..

851 x 315

180 x 180

1200 x 900

1200 x 627

1200 x 717

# SOCIAL MEDIA SIZING CHEAT SHEET

**Profile Image: 110 x 110**

**Image Guidelines**

- Appear on your home page at 110 x 110 pixels.
- Square photo – make sure to maintain an aspect ratio of 1:1.

**Photo Thumbnails: 161 x 161**

**Image Guidelines**

- The thumbnails will appear on the page at 161 x 161 pixels.
- Square photo – Make sure to maintain an aspect ratio of 1:1 ratio.

**Photo Size: 640 x 640**

**Image Guidelines**

- The size of Instagram images has been increased to 640 x 640 pixels.
- Instagram still scales these photos down to 612 x 612 pixels.
- Appear in feed at 510 x 510 pixels.

**640 x 640**

**Channel Cover Photo: 2560 x 1440**

**Image Guidelines**

There are a lot of different platforms and devices that users can stream YouTube on so it's important that your brand has a photo optimized for each one.

**Display Sizes:**

- Tablet display: 1855 x 423
- Mobile display: 1546 x 423
- TV display: 2560 x 1440
- Desktop: 2560 x 423 (1546 x 423 - pixels are always visible).

**2560 x 1440**

**Video Uploads: 1280 x 760**

**Video Guidelines**

- Videos must maintain a 16:9 aspect ratio.
- In order to qualify as full HD, your dimensions must be at least 1280 x 720 pixels.

**1280 x 760**



GEORGIA TECH ATHLETICS

***WRITING  
STYLE GUIDE***



# STYLE GUIDE

One measure of good writing is consistency. The Georgia Tech Communications & Public Relations office has compiled this style guide to help achieve a consistent image across the variety of written communication materials that represent GT, including marketing materials, news releases, almanacs, game notes, email correspondence and RamblinWreck.com. All communications materials created by Georgia Tech Communications & Public Relations will adhere to this guide.

The Associated Press Stylebook and Libel Manual serves as our primary reference for word usage, spelling, grammar, capitalization and punctuation. Additional references, including The New York Times Manual of Style and Usage, The Washington Post Deskbook of Style and Merriam-Webster's Collegiate Dictionary also provide extensive information of copy editing. This style guide also includes entries corresponding to almost all **AP SPORTS GUIDELINES AND STYLE** listings as well as entries suggested by ESPN editors.

## KEY TO ENTRIES

This style guide is organized alphabetically. Entry names, in **Helvetica Neue LT Std heavy condensed type**, indicate lowercase or capitalization as appropriate. Body text, in Helvetica Neue LT Std Thin Condensed, explains usage. Examples of usage (correct or incorrect) are shown in italics.

## A

### a, an

1. In general use "a" before a consonant sound, "an" before a vowel sound. Use "a" before a pronounced "h," long "u" (or "eu"), and "o" as pronounced in one. Example: a one-on-one meeting; a euphemism
2. Use "an" when the "h" is not pronounced, as in "an honor student"
3. Use "an" when a group of initials begins with a vowel sound (even if the first letter is a consonant). Example: an MBA graduate

A. French Building

### a.m., p.m.

Lowercase, with periods. Avoid redundant phrasing (9 a.m. in the morning)

## abbreviations and acronyms

Avoid following an organization's full name with the acronym in parentheses when the acronym is clear on second reference.

The following abbreviations are acceptable on first reference: ACC (Atlantic Coast Conference), AFC (American Football Conference), FIA (Federation Internationale de l'Automobile), FIFA (Federation Internationale de Football Association), MLS (Major League Soccer), MRI (magnetic resonance imaging test), NASCAR (National Association of Stock Car Auto Racing), NBA (National Basketball Association), NCAA (National Collegiate Athletic Association), NFC (National Football Conference), NFL (National Football League), NHL (National Hockey League), PGA (Professional Golfers' Association).

NOTE: There are others, such as colleges and universities, that can be used on first reference if your judgment is that their identity is readily apparent in context — e.g., UCLA, USC, LSU, TCU, VCU.

**BEFORE A NAME** Abbreviate the following titles when used before a full name outside direct quotations: Dr., Gov., Lt. Gove., Mr., Mrs., Rep., Rev., Sen., and certain military designations (See The AP Stylebook). Spell out all except Dr., Mr., Mrs., and Ms. when they are used before a name in direct quotations.

**AFTER A NAME** Abbreviate Jr. or Sr. after an individual's name.

Abbreviate Co., Corp., Inc., and Ltd. following the name of a corporate entity. In general, abbreviate academic degrees after an individual's name.

**INITIALS** In general, follow AP's rules that most two-letter abbreviations take periods except that we drop the periods when a person's full name is reduced to initials.

**NUMBERED ADDRESSES** Abbreviate St., Ave., Blvd. only with numbered addresses.

**STATES** Most states are abbreviated with periods when following a city or town. See The AP Stylebook.

See **ABBREVIATIONS AND ACRONYMS** in The AP Stylebook and Libel Manual.

## academic degrees

Spell out and use lower case for academic degrees: bachelor's degree, master's degree, juris doctor, doctor's degree or doctorate (not doctoral). When incorporating degree abbreviations in text, use PhD, EdD, MA, MS, BA, BS with no periods.

## academic majors

Use lower case for majors with the exception of languages, which are proper nouns.

## academic titles

Capitalize and spell out formal titles when they directly precede a name. Lowercase title and uppercase formal department designation when following a name or when appearing without a name. Do not capitalize occupational descriptions or identifiers, even if they appear directly before a name.

Following are some examples of how various academic titles might appear in text:

President G.P. "Bud" Peterson; G.P. "Bud" Peterson, president of the Georgia Institute of Technology.  
Dene H. Sheheane, executive director for government and community relations  
Michael L. Warden, vice president for communications and marketing  
Patrick McKenna, associate vice president for legal affairs and risk management

In new releases and articles, an individual's full name and title are used only on a first reference. On subsequent references, use only the last name.

## Academy of Medicine

### ACC (Atlantic Coast Conference)

Abbreviation is acceptable on first reference.

## accents

Use per Webster's (résumé, cliché) in common nouns, but generally avoid in proper nouns. Coding: The basic format is & # xxx ; -- with no spaces and subbing in the three-digit code for each character where the x's are. In the list below, there's a space added after each ampersand and before each semicolon so the coding will show up in the stylebook; REMOVE the spaces to use the coding.

# STYLE GUIDE

## access

Noun; avoid using as verb

## accommodate

## accuracy

Nothing undermines credibility quicker or with more devastating effect than inaccurate information; when readers know a report to be wrong, and spot what they see as a trend of inaccurate reports from a source, they come to question all reports from that source. The source can be a single byline, or an entire brand, or all media. RamblinWreck.com is dedicated to being recognized for its accuracy and credibility.

## Achilles tendon

No apostrophe for the tendon connecting the back of the heel to the calf muscles. But it's *Achilles' heel*, with an apostrophe, for a vulnerable spot.

## acknowledgment

## ACL

When describing injuries, acceptable in all references to the *anterior cruciate ligament*.

## acronyms

On first reference, spell out names of schools and colleges, government agencies, associations, and other groups. You can use acronyms on second reference. Don't use too many acronyms in a document or article because they can clutter your text. See also abbreviations and acronyms

## ad hoc

For a specific purpose. Do not hyphenate or italicize. Used as an adjective or adverb.

## addresses

Use the abbreviation Ave., Blvd. and St. with numbered addresses. Spell them out and capitalize when part of a formal street name without a number (Pennsylvania Avenue). Lowercase and spell out when used alone or with more than one street name (San Amaro and Ponce de Leon avenues).

All similar words — alley, drive, road, terrace, etc. — are always spelled out. Capitalize them when part of a formal name without a number, lowercase when used alone with two or more names.

Use numerals for an address number: 150 Bobby Dodd Way NW.

Spell out and capitalize First through Ninth when used as street names; use figures for 10th and above.

## administrative offices

Capitalize the names of departments, divisions and offices. Use lower case for the words department, division or office when they stand alone.

## advance, advanced

Used as adjectives, advance means "ahead of time" and advanced means "beyond others."

## adverse, averse

"Adverse" means unfavorable. "Averse" means reluctant.

## adviser, advisor

"Adviser" is preferred although both are correct.

## affect, effect

Do not confuse; use affect as a verb, effect as a noun. The effect of the medicine is unknown. It will affect [bring about] the transition.

## African-American, black

First, determine whether race is relevant to the story, and if it is, determine whether the person or group involved has a preference, then attempt to comply with their wishes if it can be done within the context of the story, its content and construction. Be aware that an African-American is black, but a black person is not necessarily an African-American. Nonetheless, the term African-American is preferred for noun usage (unless it's false).

## afterward

Not afterwards.

## ages

Always use figures: 18-year-old student, 4-year-old boy; but the boy is 4 years old (dashes are only used when the age is used as a modifier), the student just turned 18 years old.

NOTE: AP says to use 30-something with the numeral. Also, AP changed its style (November 2007) so that numerals are called for with single-digit ages even for inanimate objects.

## air ball (n.), air-ball (v., adj.)

## Alabama, Ala. (abbreviation), AL (postal abbreviation)

Spell out when standing alone in text, abbreviate in datelines and in conjunction with a city, county, town, village or military base in text. Abbreviation may be used in charts. Use postal abbreviation only when providing a mailing address.

## Alaska (no abbreviation), AK (postal abbreviation)

Spell out when standing alone in text, abbreviate in datelines and in conjunction with a city, county, town, village or military base in text. Abbreviation may be used in charts. Use postal abbreviation only when providing a mailing address.

## Alexander-Tharpe Fund

## All-America, All-American

Use All-America when referring to the team; use All-American when referring to an individual; players named to unofficial preseason All-America teams should not be referred to as All-Americans. If a player is not a consensus All-American, named to the majority of recognized All-America teams, reference should be made to the organization naming him, such as a Walter Camp All-American.

All-American generally is assumed to mean first-team status. Specify if it's second-team, etc. (and possibly for first-team athletes if story goes back and forth among lists).

## all-conference, all-state

Lowercase for generic versions (all-state, all-conference), but capitalize for official conference / school teams (All-ACC, All-Florida).

# STYLE GUIDE

## All-Star

When referring to Major League Baseball, the NBA and the NFL, it is the All-Star Game and the participants are All-Stars. For the minor leagues and all other all-star games, use lowercase. For the NFL use Pro Bowl and Pro Bowlers. Note: All-Star Weekend seems to be pretty official now, but still All-Star break.

## alley-oop (n., adj.)

## allows

It has connotations of giving permission; do not use if the meaning is enables.

## all right

Never alright; Hyphenate as a modifier: He is an all-right student.

## all time, all-time

An all-time high, but the greatest quarterback of all time. Avoid the redundant phrase "all-time record."

## allude, refer

"To allude" means to speak of without mentioning. "To refer" means to speak of directly.

## a lot

Two words.

## alumna, alumnae, alumnus, alumni

Alum/alumni refers to any group of graduates — both men and women or just men. Alumna refers to one woman. Alumnae refers to a group of women. Alumnus refers to one man.

## America East Conference

Albany, Binghamton, Hartford, Maine, UMass-Lowell, New Hampshire, Stony Brook, UMBC, Vermont

## American Athletic Conference

Cincinnati, East Carolina, Houston, Memphis, SMU, Temple, Tulane, Tulsa, UCF, UConn, USF

## American Indian

Preferred usage. Where possible, use the name of the tribe.

## among, between

Among indicates the interval, intermediate position, or relationship of more than two people or things; between implies only two.

## ampersands

Use an ampersand (&) only if part of an official name. Otherwise spell out the word 'and'.

## and/or

Always avoid: You and/or me means you or me or both; it's either or.

## annual

An event cannot be annual until it has been held in at least two successive years. There is no such thing as first annual picnic, first annual banquet. Note instead that the sponsors plan to hold the event annually.

## another

Refers to an element that somehow duplicates a previously stated quantity. It is not a synonym for additional.

Correct: Ten people took the test; another 10 refused.

Incorrect: Ten people took the test; another 20 refused.

Correct: Ten people took the test; 20 others refused.

## anticipate, expect

Anticipate means to expect and prepare for something; expect does not include the notion of preparation.

They expect a record crowd.

Anticipating a record crowd, they ordered more food.

## API (Application Programming Interface)

Have you ever wondered how your favorite app connects to so another of your much-loved services? Buffer, for instance, uses the Twitter API to schedule and post tweets. In general, an API outlines the specifics of software applications, telling components how they should act on an interface.

## apostrophe, use of

Treat the use of apostrophes with team nicknames as you would the use of the possessive with the city name in a similar construction, e.g., Georgia Tech wide receiver DeAndre Smelter... Yellow Jackets receiver DeAndre Smelter... Georgia Tech's top receiver DeAndre Smelter, hauled in... The Yellow Jackets' top receiver, DeAndre Smelter, was...

Some hints: Phrases with "the" generally take the possessive (see last example); when there's no "the," it can help to sub in the city name and determine whether that would be possessive. Is s/he the team's only center? If so, possessive. If not, it's just a modifier, so no apostrophe.

Used to indicate elision ('94, 'roids, etc.) EXCEPT with proper names. Don't use an apostrophe with truncated proper names even if it doesn't form a word; e.g., Canes, Noles, Skins — also use Cuse, Nova, etc. — no apostrophe.

Also use in plurals of a single letter (X's and O's, K's) but not in plurals of single numerals (3s) or multiple letters (IOUs). See also APOSTROPHE in the AP Guide to Punctuation for other applications.

## April

Capitalize and spell out, do not abbreviate.

## Arizona, Ariz. (abbreviation), AZ (postal abbreviation)

Spell out when standing alone in text, abbreviate in datelines and in conjunction with a city, county, town, village or military base in text.

Abbreviation may be used in charts. Use postal abbreviation only when providing a mailing address.

## around, about

"Around" should refer to a physical proximity or surrounding. "About" indicates an approximation (Let's have lunch about 11:30 a.m.).

## Arthur B. Edge Jr. Intercollegiate Athletics Center

# STYLE GUIDE

## Asians, Asian-American

Use Asian when referring to anyone from Asia, but use Asian-American when specifically referring to those of Asian ancestry who are American citizens.

## assist

You don't dish out or hand out an assist. You dish out the ball to get an assist.

## assure, ensure, insure

Assure means to convince someone or set a person's mind at ease. Her professor assured her that she could enroll in the course. Ensure means to guarantee or secure.

## as well as

Conjunction; means "and in addition;" don't set off by commas; He was brave as well as loyal. Preposition; "means in addition to;" set off by commas; The coach, as well as the team, was ready to play.

## at-bat(s)

He was hitless in four at-bats, or, he was hitless in four times at bat.

## athletic director, Director of Athletics

Abbreviation AD is acceptable on first reference.

## athletic directors, Georgia Institute of Technology

Below is list of Georgia Tech Athletic Directors:

ATHLETIC DIRECTOR	TENURE
John Heisman	1904-19
William Alexander	1920-50
Bobby Dodd	1950-76
Doug Weaver	1976-79
Homer Rice	1980-87
David Braine	1997-2006
Dan Radakovich	2006-12
Mike Bobinski	2013-

## Atlantic 10 Conference

Davidson, Dayton, Duquesne, George Mason, Fordham, George Washington, LaSalle, Richmond, St. Bonaventure, Saint Joseph's, Saint Louis, Rhode Island, UMass, VCU

## Atlantic Coast Conference (ACC)

Boston College, Clemson, Duke, Florida State, Georgia Tech, Louisville, Miami, North Carolina, NC State, Notre Dame, Pittsburgh, Syracuse, Virginia, Virginia Tech, Wake Forest

## Atlantic Sun Conference

Florida Gulf Coast, Jacksonville, Kennesaw State, Lipscomb, North Florida, Northern Kentucky, Stetson, USC Upstate

## attorney, lawyer

Interchangeable in common usage. Do not abbreviate attorney.

## August, Aug.

Capitalize and spell out, abbreviating only when used with a specific date, e.g. The third day of February 2050 will be Feb. 3, 2050, no matter what.

## avenue

Abbreviate only in numbered addresses.

## awards and trophies

If a player or team wins more than one of the same award, keep the capitalization of Award, Trophy, etc. If a player wins more than one kind of award, though, lowercase the generic portion.

Robert Griffin III became the first Heisman Trophy winner in Baylor history in 2011; Roger Clemens won a record seven Cy Young Awards; Martin St. Louis won the Hart, Art Ross and — oh yeah — Stanley Cup trophies in 2004.

## awhile/a while

Examples: They plan to stay for a while. They plan to stay awhile.

# B

## baccalaureate

## bachelor of arts, bachelor of science

A bachelor's degree or bachelor's is acceptable. See also **ACADEMIC DEGREES**

## backboard

## backcourt

## backdoor play, back door (n.)

When a players slips behind the defense (and toward the basket) to take a quick pass, often at the baseline.

## 'backer

As in linebacker.

## backfield

## backhand

## backspin

## backstop

## backup (n., adj.), back up (v.)

## bad (adj.), badly (adv.)

## bated breath

Not baited breath, despite its greater familiarity. The phrase bated breath comes from the verb bate, meaning "to lessen or restrain."

## ball boy, ball girl

Two words (AP style).

## ball carrier

Two words (AP style).

# STYLE GUIDE

## ballclub

One word (AP style).

## ballgame

One word (AP style).

## ball handler

Two words (Merriam-Webster).

## ballhandling

One word (M-W).

## ball hawk

Two words (M-W).

## ball hog

Two words (M-W, by omission).

## ballpark

One word (AP style).

## ballplayer

One word (AP style).

## ball striker

Two words (M-W, by omission).

## Baltimore chop

A ball hit into the ground in front of (or off of) home plate that takes a high bounce over an infielder's head.

## Band-Aid

Trademark; capitalized.

## barehand (*v.*), bare-handed (*adj.*, *adv.*)

One word for the verb, but hyphenate the modifier form.

## baseline

One word (but first-base line).

## baserunner, baserunning

One word in both cases. (Latter is in Merriam-Webster; former appears to be standard usage).

## bases-loaded single (*etc.*)

Hyphenate.

## base stealer

Two words.

## batter's box

Note apostrophe.

## beatdown (*n.*, *mod.*), beat down (*v.*)

## because, since

Use because to denote a specific cause-effect relationship. Use since in a casual sense when one event led logically to a second but was not its direct cause.

## bench press (*n.*), bench-press (*v.*)

## beside, besides

Use beside to mean at the side of (sit beside me); to compare with (beside other studies); or apart from (that's beside the point). Use besides to mean furthermore (besides, I said so); in addition to (and elm and maple trees besides); or otherwise (there's no one here besides Bill and me).

## between, among

Use between to show a relationship between two objects only. Use among when it's more than two. Between takes an objective pronoun — me, her, him.

## biannual, biennial

Biannual is twice a year. Biennial is every two years.

## bias-free language

Avoid reference to gender, race, age, sexual orientation, ethnic background or debilitating physical condition if it is not germane to the story.

**AGE:** Avoid "elderly" and "senior citizen" in reference to an individual.

**DISABILITY:** The term "disabled" is preferable to "handicapped." The phrase "people with disabilities" is preferable to "the disabled." Do not use "afflicted with" or "is a victim of" or "wheelchair-bound."

**DISEASES:** Do not use a disease to describe an individual.

**GENDER NEUTRALITY:** Avoid the awkward "s/he" and "his/her" by using plurals whenever possible. Be sensitive to gender-specific terms and titles. For "policeman," "waitress," "chairman," "stewardess," "foreman," "mankind," substitute police officer, server, chair, flight attendant, supervisor, humanity. Avoid superfluous gender references. (NOTE: In some corporate uses, chairman is acceptable, if that's the title used by the company.)

## Bible

Capitalize, without marks or italics. Also capitalize related terms. Lowercase biblical in all usage. Lowercase bible in non-religious use.

## biceps

Not bicep.

## Big Dance

Cap B, D when referring to NCAA tournament. Capital D may be retained when referring simply to "the Dance," but that one's more of a discretionary matter.

## big leagues, the bigs, big league player

No hyphen in last one is (newish) AP style.

## Big Ten Conference

Illinois, Indiana, Iowa, Maryland, Michigan, Michigan State, Minnesota, Nebraska, Northwestern, Ohio State, Penn State, Purdue, Rutgers, Wisconsin

## Big 12 Conference (not Big XII)

Baylor, Iowa State, Kansas, Kansas State, Oklahoma, Oklahoma State, Texas, Texas Tech, TCU, West Virginia.

## Big East Conference

Butler, Creighton, DePaul, Georgetown, Marquette, Providence, St. John's, Seton Hall, Villanova, Xavier.



# STYLE GUIDE

## Big Sky Conference

Cal Poly, Eastern Washington, Idaho, Idaho State, Montana, Montana State, North Dakota, Northern Arizona, Northern Colorado, Portland State, Sacramento State, Southern Utah, UC Davis, Weber State.

## Bill Moore Student Success Center

## billion

A thousand million. Use the word billion with numerals; do not use a series of zeros.

## bimonthly

Every other month. Semimonthly means twice a month.

## birdie (*n.*), birdies (*pl.*), birdie (*v.*), birdied, birdieing

One stroke under par for a golf hole.

## birthday

Capitalize when part of a holiday. Lowercase otherwise.

## biweekly

Every other week. Semiweekly means twice a week.

## black, African-American

First, determine whether race is relevant to the story, and if it is, determine whether the person or group involved has a preference, then attempt to comply with their wishes if it can be done within the context of the story, its content and construction. Be aware that an African-American is black, but a black person is not necessarily an African-American. Nonetheless, the term African-American is preferred for noun usage (unless it's false).

## blind

Describes a person with complete loss of sight. For others, use visually impaired.

## blitz (*v.*, *n.*)

## blitzer

## blocked shot

In hockey and soccer, a shot prevented from reaching the net by a player other than the goaltender.

## blog

A website where short entries are usually (but not always) presented in reverse chronological order, with the newest entry first. Can be news, commentary, photos, video or any combination of the above and other items. An update to a blog is a blog post or blog entry. Blogs can also be distributed outside the website context via RSS feed.

## Bobby Dodd Stadium at Historic Grant Field

## bogey (*v.*, *n.*), bogeys (*pl.*), bogeyed (*v.*)

One stroke over par for a golf hole.

## book titles

Put quotation marks around the title of most books; exceptions include the Bible and books that are primarily reference material such as almanacs, catalogs, directories, dictionaries, encyclopedias, gazetteers, handbooks and similar publications.

Capitalize the principal words, including prepositions and conjunctions of four or more letters. Capitalize an article — the, a, an — or a word of fewer than four letters if it is the first or last word in a title.

Also see **COMPOSITION TITLES** in The AP Style and Libel Manual.

## bowl games

Capitalize, as in Rose Bowl. Include reference to the sponsor on first reference in body text (e.g., Capital One Orange Bowl).

## (the) box

In football, the players in the box are concentrated near the line of scrimmage to defend primarily against the run and do not include those players lined up in pass coverage.

## bracketology vs. Bracketology

Think of ESPN versions as having a virtual trademark.

## brackets [ ], and parentheses ( )

In general, parentheses enclose an aside by the writer or, in the case of quotations, by the speaker being quoted, while brackets enclose material that has been added to — or changed in — a quote, e.g., "I was looking for a fast ball and Pedro [Martinez] threw me a curve (and he has a doozy of a curve) for a strike," said (Sammy) Sosa, who struck out [editors' note: three strikes and you're out.].

## brand names

Generally, just don't do it unless the brand is truly material to the story — e.g., a paid endorsement or the like. Writers and editors should consider very carefully whether a specific brand name really needs to be in a story. Most references can be written to imply the cost, style, etc., without using the actual brand name. Any implication — intended or otherwise — that a brand or manufacturer is inferior or at fault should be treated with extreme caution and, particularly in the "fault" instances, journalistically airtight.

## break away (*v.*), breakaway (*n.*, *adj.*)

He was unable to break away, as the defense was alert for breakaways and the potential for breakaway plays.

## break out (*v.*), breakout (*n.*, *adj.*)

Aggressive forechecking made it difficult for the Bruins to break out of their zone, disrupting their breakout play and limiting their breakouts.

## break up (*v.*), breakup (*n.*, *adj.*)

Matches AP style.

## brush back (*v.*), brushback (*n.*, *adj.*)

Merriam-Webster (noun): a pitch intentionally thrown near the batter's head or body).

## building and facility names

Capitalize the proper names of buildings, including the word Building if it is part of the name. In outside media usage, use the complete name of the building in the first reference.

# STYLE GUIDE

**build up** (*v.*), **buildup** (*n.*, *adj.*)

## bullpen

One word. If you must use the shortened version, we're going with an apostrophe: 'pen.

## bunt

A left-handed batter drags a bunt past the pitcher on the first-base side of the mound; he drops a bunt on the third-base side. A right-handed batter pushes a bunt to the first-base side of the mound and drops a bunt the other way. A sacrifice bunt is sometimes referred to as a sacrifice hit, though it is an out; simply use sacrifice.

## Buzz

Buzz — who made his first campus appearance in 1980 — is the world-famous and beloved mascot of the Georgia Tech Yellow Jackets. Buzz gets Tech fans cheering at nearly all the Institute's intercollegiate sporting events.

## Byers Tennis Complex

## bylaw

# C

## CABMA

College Athletic Business Management Association.

## caddie

Other forms: caddied, but caddying take a 'y'.

## Callaway Club

Located at McCamish Pavilion.

**California, Calif.** (*abbreviation*). **CA** (*postal abbreviation*)

Spell out when standing alone in text, abbreviate in datelines and in conjunction with a city, county, town, village or military base in text. Abbreviation may be used in charts. Use postal abbreviation only when providing a mailing address.

## campaign

Capitalize when referring to the full title of a major fundraising drive.

## Campanile

Always capitalize.

## campus

Capitalize only when used as part of a formal name. Lowercase in all other uses.

## campuswide

One word. Also: citywide, countywide, statewide, nationwide and worldwide. An exception is if a word becomes long and cumbersome. As in university-wide. Another exception is World Wide Web.

## can/may

Can means being able to; may suggests possibility or permission.

## cancel/canceled/canceling/cancellation

## capitalization

As a general rule, don't use all caps (even for a brand name) unless something is an acronym (ALLTEL Stadium, FOX, STATS Inc., but BIG EAST is always in all caps). Limited internal capitalization for brand names is OK, though.

Capitalize the first word after a colon if the text after the colon could stand alone as a sentence; this includes imperatives with an understood "you" (e.g., She told us: Remember where you came from and where you're going).

For titles, see **TITLES** in *The AP Stylebook and Libel Manual*.

## catalog, catalogued, cataloger, cataloging

Not "catalogue" except when formal title of publication.

## CD-ROM

CD-ROM disc is redundant.

## CEFMA

Collegiate Event and Facility Management Association.

## center

Not centre; in basketball position No. 5, usually takes the opening jump ball.

**center field** (*n.*), **center fielder** (*n.*), **center-field** (*adj.*)

The center fielder must cover the vast expanse between left and right fields and from short center field to the center-field fence. (Also center midfielder in soccer)

## century

Lowercase unless part of a title: eighth century, 15th century, 21st century, 20th Century Fox.

## chair

Use instead of chairman, chairwoman, chairperson, unless it is official title used by company. Capitalize before a name, but not after a name.

## championship

Generally lowercase.

**change up** (*v.*), **changeup** (*n.*)

**check-in** (*n.*), **check in** (*v.*)

## checklist

**checkup** (*n.*), **check up** (*v.*)

**checkoff** (*n.*), **check off** (*v.*)

## Chicano, Chicana, Hispanic, Latino, Mexican American

The preferred designation is Latino, which refers to all people of Spanish origin in the United States who identify with Latin America. Hispanic is a federal U.S. Census term, and Chicano is a political term that arose out of the civil rights movement of the 1960s. All should be capitalized.

## chop-block

 (*n.*, *v.*)

## citywide/statewide/worldwide

Generally not hyphenated.

# STYLE GUIDE

## class, Class

Capitalize the C in a "Class of 20xx" construction when referring specifically to a graduating class; lowercase in constructs such as "the rookie class of 2006."

## Class A

Minor league baseball classification, also Triple-A, Double-A, Rookie League. He was recalled from Class A Greensboro; he made it all the way from Class A to the majors (Don't use Single A except in quotes).

## Class AA

OK in quotes, but not preferred style; use Double-A.

## Class AAA

OK in quotes, but not preferred style; use Triple-A.

## clay court (*n.*), clay-court (*adj.*)

## cleanup (*n., adj.*), clean up (*v.*)

## cliché

Clichés are quick, precise hits, perfect for the occasion and unfortunately overused, so write something original.

## click (*v., n.*)

## CTR (Clickthrough rate)

Like conversion rate, this measures the amount of people who took an action—in the case of CTR, the action is a click—divided by the number of people who could have. In email marketing, for instance, CTR describes the rate at which people clicked on a link in an email, taking into consideration the number of people who received the email.

## closer

The relief pitcher who normally records most of a team's saves; preferred to stopper.

## co-

To remain consistent, retain the hyphen when forming nouns, adjectives and verbs that indicate occupation or status: co-author, co-chairman, co-host, co-worker. Use no hyphen in other combinations: coexist, coeducation. Two people, no hyphen when state of being.

## coach

Use lowercase except when it's substituting for a name — including just a first name. E.g., "I couldn't believe Coach told us to skate more sprints after Coach Smith already almost killed us with 'em." Note: quarterbacks coach, running backs coach, etc. (but QB coach w/ no s, where abbreviation is appropriate).

## coachspeak

One word.

## coast

Lowercase when referring to the physical shoreline (Atlantic coast, east coast). Capitalize when referring to region of the United States lying along such shorelines (Atlantic Coast, East Coast). Do not capitalize when referring to smaller regions (the Virginia coast). Capitalize when standing alone only if the reference is to the West Coast.

## collective nouns

Normally, collective nouns take singular verbs and pronouns, but teams such as the Heat, Jazz, Liberty, Thundering Herd are treated as plural: e.g., The Jazz were hammered unmercifully in suffering their third straight loss.

## college and university names

Spell out and capitalize as part of formal name. Lowercase the college, the academy, etc.

## college football rankings

Once the first College Football Playoff standings are released midseason, those rankings supersede others (including AP) in all instances.

**NOTE:** It's appropriate to use the word "rank" to refer to College Football Playoff standings position.

## colloquialisms

While the Internet developed as a less formal medium than most, and still retains a greater sense of community than television and print media, we must take care to not become inappropriately conversational in tone, thus threatening credibility. On the other hand, we must retain a personality and voice. Be aware of the differences between news articles, commentary and chats.

## colons and clauses

Capitalize the first word after a colon if the text after the colon could stand alone as a sentence; this includes imperatives with an understood "you" (e.g., She told us: Remember when you came from — and where you're going.). A colon should be used in a Q&A format.

## Colorado, Colo. (*abbreviation*), CO (*postal abbreviation*)

Spell out when standing alone in text, abbreviate in datelines and in conjunction with a city, county, town, village or military base in text. Abbreviation may be used in charts. Use postal abbreviation only when providing a mailing address.

## come back (*v.*), comeback (*n., adj.*), comebacker (*n.*)

To come back from 35 points down in the fourth quarter would be a comeback victory to dwarf all comebacks. The last one (a grounder right back to the pitcher) also is one word.

## comeback victory

Preferable to AP's standard come-from-behind victory.

**NOTE:** Teams trail series 2-0, never 0-2. (same logic applies to game scores).

## commas

- No comma before conjunction in a series unless confusion might result without one (e.g., if there's a conjunction in item(s) in the series; "His favorite sandwiches are grilled cheese, peanut butter and jelly, and tuna melts").
- No comma when quoted material ends in a question mark or exclamation point. ("Why not?" he asks.)
- No comma before Jr., Sr. or Inc. (Mel Kiper Jr., Scouts Inc.).
- Commas should be used with nonessential phrases/clauses, but not with those integral to the understanding of the sentence. "Joe's brother, Bill, knew better" indicates that Joe has only one brother, who happens to be named Bill; "Joe's brother Bill knew better" indicates that Joe has more than one brother (and that the other one (or more) isn't as savvy, perhaps).

See also **AP PUNCTUATION GUIDE** entry.

# STYLE GUIDE

## Commencement, Convocation

Always capitalize Commencement and Convocation when used in reference to Georgia Tech. For the formal name of a specific ceremony, capitalize all elements. Lowercase commencement and convocation when referring to ceremonies other than Georgia Tech's.

## committee

Capitalize full name, but not on references thereafter. Do not abbreviate.

## communications, telecommunications

Use plural unless official directory shows a singular in an organization's name. Thus, communications software and telecommunications service.

## company, Co.

Use an ampersand with Co., e.g., Brett Favre & Co. are coming to town.

## company names

Use the spelling and capitalization preferred by the company/corporation, with several exceptions:

- Names that are not capitalized (e.g. adidas) are capitalized to begin a sentence.
- All-caps are not used unless it is an acronym (e.g. IBM and NASCAR).
- Symbols such as exclamation points, asterisks and contrived spellings that might confuse the reader are not used.
- Do not use a comma after the name and before Inc. or Ltd., even if it is used in the official company/corporate name.

## complement/compliment

"Complement" is something that supplements. "Compliment" is praise or the expression of courtesy.

## complimentary, complementary

Complimentary denotes a courtesy; complementary denotes completeness.

## comparatives

Do not use comparative forms of words without indicating what comparison is being made.

## compose

Means to create or put together.

## comprise

Means 'composed of.' Use include instead of comprise if number of objects is not the complete set. Comprise means to contain, to include, or embrace. It is best used only in the active voice, followed by a direct object.

## conferences, college

Use lowercase nouns when referring to things such as the SEC championship or the Pac-10 tournament unless you are using the official title (e.g. Aeropostale BIG EAST Women's Basketball Championship, Dr Pepper ACC Championship Game) or when writing a headline.

## conjunctions

It is OK to begin a sentence with a conjunction occasionally, but do not set the conjunction off with a comma.

## Conference USA

Charlotte, Florida Atlanta, Florida International, Louisiana Tech, Marshall, Middle Tennessee, North Texas, Old Dominion, Rice, Southern Miss, UAB, UTEP, UTSA, Western Kentucky.

## Connecticut, Conn. (abbreviation), CT (postal abbreviation)

Spell out when standing alone in text, abbreviate in datelines and in conjunction with a city, county, town, village or military base in text. Abbreviation may be used in charts. Use postal abbreviation only when providing a mailing address.

## CoSIDA

College Sports Information Directors of America.

## couldn't care less

Don't use the common, but incorrect could care less. This literally means **"I care more than I might."**

## counter punch (v.), counterpunch (n.), counterpuncher (n.)

In the fourth round, the counterpuncher of all counterpunchers began to counter punch with even more effect, beating his opponent to the punch with counterpunch after counterpunch.

## course titles

Lowercase those without proper names.

## courtesy titles

In general, omit use of "Mr.," "Mrs.," "Miss" or "Ms." when using first and last names. Betty Ford. Jimmy Carter. Do not use "Mr." unless it is combined with Mrs. Do not reference a woman's marital status unless it is pertinent.

## cross country

Two words in reference to the running event; see **CROSS COUNTRY** in AP Sports Guidelines and Style for correct competition summary. (Do hyphenate for skiing [AP] and as a modifier meaning across a country, i.e., a cross-country bus trip.)

## cum laude

To graduate with distinction.

## curveball

One word.

## C-USA (Conference USA)

Abbreviation acceptable on second reference. Never use CUSA.

## cut off (v.), cutoff (adj.)

The cutoff man helped the team in the field cut off the runner's progress.

# D

## dashes

Use sparingly to mark a sudden change in thought or to give emphasis or explanation by expanding a phrase occurring in the main clause. Best used in pairs, and worth considering limited their usage to instances when there are commas in other portions of the clause and dashes are needed for clarity.

## data

Use data is...

# STYLE GUIDE

## database

One word as a noun and adjective.

## datelines

A dateline indicates the location of the story. The city of local jurisdiction of the dateline is **ALL CAPS**, the state, province or country as required is caps and lowercase.

- The following U.S. cities do not require state abbreviations in the dateline: Atlanta, Baltimore, Boston, Chicago, Cincinnati, Cleveland, Dallas, Denver, Detroit, Honolulu, Indianapolis, Las Vegas, Los Angeles, Miami, Milwaukee, Minneapolis, New Orleans, New York, Oklahoma City, Philadelphia, Phoenix, Pittsburgh, St. Louis, Salt Lake City, San Antonio, San Diego, San Francisco, Seattle, Washington.
- The following Canadian cities do not require provincial abbreviations in the dateline: Montreal, Ottawa, Quebec City, Toronto.

See also **DATELINES** in The AP Stylebook and Libel Manual for more.

## dates

For all days seven or more days before or after the current day, use the month and date; use the day of the week for days six days or less before or after the current date, including the current day, except in certain cases (see **TODAY**); the verb tense and context should indicate whether the day has passed or is coming up.

## Day 1, day one

Use cap D and numeral when referring to first day of an ongoing experience. Use lowercase and the word "one" for the colloquialism that means from the get-go.

## day to day

Hyphenate only as a compound modifier preceding a noun: *Aaron Rodgers will be evaluated on a day-to-day basis.* Otherwise, no hyphen: *LeBron James was day to day with an injured right ankle.*

## daylight time

Do not use EDT, use ET, which is the time reference for all upcoming events in all RamblinWreck.com copy and denotes prevailing time at any time of the year. **NOTE:** As for March 29, 2007, AP style is daylight saving time, no hyphen.

## days of the week

Capitalize, do not abbreviate; use for all days six days or less before or after the current date, including for the current day except in certain cases; the verb tense and context should indicate whether the day has passed or is coming up. For seven or more days in the past or future, use the month and date.

See also **TIME ELEMENT**.

## D-back (football)

Short for defensive back.

## D-coordinator

Do not use DC.

## dean

Capitalize before a name; lowercase in other uses.

## dean's list

Lowercase.

## decades

Pluralize with s, no apostrophe: the 1990s; the '90s.

## December, Dec.

Capitalize and spell out, abbreviating only when used with a specific date, e.g. The third day of December 2050 will be Dec. 3, 2050, no matter what.

## decision-maker (n.), decision-making (n., adj.)

## defenses

Use numerals for 4-3 defense and the like.

## degrees

Capitalize the full degree title. Lowercase the shorter form. Bachelor of Arts degree; bachelor's degree; doctorate.

Do not use the word degree with a degree abbreviation. (He has an MS in athletic administration, not 'He has an MS degree in history.')

## Delaware, Del. (abbreviation), DE (postal abbreviation)

Spell out when standing alone in text, abbreviate in datelines and in conjunction with a city, county, town, village or military base in text. Abbreviation may be used in charts. Use postal abbreviation only when providing a mailing address.

## designated hitter, DH, DHed

Abbreviation acceptable on first reference if the meaning is apparent from context. No apostrophe in DHed because no letters missing.

## desire

Use want instead; see also wish.

## dialogue

Not dialog.

## dial-up (adj.), dial up (v.)

## difference-maker

## different than

Use different from instead.

## dime back (two words – n., adj.)

This is prevailing style for a cornerback who serves as the sixth defensive back used in dime coverage (a nickelback is the fifth defensive back [third cornerback]). Usually used for pass coverage and filled by a fast player who essentially has been relegated to backup cornerback. (based on Wikipedia definition)

## directions and regions

In general, lowercase east, western, southeast, etc. when referring to a compass direction and uppercase when referring to a region (Southern accent, South Florida, the West Coast, Southwestern Louisiana).

## disabled

Use this term rather than handicapped. See the "disabled, handicapped, impaired" entry in the AP Stylebook for further instructions.



# STYLE GUIDE

## discreet vs. discrete

Discreet means "prudent, circumspect": I'm afraid I was not discreet; discrete "means detached, separate," e.g., There are four discrete sounds coming from the system. Use discrete if you mean distinct; separate; otherwise, use discreet.

## disc, disk

In general, audio terminology takes a c (compact disc, laserdisc, disc jockey), also disc brake, but most other words use a k (herniated disk, floppy disk, e.g.).

## discus

The disc thrown in track and field events.

## disinterested, uninterested

"Disinterested" means impartial. "Uninterested" means someone lacks interest.

## dissociate

Not disassociate.

## distances

The first reference to miles, meters, feet, inches and other units of measure should be spelled out, separated by commas, e.g., She ran 26 miles, 385 yards and he jumped 26 feet, 10 inches; subsequent distances are separated by hyphens, e.g., 26-10.

**NOTE:** Use numerals for the length of any track at least 1 mile long. So, 1-mile, 1.5-mile and 2-mile tracks, but do spell out half-mile track (e.g.) for those shorter than a mile. See also **NUMBERS**.

## Division I

The subdivision of the NCAA for the largest colleges in all sports except football. Avoid shorter versions in regular text, but when needed, use Div. I or — for quotes/charts only — D-I. See FBS, FCS entry for style on the football subdivisions.

## Division I-A, Division I-AA (in quotes only)

These terms are obsolete, but if someone uses one in a quote, go with the style listed or, for shorter versions: Div. I-A or Div. I-AA — if uttered in the ultrashort version — DI-A or DI-AA. See FBS, FCS entry for style on the football subdivisions.

## Division II

The subdivision of the NCAA for colleges in neither the largest nor smallest grouping. Avoid shorter versions in regular text, but when needed, use Div. II or — for quotes/charts only — D-II.

## Division III

The subdivision of the NCAA for colleges for its smallest colleges. Avoid shorter versions in regular text, but when needed, use Div. III or — for quotes/charts only — D-III.

## D-line

Shorthand for defensive line.

## DNP, DNQ, DNS, plus DNP, DNP-CD

First three OK on first reference in golf stories for did not finish, did not qualify, did not start, respectively. Last two OK in basketball stories for did not play or did not play-coach's decision, respectively.

## doctor

In text, the preferred form for referencing an individual who holds a doctoral degree is to set off the academic credentials with commas. (John Jones, Ph.D., received a research grant.) On second reference, use only the last name. In most cases, the salutation Dr., or Drs. in the plural, is avoided. Do not use both Dr. and Ph.D. together in the same reference. (INCORRECT=Dr. John Jones, Ph.D.)

## doctoral (adj.), doctorate (n.)

Doctoral is an adjective, doctorate is a noun.

## dollars

No hyphen between numeral and million/billion/etc. even when the whole amount is used as a modifier ("No wonder the coach stayed, he got a \$1 million raise.").

## Dos and don'ts

### Double-A

Minor league baseball classification, also Triple-A, Class A, Rookie League; Double-A leagues are the: Eastern League, Southern League, Texas League (DON'T use Class AA except in a quote.).

### double-bogey (n., v.)

Hyphenated, likewise triple-bogey, etc.

### double coverage (n.), double-cover (v.)

No hyphen for the noun, but do hyphenate the verb that equates to double-team.

### double-double

Hyphenated, likewise triple-double, quadruple-double.

### double dribble

Two words in all cases.

### double-eagle

Hyphenated.

### doubleheader

One word, likewise tripleheader.

### double overtime (n.), double-overtime (adj.)

E.g., The game went to double overtime.

### double play (n.), double-play (adj.)

The middle infielders pinched toward the middle looking for the double-play grounder, and sure enough, Jim Rice hit into a double play.

### double pump

Two words in all cases.

### double punctuation (tip: Don't do it)

Punctuation marks generally shouldn't be doubled up. (Other than quotation marks, obviously, or abbreviations followed by a comma or similar). E.g., no comma at the end of a quote if there's a question mark or exclamation point, not even if the sentence continues ("What is she talking about?" he wondered), and no colon at the end of a lead-in if the lead-in ends with a question mark (What is she talking about? After Monday's announcement, editors are trying to wrap their heads around the concept of double punctuation...).

# STYLE GUIDE

## double-team

Hyphenate in all cases.

## down and distance

Yardage — whether indicating a given yard line or indicating yards gained — is always given in figures and is hyphenated when the down is included (e.g., fourth-and-1, third-and-goal from the 2, the 6-yard line).

## downfield

One word.

## Down syndrome

## draft

First-round pick; he was picked in the second round; first-rounder; Round 2.

## drag bunt

A left-handed batter drags a bunt past the pitcher on the first-base side of the mound; he drops a bunt toward third base. A right-handed batter cannot drag a bunt. See also **BUNT**.

## draw back

## drop-off (n.), drop off (v.)

## dropout (n.), drop out (v.)

## drop shot (n.)

Two words, a shot that a tennis player hits softly over the net.

## due to, because of

"Due to" is an adjectival prepositional phrase, meaning it modifies a noun. It is commonly preceded by a form of the verb "to be" (be, is, are, was, were, etc.). Because it follows a "be" verb, it is considered a subject complement: It modifies the subject of the sentence. (The team's loss was due to an incorrect answer. My financial success is due to wise investment decisions.)

"Because of" is an adverbial prepositional phrase, meaning it modifies a verb. It usually answers the question, "Why?" (The team lost because of an incorrect answer. I am financially successful because of wise investment decisions.)

## dugout

One word.

# E

## e-

As a prefix for electronic: e-commerce, e-banking, e-publishing, etc.; hyphenate and use lowercase.

## each other, one another

Two people look at each other. More than two look at one another.

## email

Lowercase, no hyphen.

## e-words

Unless a proper name, use lowercase "e" and hyphen for e-business, e-commerce, etc.

## eagle

Two strokes under par for a golf hole.

## early signing period

A period in November during which colleges may sign high school senior athletes (except in football, field hockey, soccer and men's water polo) to letters of intent.

## e.g.

Precede and follow with commas. It means "for example," from Latin exempli gratia. (i.e. = "That is," from Latin id est)

## effect/affect

Use affect as a verb, effect as a noun. The effect of the medicine is unknown. It will affect [bring about] the transition. See affect.

## Elite Eight

Spell out "Eight" in nickname for NCAA tournament's round of regional finals (**NOTE:** The NCAA does use the term for sports other than basketball.).

## ellipsis

**DON'T OVERUSE.** If a quote starts to look like Swiss cheese with ellipses for the holes, paraphrase (at least the dottiest parts) rather than quoting the whole speech directly. Ellipses should almost never be used within a sentence that isn't a quote. If a pause is desired, use a comma or a dash or — if appropriate — go with a period and make it two sentences. When an ellipsis is used to indicate that a sentence is trailing off or deliberately being left unfinished, then no period is used.

See also **AP STYLEBOOK PUNCTUATION** section for more.

## email

Per AP style, no dash.

## email addresses

Use all lowercase for email addresses and use official gatech.edu individual and office email addresses for all Institute communication.

## embed/embedded

The past tense is not embedded.

## em dashes

Use em dashes (—) to indicate a sudden break in thought or an abrupt change in sentence structure.

## emerge/emersion

Means "to rise from or as if from immersion;" "to come forth from obscurity;" "to come into existence," see immersion.

## emeritus

Place this adjective after the title. Use professor emerita (singular female); professor emeritus (singular male); faculty emeritae (more than one, all female); faculty emeriti (more than one, all male or both genders). Only capitalized when it precedes an individual's name.

# STYLE GUIDE

## end around (n.), end-around (adj.)

Two words for the football play in which an offensive end comes from behind the line of scrimmage to take a handoff and attempts to carry the ball around the opposite flank (M-W style for the noun, and M-W definition).

## en dashes

Use en dashes (–) between inclusive numbers and with compound adjectives when one element consists of more than one word.

## end line

Two words.

## endowed chairs and professorships

Capitalize full title.

## endgame

One word.

## end zone

Two words.

## English

Always capitalize.

## ensure

Means “make sure,” see insure.

## entitled/titled

Books, plays, movies, songs and lectures have titles and are titled. (William Shakespeare wrote a play titled, “Othello.”) Entitled refers to guarantees, rights and entitlements. (Each coupon entitles you to one free admission.)

## e-reader

## ESPN proper titles

ESPN, ESPN2, ESPN3, ESPNU, ESPN Classic, ESPNEWS, ESPN Radio, ESPYS, ESPNW, X Games, ESPN The Magazine.

## espresso

The coffee is espresso, not “expresso.”

## ESPYS

ESPYS (all caps) are handed out at the ESPYS (ceremony also all caps).

## essential/nonessential phrases

An essential clause cannot be eliminated without changing the meaning of a sentence — use no commas. A nonessential clause can be eliminated from a sentence; use commas. See **ESSENTIAL, NONESSENTIAL PHRASES** in the AP Stylebook for further instructions.

## ET (Eastern Time)

The time reference for *RamblinWreck.com* copy to all upcoming events is to Eastern Time (ET); the abbreviation is acceptable on first reference. See also **TIME ELEMENT**.

## et al and etc.

Do not precede et al — which is used for people — with a comma. (Note that M-W lists this abbreviation with no period after al.) Do precede etc. — which is used for things — with a comma, and follow it with another if the sentence continues.

## ethics

Reporters and editors are to observe the highest journalistic standards.

## ethnicity

Mention ethnicity only when it is pertinent; that Roberto Clemente was Puerto Rican is relevant in a story about the inspiration he provided for Hispanic baseball players; generalizations about players of Hispanic origin having alleged tendencies would not be.

## every day (n.), everyday/every-day (adj.)

In general, follow the AP rule that the noun is two words and the adjective one unhyphenated word. However, when the power is that a player is used every day, go with the hyphenated form to distinguish it from the generic adjective, which is synonymous with “ordinary.”

## ex-

There is no hyphen for words that use ex- in the sense of out of: excommunicate, expropriate. Hyphenate when using ex- in the sense of former: ex-president, ex-convict. Do not capitalize when attached to a former title before a name: ex-President Clinton and ex-New York Gov. Rudy Giuliani. Using former is always better.

## exclamation point

Use with discretion!

## extra innings (n.), extra-inning (adj.)

The extra-inning game went three extra innings.

# F

## Facebook

## facilities, Georgia Tech Athletics

Here are the official names of Georgia Tech’s athletic facilities:

Arthur B. Edge Jr. Intercollegiate Athletics Center  
Bobby Dodd Stadium  
Byers Tennis Complex  
George C. Griffin Track & Field Facility  
Georgia Tech Aquatic Center  
Hugh Spruill Strength Center  
John and Mary Brock Football Facility  
McCamish Pavilion  
Noonan Golf Facility  
O’Keefe Gymnasium  
Russ Chandler Stadium  
Shirley Clements Mewborn Field  
Zelnak Center

## faculty

A collective noun. Use in conjunction with the term members when referring to a group of individuals.

## fair ball

Two words.

## fair catch

Two words.

# STYLE GUIDE

## fairway

One word.

## FAQ

Frequently asked questions, all caps, no periods.

## farther, further

"Farther" refers to physical distance. "Further" refers to an extension of time or degree.

## fastball

One word.

## fast break (n., v.), fast-break(ing) (adj.)

Two words for noun, verb; hyphenate as adjective.

## Father's Day

Official name by law.

## favorite

A button that a Twitter user can click to express approval for a tweet, and/or to bookmark that tweet, and any associated links, for later consumption. Also, the act of clicking on this button.

## FBS, FCS

These are acceptable on first reference if, e.g., spelling them out would clutter the lede, but – as we adopt this terminology – the full term (Football Bowl Subdivision or Football Championship Subdivision) should be spelled out as soon as possible.

## February, Feb.

Capitalize and spell out, abbreviating only when used with a specific date, e.g. The third day of February 2050 will be Feb. 3, 2050, no matter what.

## fewer

Use fewer when meaning "a smaller number of." Use less for abstract or continuous quantities. Fewer answers the question How many? Less answers How much? Examples: fewer seconds, less time; fewer words, less space.

## fewer than, less than

Fewer than is to be used with count nouns: fewer tickets (number). Less than is to be used with noncount nouns: less sugar (quantity).

## fielder's choice

Fielder's choice is the act of a fielder who handles a fair grounder and, instead of throwing to first base to put out the batter-runner, throws to another base in an attempt to put out a preceding runner. (MLB rules definition, which notes that scorers expand on this definition to refer to runners' behavior in this situation.)

## field goal

Two words in all cases, including field goal attempt, field goal percentage.

## FieldTurf

One word with capital T for brand name of artificial playing surface.

## Final Four

Two words, capitalized.

## financial aid

Not financial aids.

## financial aid contract (FAC)

## first-and-10

Yardage is always given in figures, and the term is always hyphenated.

## first base (n.), first baseman (n.), first-base (adj.)

The first baseman covers the ground between the first-base line and the second baseman's territory, takes almost all throws from the other infielders to first base, and, when not otherwise occupied, often scuffs up the dirt of the first-base coach.

## first round (n.), first-round (adj.), first-rounder, Round 1

## 5

Basketball term for center, as in "He's a 5." Do not overuse.

## flier, flyer

Flier is an aviator or handbill. Flyer is the proper name of some trains and buses.

## first come, first served (not first serve)

Use hyphens when used as a compound modifier, "Seating is on a first-come, first-served basis."

## Florida, Fla. (abbreviation), FL (postal abbreviation)

Spell out when standing alone in text, abbreviate in datelines and in conjunction with a city, county, town, village or military base in text. Abbreviation may be used in charts. Use postal abbreviation only when providing a mailing address.

## fly ball, fly out, flied out

Two words. (Note: DON'T use flew out for baseball purposes.)

## follow-through (n.), follow through (v.)

## follow-up (n., adj.), follow up (v.)

## FOMO (Fear of Missing Out)

FOMO describes a type of social anxiety where you feel that if you miss an opportunity you might miss out on something great. FOMO comes into play quite often with social media where some people are compelled to stay connected so they never miss a big moment.

## football

Generally spell out all numbers less than 10 except scores and yards. Use decimals (e.g., 11.5) for sack totals.

# STYLE GUIDE

## Football Bowl Subdivision, FBS

The abbreviation FBS is acceptable on first reference if, e.g., spelling the full name out would clutter the lede, but the full term should be spelled out as soon as possible.

If the terms get used in a story that doesn't have a college football focus, they should be spelled out on first reference; including "formerly known as Division I-AA" (or I-AA, obviously) language if it might help. A list of the FBS conferences:

- American Athletic Conference (The American)
- Atlantic Coast Conference (ACC)
- Big Ten Conference (Big Ten)
- Big 12 Conference (Big 12)
- Conference USA (C-USA)
- Division I FBS Independents
- Mid-American Conference (MAC)
- Mountain West Conference (MWC)
- Pacific-12 Conference (Pac-12)
- Southeastern Conference (SEC)
- Sun Belt Conference (Sun Belt)

## Football Championship Subdivision, FCS

The abbreviation FCS is acceptable on first reference if, e.g., spelling the full name out would clutter the lede, but the full term should be spelled out as soon as possible.

If the terms get used in a story that doesn't have a college football focus, they should be spelled out on first reference; including "formerly known as Division I-AA" (or I-A, obviously) language if it might help. A list of the FCS conferences:

- Big Sky Conference (Big Sky)
- Big South Conference (Big South)
- Colonial Athletic Association (CAA)
- Division I FCS Independents
- Ivy League
- Mid-Eastern Athletic Conference (MEAC)
- Missouri Valley Football Conference (MVFC)
- Northeast Conference (NEC)
- Ohio Valley Conference (OVC)
- Patriot League
- Pioneer Football League (PFL)
- Southern Conference (SoCon)
- Southland Conference (Southland)
- Southwestern Athletic Conference (SWAC)

## force out (*v.*), forceout (*n.*)

Two words as a verb but one word (no hyphen) as a noun for the baseball play when a runner is out by virtue of being required to advance (because another runner needs his current base) and failing to do so safely.

## forego, forewent

Perry Jones III opted to forego the final two years of his eligibility, declaring for the 2012 NBA Draft, while Quincy Miller forewent his collegiate eligibility one year too soon.

## forehand

One word.

## foreign words and phrases

Use familiar foreign words as appropriate.

## forkball

A baseball pitch in which the ball is gripped between the forked index and middle fingers with the thumb underneath and delivered with a snap of the wrist; the ball will (should) take a sharp dip near home plate (from M-W, other dictionaries).

## formations in football

Some style examples: I-formation, T-formation, wing-T, wing-T formation, wishbone formation. (Other than wing-T as a modifier, hyphenation is new in 2008).

## former

Lowercase. Do not abbreviate the former title of a person. Use initial cap on title that follows, if the title normally would have an initial cap. Use former Governor Shinika Brown, not former Gov. Shinika Brown.

## forum, forums

Avoid fora.

## foul ball, foul line, foul pole, foul tip

Two words.

## foul shot (and foul line)

Two words.

## 4

Basketball term for power forward, as in "He's a 4." Do not overuse.

## four-ball, foursomes (golf)

Foursomes play consists of two teams of two golfers with golfers on the same team taking alternate shots using the same ball. Four-ball also uses two teams of two golfers, but everyone plays his or her own ball and each hole is won by the team that boasts the individual with the lowest score.

## four-point play

A 3-point basket and a free throw.

## four-seamer

## fourth-and-1

Yardage is always given in figures, and the term is always hyphenated.

## fractions

Spell out amounts less than one and use hyphen; Always use figures for precise amounts larger than 1.

## free agent (*n.*), free-agent (*adj.*)

## free agency (*n.*), free-agency (*adj.*)

The Redskins were very successful in free-agent signings, picking up five free agents during the free-agency window. Don't hyphenate free agent before a player's name (noun as modifier versus true adjective).

## free throw

Two words even as a modifier.

## freelance



# STYLE GUIDE

## freshman

Reminder: Should be spelled only like this (never -men) when it's being used as a modifier — Both players had stellar freshman seasons. **NOTE ON TRUE FRESHMEN:** Outside a football context, preference is just to say freshman (or redshirt freshman when that's the case), but this phrase is OK to use when talking about football if redshirt freshman and true freshman are both mentioned or it otherwise might be unclear without it.

## freshman, freshmen

Use freshman as an adjective or singular noun; use freshmen as a plural noun: the freshman class, an incoming freshman, incoming freshmen. A more gender-neutral term is first-year.

## Friday

Capitalize and spell out, do not abbreviate.

## front nine (*n.*), front-nine (*adj.*)

## FTW (For the win!)

A jubilant exclamation, and sometimes used in jest or sarcastically.

## fulfill, fulfilled, fulfilling

## full

Hyphenate when used as compound modifier, e.g., full-length.

## fullback

One word.

## full-court press

Hyphenated.

## full time, full-time

Hyphen when used as a compound modifier.

## functionality

Overused; use function or functions, features and usefulness.

## fundraiser, fundraising

One word in all cases.

## FWAA

Football Writers Association of America.

# G

## GAA (goals-against average)

Note hyphen in spelled-out version. Abbreviation acceptable on second reference and in charts.

## game ball

Two words for the honor coaches bestow on the day's key player.

## game day (*n.*), game-day (*adj.*), "College GameDay" (*ESPN show*)

The coach will announce on "College GameDay" his game-day decision as to which quarterback will start.

## game-ending

Hyphenated, as in Morgan Burkhardt hit a game-ending home run; preferred to the clichéd walk-off home run.

## game time (*n.*), game-time (*adj.*)

## game winner (*n.*), game-winning (*adj.*)

## gender sensitivities

Construct your sentences so you can avoid having to use gender-specific terms. For example, by using plural pronouns (they, their), you can avoid having to use the awkward but gender-sensitive construction he/she or his/her. Instead of chairman, use chair. Instead of waiter/waitress, use server. Instead of mailman, use postal carrier. It's also becoming more common to see the term actor used for men and women.

## George C. Griffin Track & Field Facility

## George P. Burdell

In 1927, a Tech tradition began when a mythical student named George P. Burdell appeared on class rosters, registration forms and grade reports, and he has since become one of Tech's most notable students.

## Georgia, Ga. (*abbreviation*), GA (*postal abbreviation*)

Spell out when standing alone in text, abbreviate in datelines and in conjunction with a city, county, town, village or military base in text. Abbreviation may be used in charts. Use postal abbreviation only when providing a mailing address.

## Georgia Institute of Technology

Georgia Tech is acceptable on first reference in athletics releases. Use Georgia Institute of Technology on first reference for non-athletics releases. Thereafter, only Georgia Tech, the Institute, or Tech may be used. GT, GIT, the University, and Ga. Tech should never be used in running copy.

## Georgia Tech alumni

When referring to Georgia Tech alumni, use the degree designator:

George P. Burdell, ME 1931 (i.e., ME for Mechanical Engineering, plus the full four-digit year).

## Georgia Tech Athletic Association (GTAA)

## Georgia Tech Aquatic Center

## get off the schneid

Use this spelling for the saying that means to snap a winless/scoreless/hitless/etc. skid.

## give and go (*v.*), give-and-go (*mod.*)

To give and go is to pass to a teammate, move into an opening and receive a return pass from the teammate, thus completing the give-and-go play.

## goalie

Hockey goaltender, soccer goalkeeper.

## goalkeeper

One word, soccer goalie, do not use goaltender. Goalkeeping also is one word, no hyphen.

# STYLE GUIDE

## goal kick

Two words (M-W).

## goal line (n.), goal-line (adj.)

With their backs to the goal line, the defenders dug in for a goal-line stand.

## goalpost

One word.

## goals-against average (GAA)

Note hyphen. Abbreviation acceptable on second reference and in charts.

## goal scorer (n.), goal scoring (n.), goal-scoring (adj.)

Two words for the noun forms.

## goaltending

One word.

## golf

Some frequently used terms and some definitions:

birdie, birdies — one stroke under par.

bogey, bogeys — one stroke over par. The past tense is bogeyed.

eagle — two strokes under par.

fairway

hole-in-one

Masters, Masters Tournament — no possessive. Use the Masters on second reference.

tee, tee off

## NUMBERS

Use figures for par listings: He had a par 5 to finish 2-up for the round, a par-4 hole; a 7-under-par 64, the par-3 seventh hole.

Use figures for club ratings: a 5-iron, a 7-iron shot, a 4-wood.

Miscellaneous: the first hole, a nine-hole course, the 10th hole, the back nine, the final 18, the third round. He won 3 and 2.

## golf clubs

The various clubs are designated by figures and are hyphenated; e.g., 2-wood, 5-iron.

## golf course

Two words in all cases.

## GPA, grade-point average

When written out, use a hyphen between grade and point; GPA is acceptable on first reference; usually with two numbers after the decimal: 4.00, 3.75, 3.25, 2.17.

## grade-point average, GPA

When written out, use a hyphen between grade and point; GPA is acceptable on first reference; usually with two numbers after the decimal: 4.00, 3.75, 3.25, 2.17.

## grades

Use capital letters. Add s, to indicate plurals. To avoid confusion with the word as, use the apostrophe to designate plural of the letter grade A: A's, B's, C's, etc.

## grand slam home-run

Home run is redundant; e.g. Lou Gehrig hit a record 23 grand slams in his career. All of them were home runs.

## grass

Used when referring to natural turf; the use of turf refers to artificial grass.

## grass roots (n.), grass-roots (adj.)

The verb is two words; the noun is hyphenated.

## ground ball, grounder

Two words for the former.

## groundbreaking

One word, not hyphenated.

## groundout (n.), ground out (v.)

The groundout seemed to be his specialty that night, and he grounded out yet again in the eighth.

## ground-rule double

Hyphenated.

# H

## half-time (adj.), halftime (n.)

## Hail Mary

Two words, two caps for long pass thrown into or near the end zone in last-ditch attempt to score as time runs out. (M-W definition)

## halfback

One word.

## half court (n.), half-court (adj.)

In a half-court offense, a team eschews the fast break, walks the ball up court into the half court, or front court, and sets up its plays.

## half-mast, half-staff

To use "half-mast," you must be referring to a flag on a ship or at a naval station. A flag anywhere else is at "half-staff."

## halftime

One word.

## Hall of Fame (n.), Hall of Famer (n., adj.)

A Hall of Famer, capitalized, must be an inducted member of a Hall of Fame, capitalized, recognized by RamblinWreck.com, including: the National Baseball Hall of Fame and Museum, the Naismith Memorial Basketball Hall of Fame, College Football Hall of Fame, Professional Football Hall of Fame, Georgia Tech Sports Hall of Fame.

No hyphens in any forms. OK to cap Hall on its own if reference is to a particular HOF (and it's clear which one).

# STYLE GUIDE

## hand off (*v.*), handoff (*n.*)

Turning to hand off the ball, the quarterback found himself with no one to take the handoff.

## hands-on, hands-off

## hang time

Two words for how long a kicked football or a leaping athlete stays in the air. (M-W)

## hashtag

The use of a number sign (#) in a tweet or other social media post to convey the subject a user is writing about so that it can be indexed and accessed in other users' feeds. #TogetherWeSwarm, #GTWhiteOut

## hat trick

Two words, three goals scored by one soccer player in a game.

## Hawai'i (*no abbreviation*), HI (*postal abbreviation*)

Spell out when standing alone in text, abbreviate in datelines and in conjunction with a city, county, town, village or military base in text. Abbreviation may be used in charts. Use postal abbreviation only when providing a mailing address.

## H-back

Hybrid of fullback and tight end positions, associated most closely with Joe Gibb's Redskins.

## (head) coach, head-coaching (*modifier*)

Preference is to leave off the "head," but the full term is acceptable when people are getting promoted or in other situations when confusion might reign without it. If "the head-coaching landscape," e.g., is being discussed, use a hyphen.

## headlines

Articles, conjunctions, and prepositions (a, and, at, the, on, under, between, etc.) should not be capitalized in headings unless they appear as the first or last word in the title.

## head-on

## health care

Two words.

## height, weight

Use figures, hyphenate when used a preceding modifier: He is 6 foot 2, 223 pounds, he is a 6-foot-2-inch, 221-pound quarterback, he is 6 feet, 3 inches tall; do not abbreviate foot, feet, inch, inches, pound or pounds and do not use ( ' ) and ( " ) to indicate feet and inches.

## Heisman Trophy

Avoid Heisman candidate, because all college football players are candidates; alternatives include hopeful and contender. Plural is Heisman Trophies with an uppercase T.

## higher, lower

Higher is better, lower is lesser, so don't be confused by the numbers; e.g., even though 66 is a higher number than 1, No. 1 Duke is higher than No. 66 Duquesne, and a change from No. 6 to No. 16 is going lower in the rankings.

## high five (*n.*), high-five (*v.*)

## his, her

## historic/historical

"Historic" means important. "Historical" refers to any event in the past.

## history

Referring to past history, previous history or prior history is redundant. All history is past, previous and prior; there is no other kind. Use "history."

## hit and run (*v.*), hit-and-run (*n., mod.*)

Because he liked to use the hit-and-run play and because of Pee Wee Reese's prowess at the hit-and-run, Charlie Dressen often called on Reese to hit and run when he batted with a man on first base.

## hitters' park

Note presence, and placement, of the apostrophe.

## hole-in-one (*n., adj.*), holes-in-one (*n.*)

Two hyphens.

## homecoming, Homecoming

Capitalize when referring to actual event.

## home-field (*adj.*), home field (*n.*)

## home run (*n., adj.*)

Two words.

## homestand

One word.

## home page

Two words.

## home team

Two words.

## honors

Lowercase honorary degree, honorary doctorate.

## hopefully

Try to avoid this one unless you're describing the way someone spoke, appeared or acted. Traditionally it means "in a hopeful manner," although in modern colloquial use it can mean "it is hoped" or "we hope." The Associated Press has recently allowed this use of "hopefully," although we still find it grating. It's better to rephrase.

## hot dog (*n.*), hotdog (*n., v.*)

Two words for the food; one word for the ostentatious players.

## Hugh Spruill Strength Center

# STYLE GUIDE

## hyphen

The major purpose of hyphens is to clarify, alerting the reader that two or more words are being combined into a single idea, thus avoiding ambiguity; e.g. a well-known slugger is a slugger who is well known, not a known slugger who is in good health; do not hyphenate after adverbs ending in ly; use hyphens in conjunction with figures when the combination is to be read as a single unit, i.e., he went 3-for-4 and he had a 3-for-4 day, and he dominated them with 16-of-24 passing, but do not use hyphens when one of the numbers could stand alone, e.g., He completed 16 of 24 passes (He completed 16 passes).

General rule is that nouns are two words unless listed in M-W (or AP) as hyphenated (e.g., award winner, performance enhancer, record breaker, revenue sharing, run producer, table setter; but two-a-days). It's OK to use more than one hyphen if needed to make it clear what's modifying what, but consider whether it'd be even clearer if the phrasing were reworked entirely.

**NOTE:** In state university names, we hyphenate when the state is used (Louisiana-Lafayette, Louisiana-Monroe) but not when the (school) abbreviation is (UL Lafayette). See also **NUMBERS**.

## I

### ICLA

International Collegiate Licensing Association.

### Idaho (*no abbreviation*), ID (*postal abbreviation*)

Spell out when standing alone in text, abbreviate in datelines and in conjunction with a city, county, town, village or military base in text. Abbreviation may be used in charts. Use postal abbreviation only when providing a mailing address.

### i.e.

Precede and follow with commas. It means "that is," from Latin id est. (e.g. = "for example," from Latin exempli gratia.)

### I-formation

Hyphenate.

### Illinois, Ill. (*abbreviation*), IL (*postal abbreviation*)

Spell out when standing alone in text, abbreviate in datelines and in conjunction with a city, county, town, village or military base in text. Abbreviation may be used in charts. Use postal abbreviation only when providing a mailing address.

### impact

Overused; for verb, use affect.

### implement, implementation

Overused; if you mean "carry out or execution," say so.

### imply/infer

"Imply" means to suggest or indicate indirectly. To "infer" is to conclude or decide from something known or assumed.

In general, if you imply something, you're sending out a message. If you infer something, you're interpreting a message.

### inbound (*v.*), inbounds pass, in bounds (*adj., adv.*)

The other team couldn't seem to keep the ball in bounds, so Wambach went to the sideline to inbound the ball — again.

### include

Use include when what follows is only part of the total.

### incompletion

OK for an incomplete pass in football.

### including

Set off by a comma within a sentence.

### independent leagues

Professional baseball leagues not affiliated with Major League Baseball or the National Association of Professional Baseball Leagues; they are the Atlantic League, Frontier League, Northern League, Texas-Louisiana League and Western League.

### in-depth

### index/indexes/indices

Use the plural indices only when referring to mathematical subscripts.

### Indian, American

Per AP style, American Indian is preferred to Native American.

### Indiana, Ind. (*abbreviation*), IN (*postal abbreviation*)

Spell out when standing alone in text, abbreviate in datelines and in conjunction with a city, county, town, village or military base in text. Abbreviation may be used in charts. Use postal abbreviation only when providing a mailing address.

### indoor (*adj.*), indoors (*n.*)

He plays indoor tennis. He went indoors.

### initials

Full names that are reduced to initials — LT, JJ, etc. — do not take periods except when font might cause confusion or if person uses periods with initials.

### in memoriam

Commonly misspelled.

### input, output

Avoid using as verbs; consider more precise words such as print, write, read or type; never use the forms inputting, outputting, inputted or outputted.

### in regard to

not in regards to; "As regards" or "regarding" may also be used.

### insure

Use ensure unless discussing the insurance business.

### Instagram

### interim

Lowercase. Use an initial cap on title that follows, if the title normally would have an initial cap: interim Vice President Peter Higuchi.

# STYLE GUIDE

## Internet

Always preceded by the, unless used as a modifier, e.g., Internet service provider; do not put http:// in front of internet addresses.

## Internet site names

Refer to them as they refer to themselves; italicize.

## intrasquad

Not intersquad.

## intramural

Not intermural.

## Iowa (*no abbreviation*), IA (*postal abbreviation*)

Spell out when standing alone in text, abbreviate in datelines and in conjunction with a city, county, town, village or military base in text. Abbreviation may be used in charts. Use postal abbreviation only when providing a mailing address.

## iPhone, iPad

Capitalize only at beginning of sentence.

## irregardless

The word is "regardless." No such word as irregardless.

## its, it's

Its is possessive form: his, hers and its. It's is a contraction of it is.

## -ize

Do not coin verbs with this suffix, and do not use already coined words such as "finalize" (use "end" or "conclude") or "utilize" (use "use").

## J

Acceptable for jumper, jump shot in basketball.

## January, Jan.

Capitalize and spell out, abbreviating only when used with a specific date, e.g. The third day of January 2050 will be Jan. 3, 2050, no matter what.

## jargon

It may seem that using jargon gives a story an insider's authority, but it may leave the reader feeling like an outsider; discreet use of jargon may help a story, but use such terminology in a way that its meaning is clear or explain it; after the meaning of jargon becomes common knowledge, it may also become a cliché. See also **CLICHÉ**.

## JC (junior college)

JC and juco are acceptable on first reference if the meaning is apparent from context; do not use other variations of juco.

## jell, gel

Furiously scratching his head, manager Kevin Kennedy said that if his team didn't jell, he would pull out all of his hair and have no further need for styling gel.

## jibe, gibe

To jibe is the sailing term, meaning to shift the boom to turn the boat; to gibe is to jeer or taunt.

## John and Mary Brock Football Facility

## juco (junior college)

JC and juco are acceptable on first reference if the meaning is apparent from context; do not use other variations of juco.

## judgment

Reporters and editors must exercise judgment constantly, weighing this story against that story, the value of this information against that information to a given story, whether certain information is fair to the subject of a story or libelous; good judgment includes realizing when it is the best decision to confer with others before reaching a judgment.

## July

Capitalize and spell out, do not abbreviate.

## jump ball

Two words.

## jumper, jump shot, jump-shooter

One or two words for the shot itself, depending; hyphenate the noun for the player.

## June

Capitalize and spell out, do not abbreviate.

## Jr.

Do not precede by a comma.

## junior college (JC, juco)

JC and juco are acceptable on first reference if the meaning is apparent from context; do not use other variations of juco.

## K

## K, K's

As in strikeouts and strikeouts (Note the apostrophe for plural of a single letter.).

## Kentucky, Ky. (*abbreviation*), KY (*postal abbreviation*)

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## kickoff (*n.*, *adj.*), kick off (*v.*)

## knee pad

Two words. Also, elbow pad, tail pad.



# STYLE GUIDE

## knock out (v.), knockout (n.)

Louis knocked out yet another overmatched opponent, another who was unable to rise from a knockout punch, thus giving the champ yet another knockout.

## knuckleball, knuckleballer

One word in each case.

## L

### lady

Do not use as a synonym for woman.

### late signing period

A period during spring and summer, depending upon the sport, when colleges can sign high school graduating athletes to letters of intent. For more information, see [www.national-letter.org](http://www.national-letter.org).

### lay, lie

See AP's lengthy entry on this potentially confusing pair. Gist: If you're doing it to something, that's lay, laid, has laid; if there's no direct object (and you're talking about going horizontal rather than about telling lies, obviously), that's lie, lay, has lain. I generally lay my latest book down before I lie down to go to sleep.

### layup

One word.

### leaderboard

One word.

### lead off (v.), leadoff (n., adj.)

Jennie Finch isn't the team's leadoff hitter, but she led off the sixth inning with a grand slam.

### left field (n.), left fielder (n.), left-field (adj.)

The left fielder is usually the team's least proficient outfielder, placed in left field with hopes he won't run into the left-field wall.

### left hand (n.), left-hander (n.), left-handed (adj.)

People who throw with their left hand are left-handed and known as left-handers.

### left-justify (v.), left-justified (adj.)

### less

See fewer.

### let/leave

To "let alone" means to leave something undisturbed. To "leave alone" means to depart from or cause to be in solitude.

## (national) letter of intent

An agreement signed by a recruited scholarship athlete in which the athlete is bound to a specific college for athletic eligibility for the upcoming year and the college agrees to provide aid. National is fine, but not required, on first reference; regardless, all lowercase. For more information, see [www.national-letter.org](http://www.national-letter.org).

## letterwinner

Not letterman, letterwoman.

## liaison

liaison to, not liaison with.

## libel

To libel is to defame, and the defense against a libel suit in simplest terms is that what was written was fair and true, or was fair commentary. A preemptive defense is to follow ethical journalistic standards.

## lifelong

One word.

## like/as

Use "like" to compare nouns and pronouns. Use "as" to introduce clauses and phrases.

## linebacker

One word.

## line drive (n.), line-drive (adj.)

He hit a line drive to right, where the right fielder turned it into a line-drive out.

## lineman

One word.

## line of scrimmage

No hyphens.

## line out (v.), lineout (n.)

He lined out to the right fielder, who made a nice running catch for the lineout.

## linescore

One word.

## line up (v.), lineup (n.)

"Line up," barked the grizzly coach, who envisioned a motley lineup for the season.

## LinkedIn

## literally/figuratively

"Literally" means in an exact sense. "Figuratively" means in a comparative sense.

## log in/log on/log off (v.)

## login/logon/logoff (n., adj.)

# STYLE GUIDE

## long ball

### long-snapper

Hyphenate.

### long-standing

Hyphenated.

### long-term

Hyphenated.

### longtime (*adj.*), long time (*adv.*)

They are longtime friends; They've known each other for a long time.

### lower, higher

Higher is better, lower is lesser, so don't be confused by the numbers; e.g., even though 66 is a higher number than 1, No. 1 Duke is higher than No. 66 Duquesne, and a change from No. 6 to No. 16 is going lower in the rankings.

### LPGA (Ladies Professional Golfers Association)

LPGA can be used in first reference unless its meaning is not apparent from the context.

### Louisiana, La. (*abbreviation*), LA (*postal abbreviation*)

Spell out when standing alone in text, abbreviate in datelines and in conjunction with a city, county, town, village or military base in text. Abbreviation may be used in charts. Use postal abbreviation only when providing a mailing address.

# M

### magazine names

Capitalize the name but not place in quotes; lowercase magazine unless it is part of the magazine's formal title; if in doubt, check the masthead.

### magna cum laude

Latin for with great honors.

### magnetic resonance imaging exam (MRI)

MRI is acceptable even on first reference, and you don't need "exam" or "test."

### Maine (*no abbreviation*), ME (*postal abbreviation*)

Spell out when standing alone in text, abbreviate in datelines and in conjunction with a city, county, town, village or military base in text. Abbreviation may be used in charts. Use postal abbreviation only when providing a mailing address.

### major league (*n., adj.*), major leagues (*n.*), major leaguer (*n.*)

Major League Soccer may be considered a major league by some, but when one speaks of the major leagues, one is speaking of the American League and the National League, where major leaguers play major league baseball.

### majors

Do not capitalize the title of a program unless it's a proper noun.

### makeup (*n., adj.*), make up (*v.*)

### mama

Preferred spelling (versus *momma*); regardless, unlikely to belong in newsy stories other than in a quote.

### many, much

In general, use "many" for individual items that can be counted. Use "much" for bulk or quantity that is measured.

### man-to-man

### March

Capitalize and spell out, do not abbreviate.

### March Madness

Cap college basketball's spring frenzy (men's and women's).

### Maryland, Md. (*abbreviation*), MD (*postal abbreviation*)

Spell out when standing alone in text, abbreviate in datelines and in conjunction with a city, county, town, village or military base in text. Abbreviation may be used in charts. Use postal abbreviation only when providing a mailing address.

### Massachusetts, Mass. (*abbreviation*), MA (*postal abbreviation*)

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### master of arts, master of science

A master's degree or a master's is acceptable.

### May

Capitalize and spell out, do not abbreviate.

### may, might

Err on the side of using "might" unless it really is a question of permission (He might go to the store means it's possible he will. He may go to the store could be read as someone having said he's allowed to do so.).

### McCamish Pavilion

Prior to 2011 renovation, the facility was known as Alexander Memorial Coliseum.

### media

This is generally [read: almost always] plural. "The media were there with bells on."

### media day

Capitalize if it's part of the actual name. For ACC, it's Operation Basketball. For the Big 12, it's Big 12 Men's Basketball Media Day.

### medical redshirt

**NO SUCH TERM.** Correct terminology is medical hardship waiver.

### me, myself

Avoid using "myself." In most constructions, it's the objective pronoun you really want.

# STYLE GUIDE

## Memorial Day

### mic

No such word. See **MICROPHONE, MIKE**.

### Michigan, Mich. (abbreviation), MI (postal abbreviation)

Spell out when standing alone in text, abbreviate in datelines and in conjunction with a city, county, town, village or military base in text. Abbreviation may be used in charts. Use postal abbreviation only when providing a mailing address.

### microphone

The correct alternative is mike.  
See **MIC, MIKE**.

### midcourt

One word, no hyphen.

### Mid-American Conference (#MACTion)

Akron, Ball State, Bowling Green, Buffalo, Central Michigan, Eastern Michigan, Kent State, Miami, Ohio, Northern Illinois, Toledo, Western Michigan.

This term used to describe those outside the Power 5 conferences — especially those programs or conferences with consistently high quality — takes a hyphen, an exception to the general mid- rules.

### midnight

Use instead of 12 a.m.

### Midnight Madness

Capitalized for the Division I basketball phenomenon.

### midseason

One word, no hyphen.

### midterm

### mike

The correct alternative to microphone, not mic. See **MIC, MICROPHONE**.

### miles per hour, mph

Even on first reference, mph is preferred. Use numerals even for single-digit numbers. Don't put a hyphen between the number and mph even when used as a modifier: "He boasts a 90 mph fastball."

### million

No hyphen between numeral and million/billion/etc. even when the whole amount is used as a modifier ("No wonder the coach stayed, he got a \$1 million raise.").

### mindset

AP added an entry on this — with no hyphen, which is a change from dictionary version — sometime in 2008.

### Minnesota, Minn. (abbreviation), MN (postal abbreviation)

Spell out when standing alone in text, abbreviate in datelines and in conjunction with a city, county, town, village or military base in text. Abbreviation may be used in charts. Use postal abbreviation only when providing a mailing address.

## minor league baseball

Minor league baseball leagues affiliated with Major League Baseball, and collectively known as organized baseball, are members of the National Association of Professional Baseball Leagues.

### Mississippi, Miss. (abbreviation), MS (postal abbreviation)

Spell out when standing alone in text, abbreviate in datelines and in conjunction with a city, county, town, village or military base in text. Abbreviation may be used in charts. Use postal abbreviation only when providing a mailing address.

### Missouri, Mo. (abbreviation), MO (postal abbreviation)

Spell out when standing alone in text, abbreviate in datelines and in conjunction with a city, county, town, village or military base in text. Abbreviation may be used in charts. Use postal abbreviation only when providing a mailing address.

## Monday

Capitalize and spell out, do not abbreviate.

### Montana, Mont. (abbreviation), MT (postal abbreviation)

Spell out when standing alone in text, abbreviate in datelines and in conjunction with a city, county, town, village or military base in text. Abbreviation may be used in charts. Use postal abbreviation only when providing a mailing address.

## months

Capitalize the names of months in all uses. If possible, abbreviate: Jan., Feb., Aug., Sept., Oct., Nov., and Dec., when used with specific dates. Do not use a comma if no specific date is used.

## more than/over

Use "more than" when you mean in excess of; use "over" when referring to physical placement of an object, an ending or extent of authority.

## morning

Do not use the time of day as the routine time element; use only when required to describe a sequence of events within a day; e.g. The Yankees denied the rumors in the morning, acknowledged in the afternoon that a trade was being discussed, and announced the transaction in the evening.

## Mother's Day

### Mountain West Conference

MWC is acceptable on first reference; Air Force, Boise State, Colorado State, Fresno State, Nevada, New Mexico, San Diego State, San Jose State, UNLV, Utah State, Wyoming

## much

When using much, phrases such as much loved friend needs no hyphen for clarification.

# STYLE GUIDE

## N

### N4A

National Association of Academic Advisors for Athletics.

### NAAC

National Association for Athletics Compliance.

### NAADD

National Association of Athletic Development Directors.

### NAATSO

National Association of Athletic Ticket Sales & Operations.

### NACDA

National Association of Collegiate Directors of Athletics.

### NACMA

National Association of Collegiate Marketing Administrators.

### names, nicknames

In general, "the" is uppercase when it precedes a one-word nickname (The Boss, The Bus, The BOB), lowercase when it precedes a nickname of two or more words (the Flying Dutchman, the Big Bopper).

Shortened proper names do not take an apostrophe: Zo, Toine, Skins, Canes, Bama, even Noles.

Last-name initials (Joe D, Coach K, Coach L) and initials in place of whole name (MJ, LT, JJ, AJ) do not take periods.

No need for quotation marks around nicknames in constructions such as "The Mag calls Mike Piazza the Sultan of Squat" or "his friends call him Killer."

### national anthem

Lowercase for generic reference. Ours is "The Star-Spangled Banner"; Canada's is "O Canada" (note the absence of h).

### National Collegiate Athletic Association (NCAA)

Not NC2A; abbreviation acceptable on first reference.

### National Invitation Tournament (NIT)

Abbreviation acceptable on first reference if the meaning is obvious in context. Middle word in Invitation, not Invitational. Do not say NIT Tournament (redundant).

### Native Americans

Per AP style, American Indian is preferred to Native American.

### (national) letter of intent

An agreement signed by a recruited scholarship athlete in which the athlete is bound to a specific college for athletic eligibility for the upcoming year and the college agrees to provide aid. National is fine, but not required, on first reference; regardless, all lowercase. For more information, see [www.national-letter.org](http://www.national-letter.org).

### (NCAA) National Collegiate Athletic Association

Not NC2A; abbreviation acceptable on first reference.

### NCAA Division I Men's, Women's Basketball Championship

Use NCAA Division I Men's/Women's Basketball Championship on first reference. NCAA tournament (lowercase t), the tournament and NCAA tourney are acceptable on second reference.

### NCAA tournament

Use NCAA Division I Men's/Women's Basketball Championship on first reference. NCAA tournament (lowercase t), the tournament and NCAA tourney are acceptable on second reference.

### NCBWA

National Collegiate

### near miss

No hyphen (at least not as a noun).

### Nebraska, Neb. (abbreviation), NE (postal abbreviation)

Spell out when standing alone in text, abbreviate in datelines and in conjunction with a city, county, town, village or military base in text. Abbreviation may be used in charts. Use postal abbreviation only when providing a mailing address.

### Nevada, Nev. (abbreviation), NV (postal abbreviation)

Spell out when standing alone in text, abbreviate in datelines and in conjunction with a city, county, town, village or military base in text. Abbreviation may be used in charts. Use postal abbreviation only when providing a mailing address.

### New Hampshire, N.H. (abbreviation), NH (postal abbreviation)

Spell out when standing alone in text, abbreviate in datelines and in conjunction with a city, county, town, village or military base in text. Abbreviation may be used in charts. Use postal abbreviation only when providing a mailing address.

### New Jersey, N.J. (abbreviation), NJ (postal abbreviation)

Spell out when standing alone in text, abbreviate in datelines and in conjunction with a city, county, town, village or military base in text. Abbreviation may be used in charts. Use postal abbreviation only when providing a mailing address.

### New Mexico, N.M. (abbreviation), NM (postal abbreviation)

Spell out when standing alone in text, abbreviate in datelines and in conjunction with a city, county, town, village or military base in text. Abbreviation may be used in charts. Use postal abbreviation only when providing a mailing address.

### new record

A no-no, a record is a record, even when new; e.g., Mark McGwire set a record with his third-inning home run, not Mark McGwire set a new record ... Also avoid all-time record; if it needs qualifying, qualify it.

### newsstand

### newspaper names

Use normal body type, do not use italics, do not use quotation marks, capitalize The if the newspaper uses it in its masthead, e.g., The Washington Post, The Dallas Morning News, except when naming several newspapers in a listing; if further geographic identification that is not part of the newspaper's name is required for a general audience, insert in parentheses, e.g., the Bangor (Maine) Daily News, the Houma (La.) Daily Courier, the Waco (Texas) Tribune-Herald.

# STYLE GUIDE

## New Year's Eve, New Year's Day

### New York, N.Y. (abbreviation), NY (postal abbreviation)

Spell out when standing alone in text, abbreviate in datelines and in conjunction with a city, county, town, village or military base in text. Abbreviation may be used in charts. Use postal abbreviation only when providing a mailing address.

### nicknames

Use Hank Aaron and Henry "Hank" Aaron, but not Henry (Hank) Aaron.

### nicknames, as modifiers

Treat the use of apostrophes with team nicknames as you would the use of the possessive with the city name in a similar construction, e.g., New York shortstop Derek Jeter doubled... Yankees shortstop Derek Jeter doubled... New York's shortstop, Derek Jeter, doubled... The Yankees' shortstop, Derek Jeter, doubled...

Some hints: phrases with "the" generally take the possessive (see last example); when there's no "the," it can help to sub in the city name and determine whether that would be possessive. Is s/he the team's only center? If so, possessive. If not, it's just a modifier, so no apostrophe. Use the plural version of the nickname even as a modifier. (Matt is a Mets fan, not Matt is a ~~Met~~ fan.) Some EXCEPTIONS: Dodger Blue, Raider Nation (and most other "nations"). See also **NAMES, NICKNAMES**.

### night

Do not use the time of day as the routine time element; use only when required to describe a sequence of events within a day.

### NIT (National Invitation Tournament)

Abbreviation acceptable on first reference if the meaning is obvious in context. Middle word in Invitation, not Invitational. Do not say NIT Tournament (redundant).

### no-decision

Hyphenated for when a baseball pitcher leaves before either team gains the ultimate lead.

### no-hitter

Hyphenated.

### noon/midnight

Not 12 noon or 12:00 noon, just noon and lowercase. In copy, use 12 p.m. for noon and 12 a.m. for midnight to avoid confusion.

### Noonan Golf Facility

### nonconference

No hyphen (ditto for most non-words). See AP Stylebook; if the non- prefix just means "not," generally no hyphen.

### North Carolina, N.C. (abbreviation), NC (postal abbreviation)

Spell out when standing alone in text, abbreviate in datelines and in conjunction with a city, county, town, village or military base in text. Abbreviation may be used in charts. Use postal abbreviation only when providing a mailing address.

### North Dakota, N.D. (abbreviation), ND (postal abbreviation)

Spell out when standing alone in text, abbreviate in datelines and in conjunction with a city, county, town, village or military base in text. Abbreviation may be used in charts. Use postal abbreviation only when providing a mailing address.

### noseguard, nose tackle

Note differing styles.

### November, Nov.

Capitalize and spell out, abbreviating only when used with a specific date, e.g. The third day of November 2050 will be Nov. 3, 2050, no matter what.

### number

Use No., Nos., not number, not #.

### numbers

The overwhelming majority of numbers are expressed in figures unless specified otherwise below:

- In casual expressions, e.g., That's happened hundreds of times.
- Numbers as the start of a sentence, e.g., Sixty-six players saw action (an exception to the exception, use figures for a calendar year starting a sentence, e.g., 1976 was a very good year).
- Fractions standing alone, e.g., The utility infielder made one-sixth as much as the superstar.
- Numbers of a single digit that can or do stand alone, or are used descriptively — e.g., He had four hits and He pitched a four-hitter — or colloquially.

Figures are used for all scores, scorekeeping, timing, measurements, designations and labels, even when single digits, for example:

- Scores: The Georgia Tech Yellow Jackets completed a second-half comeback, defeating the Georgia Bulldogs 30-24 in overtime and The Baltimore Orioles knocked off the New York Yankees 6-4. (NOTE: For scores and series, the higher/winning number always goes first except in situations such as volleyball, tennis, boxing judging, etc., in which the order denotes who won which subset.
- Scorekeeping: Jones was 5-for-13 from the floor and Morris got a first down on a 2-yard run and he carded a birdie 3.
- Timing: She won the marathon in 3 hours, 2 minutes, 1.1 seconds.
- Measurements: He is 6 feet 3 inches tall.
- Designations and labels: The 3-handicap golfer used a 3-wood to drive the green and card a birdie 3 and The team's No. 1 pitcher was scheduled to start Game 1 of the series.
- Numbers as numbers: Ruth's No. 3; Jeff Gordon drives the 24 car.
- Statistical shorthand: He has 7 home runs and 19 RBI this season.
- For ages, use digits for people, animals and inanimate objects even when single digits.
- For dates, follow AP style.
- For fractions, follow AP style — spelling out amounts less than 1 and using figures for precise amounts larger than 1.
- For rankings, generic single-digit references are spelled out.
- Miscellaneous: Game 3, Lap 8, Round 6, Turn 2, Day 1.
- Hyphens: Besides being used in scores and (sometimes) when a compound of words and figures is serving as a modifier, hyphens are used with figures when the compound is to be read as a single unit event if not being used as a modifier.
- Ranges: Either use a hyphen or use "to" and repeat anything the number modifies.

See also **NUMERALS** in *The AP Stylebook and Libel Manual*.



# STYLE GUIDE

## O

### o

As in offense — no quotes, no period, etc. (also, O-coordinator, O-line)

### October, Oct.

Capitalize and spell out, abbreviating only when used with a specific date, e.g. The third day of October 2050 will be Oct. 3, 2050, no matter what.

### offensive coordinator, O-coordinator

Don't use OC.

### off guard

Two words for generic "that caught me off guard" and for the term sometimes used for a shooting guard in basketball.

### offside

One word, not offsidess.

### off-speed pitch

### oh-fer

Style for when someone says a player/team/etc. has been hitless/scoreless/etc. for a period of time. The Cajuns are oh-fer the past seven innings.

### Ohio (*no abbreviation*), OH (*postal abbreviation*)

Spell out when standing alone in text, abbreviate in datelines and in conjunction with a city, county, town, village or military base in text. Abbreviation may be used in charts. Use postal abbreviation only when providing a mailing address.

### OK, Ok'd, Oks

Do not use okay.

### Oklahoma, Okla. (*abbreviation*), OK (*postal abbreviation*)

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### O'Keefe Gymnasium

### O-line

Style for shorthand for offensive line.

### Olympics

Capitalize references to the international athletic contests: The Winter Olympics, the Olympic Games.

### on-base percentage (OBP)

Don't forget the hyphen in baseball stat — (H + BB + HBP) divided by (AB + BB + HBP + SF).

### on deck, on-deck batter

Many teams walked Bonds regardless of who was on deck.

### 1

Basketball designation for point guard, as in "He's a 1." Do not overuse.

### one-and-done

Hyphenated. Quincy Miller was the first one-and-done player in Baylor basketball history.

### one-on-one

Hyphenated, he went one-on-one with the defender.

### 1-2 finish, but one-two punch

These differ because former is actual numbered order and latter more figurative.

### ongoing

### online

### only

Often misplaced, only belongs next to the word it modifies. Only he went for a knockout means that no one else did; He went only for a knockout indicates that he probably threw nothing by haymakers; He only went for a knockout implies that while he went for a knockout, he did not succeed. There are idiomatic exceptions to the placement of only, such as It can only get worse, not It can get only worse.

### onside, onside kick

### on-site (*adj.*, *adv.*)

### open-faced

### opening ceremony, opening ceremonies

Lowercase (same for closing ceremonies).

### opinion

While *RamblinWreck.com* and our official Twitter feeds have a voice with attitude and edge, there is still a difference between news and opinion. The reader should be able to count on the contents of the tweets and news stories being verifiable facts or informed observation of events and that opinion will be expressed in forms that are understood to be commentary.

### OPS

On-base percentage plus slugging percentage = OPS.

### oral vs. verbal

"Oral" refers to spoken words. "Verbal" can refer to either spoken or written words, but most often connotes the process of reducing ideas to writing.

### Oregon, Ore. (*abbreviation*), OR (*postal abbreviation*)

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### oriented

Not orientated.

### outfield, outfielder

One word.

# STYLE GUIDE

## out of bounds (*adv.*), out-of-bounds (*adj.*)

He knocked the ball out of bounds, setting up an out-of-bounds play with 11 seconds remaining.

## outpitch (*v.*), out pitch (*n.*)

Martinez outpitched Clemens. Chan Ho Park has three out pitches.

## outreach

## over

A direction; do not use when you mean more than.

## overpursue (*v.*)

No hyphen.

# P

## Pacific-12 Conference (Pac-12)

Arizona, Arizona State, Cal, Colorado, Oregon, Oregon, Stanford, UCLA, USC, Utah, Washington, Washington State

## parenthesess ( ), and brackets [ ]

In general, parenthesess enclose an aside by the writer or, in the case of quotations, by the speaker being quoted, while brackets enclose material introduced from the outside; brackets, not parenthesess, are used within quotations for material that has been added to — or changed in — the quote, e.g., “I was looking for a fast ball and Pedro [Martinez] threw me a curve (and he has a doozy of a curve) for a strike,” said (Sammy) Sosa, who stuck out [editor’s note: three strikes and you’re out.].

**NOTE:** In ordered lists contained within a single graph, they should be used in pairs, e.g., items (1), (2), (3), etc., rather than 1), 2), 3), etc. See **LISTS** entry for more info.

## part time

Use hyphen only when used as a modifier.

## partially, partly

These two are not interchangeable. “Partially” is used to mean to a certain degree when speaking of a condition or state. “Partly” implies the idea of a part, usually of a physical object, as distinct from the whole.

Right: I’m partially convinced.

Wrong: The building is partially completed.

Right: The building is in a state of partial completion.

Right: The building is partly completed.

## passer-by/passers-by

## past experience

What other kind of experience is there? Just use “experience” alone.

## pastime

## peddle, pedal

To “peddle” is to sell. To “pedal” is to use pedals, as on a bicycle.

## Pennsylvania, Pa. (*abbreviation*), PA (*postal abbreviation*)

Spell out when standing alone in text, abbreviate in datelines and in conjunction with a city, county, town, village or military base in text. Abbreviation may be used in charts. Use postal abbreviation only when providing a mailing address.

## people, persons

Use “person” when speaking of an individual. The word “people,” rather than “persons,” is preferred for plural uses.

## percent

One word; spell out in all instances except tabular form when % is appropriate.

## periods

Periods are used in certain abbreviations and after points of the compass in street addresses: U.S., U.N., 5 a.m., 16 E. Wabash Ave. However, in most other instances, abbreviations in the form of initials do not take periods: ROTC, GOP, NBC, OSU, ACLU.

## PGA, Professional Golfers’ Association (of America)

With apostrophe, an association of teaching pros that also conducts the PGA Championship, Ryder Cup, and Senior PGA Championship. PGA or PGA of America is acceptable on first reference.

## Ph.D.

The preferred form for Ph.D. is to say a person holds a doctorate in (name their field of specialty).

## pick and roll (*v.*), pick-and-roll (*n.*, *adj.*)

This is style for basketball play in which a player sets a screen, then cuts toward the basket for a pass. Plural of the noun appears to be pick-and-rolls.

## pick off (*v.*), pickoff (*n.*, *adj.*)

The best pickoff men are those who are able to keep the start of their delivery the same whether they are picking off a runner or throwing a fastball over the plate.

## pick up (*v.*), pickup (*n.*, *adj.*)

## pinch hit (*v.*), pinch-hit (*n.*, *adj.*), pinch hitter (*n.*)

Called on to pinch hit, veteran pinch hitter Joe Smith hit a pinch-hit single, solidifying his status as the team’s best pinch hitter and the player to call upon when a clutch pinch-hit is needed.

## pinch run (*v.*), pinch runner (*n.*)

Run, without pinch, is preferable as a verb, e.g., Jones ran for Smith, or Jones was a pinch runner for Smith.

## pinkie

## Pinterest

## pitchers’ duel, pitcher’s mound, pitchers’ park

Note the placement of the apostrophe in each.

## pitch out (*v.*), pitchout (*n.*)

The catcher called for a pitchout and the pitcher pitched out.

## pivotman

One word.

# STYLE GUIDE

## **place kick** (*v, n.*), **place-kicker** (*n., adj./label*), **place-kicking** (*n., adj.*)

Place-kicker Jan Stenerud was considered the best of all place-kickers; when called upon to place kick, he was almost always successful with the place kick, no matter what the yardage.

## **plagiarism**

Plagiarism is journalism's original sin, and in the electronic age, it is easier than ever to copy the material of others inadvertently. Be vigilant. Be careful when electronically perusing clips for background and copying notes. Always give full credit where credit is due. Even rewriting, rewording is wrong. Do your own reporting, your own outlining and your own writing.

## **plate umpire**

Not home plate umpire.

## **play-action**

Hyphenate even as a noun.

## **play calling** (*n.*), **play-calling** (*adj.*), **playcaller**

## **player of the year, rookie of the year**

Duke Johnson is the ACC Rookie of the Year, but he is the running for rookie of the year.

## **play fake** (*n.*), **play-fake** (*v.*)

## **playmaker** (*n.*), **playmaking** (*n., adj.*)

## **play off** (*v.*), **playoff/playoffs** (*n., adj.*)

## **plug-in**

Not plugin.

## **p.m.**

Lowercase with punctuation.

## **podcast**

Lowercase; podcast titles do not take quotation marks.

## **political office holders**

Capitalize Democrat, Republican, or any other party; note state if elected official holds national office; state office, list city of residence.

## **pom-pom, pompon**

"Pom-pom" is a rapidly firing weapon. A cheerleader's prop is correctly called a "pompon."

## **pop fly, popup** (*n.*), **pop up** (*v.*)

This is the style for a high fly ball in baseball — or the act of hitting one.

## **possessives**

Distinguish between singular and plural possessives: a user's needs but all users' needs. Use singular in titles that have phrases such as User's Guide or User's Reference List. Remember that it's is NOT a possessive, but a contraction for it is.

Treat the use of apostrophes with team nicknames as you would the use of the possessive with the city name in a similar construction, e.g., New York shortstop Derek Jeter doubled... Yankees shortstop Derek Jeter doubled... New York's shortstop, Derek Jeter, doubled... The Yankees' shortstop, Derek Jeter, doubled...

## **postdoctoral**

One word.

## **postgame, pregame**

One word.

## **postgraduate**

One word.

## **post-master's**

Use hyphen to differentiate from an employee of the postal service (postmaster).

## **postrace, prerace**

One word.

## **postseason, preseason**

One word.

## **postsecondary**

## **post-traumatic stress disorder**

## **power forward**

In basketball, the 4 position, the larger and better rebounder of the two forwards. In hockey, a big strong forward who is equally capable of scoring or playing physically.

## **PowerPoint®**

Trademarked name.

## **pregame, postgame**

One word.

## **premed**

premedical

## **premier, premiere**

"Premier" is first in status or importance, chief, or a prime minister or chief executive. "Premiere" is a first performance.

## **prerace, postrace**

One word.

## **preseason, postseason**

One word.

## **presently, currently**

Many writers use these terms as if they were synonymous. But "presently" means in a little while, soon. "Currently" means now. In most cases you can do just fine without using "currently." For example, "we are currently revising the plan" works better when simply stated, "we are revising the plan."

# STYLE GUIDE

## president-elect

### President G.P. "Bud" Peterson

Took office on June 1, 2001.

### presidents of Georgia Tech

Below is list of Georgia Tech presidents:

PRESIDENT	TENURE
Isaac S. Hopkins	1888-96
Lyman Hall	1896-1905
Kenneth G. Matheson	1905-22
Marion L. Brittain	1922-44
Blake R. Van Leer	1944-56
Paul Weber (interim)	1956-57
Edwin D. Harrison	1957-69
Vernon D. Crawford (interim)	1969
Arthur G. Hansen	1969-71
James E. Boyd (interim)	1971-72
Joseph M. Pettit	1972-86
Harry C. Bourne Jr. (interim)	1986-87
John Patrick Crecine	1987-94
Michael E. Thomas (interim)	1994
G. Wayne Clough	1994-2008
Gary Schuster (interim)	2008-09
G.P. "Bud" Peterson	2009-

### Presidents (U.S.)

Address a former U.S. President, such as former President Bill Clinton as The Honorable Bill Clinton; the salutation will be to Mr. Clinton.

### pretense, pretext

"Pretense" is a false show or unsupported claim to some distinction or accomplishment. "Pretext" is a false reason or motive put forth to hide the real one, an excuse or a cover-up.

### prevalent

### preventive

Not preventative.

### prime minister

Correct title of an individual who is the first minister in a national government that has a council of ministers, correct throughout the Commonwealth; use chancellor in Austria and Germany.

### prime time (n.), prime-time (adj.)

### principal, principle

"Principal" as a noun is a chief person or thing; as an adjective, it means first in importance. "Principle" is a noun meaning a fundamental truth, doctrine or law; a guiding rule or code of conduct; a method of operation.

### proceed, procedure

Not procede.

### proceed, proceeded, proceeding, proceeds (n.)

### pro day

Lowercase.

### profanity

Obscene, profane or vulgar content does not belong in most articles or commentaries; words or descriptions that might offend readers should be used only when they convey an essential point of the story, and then only after consultation with senior editors.

When they are included, style is to use the first letter and the appropriate number of hyphens, plus any subsequent inoffensive letters. The boxer erupted. "What is this s---?" he bellowed. "Where's my f---ing belt?"

For fictional profanity, use the symbols above the number row on the keyboard. "What the Sam Hill is going on here, you #%&\$ing varmint?" – Yosemite Sam

### professional titles

- Capitalize professional titles used directly before an individual's name.  
President G.P. "Bud" Peterson
- Lowercase and spell out professional titles when they are not used with an individual's name.  
The president held a formal news conference Wednesday.
- Lowercase professional titles than follow an individual's name.

### proper nouns

Capitalize proper nouns and avoid using them in sequence; e.g., use The Astros won in Houston on Sunday instead of The Astros won in Houston Sunday.

### provides

Overused; try has or gives.

### publication names

For magazines, capitalize the name but do not place in quotes; lowercase magazine unless it is part of the magazine's formal title; if in doubt, check in the masthead; for newspapers, use normal body type, do not use quotation marks, capitalize The if the newspaper uses it in its masthead, e.g., *The Washington Post*, *The Dallas Morning News*, except when naming several newspapers in a listing; if further geographic identification that is not part of the newspaper's name is required for a general audience, insert in parentheses, e.g., *the Mobile (Ala.) Press-Register*, *the Houma (La.) Courier*.

### putback (n., adj.), put back (v.)

One word for when a player gets an offensive rebound and immediately scores; two words as a verb, but wouldn't normally use it in verb form to mean this.

### put out (v.), putout (n.)

He put out the fire, getting two strikeouts and a putout at second base.

# STYLE GUIDE

## Q

### quadriiceps

Not quadricep.

### quarterback

One word.

### quarterfinal(s)

One word.

### quotation marks

Use single quotation marks in news headlines and for quotes within quotes. "Smart" quotes, not "straight" quotes, should be used. Semicolons and colons go outside quotation marks.

Periods and commas go inside the closing quotation mark.

Quotation marks are used for articles, poems, short stories, songs, lectures, blog entries, TV and radio programs (but a TV/radio series name is in *italic*). Quotation marks are not needed for academic course titles.

*Word Processing: You can use Microsoft Word's AutoCorrect feature to replace straight quote marks with "smart," or curly, quotes. Or go to Word's Insert menu, select Symbol, and click on the desired mark.*

### quotes

The use of quotes is best kept to a minimum, save for those that will have an impact. When used, quotations must be an accurate transcription of what was said, a reasonable match for what the reader may see on SportsCenter, with changes for only ums and the like and, very carefully, false starts and dead-ends. Often, people are composing their thoughts as they speak, resulting in ungrammatical syntax. To quote them verbatim is unfair. Rambling quotations that may be difficult to transcribe are best not used anyway; the thoughts and information conveyed in disjointed quotations are best skillfully paraphrased succinctly and used without quotation marks.

## R

### racket

Not raquet when referring to the racket used in tennis, badminton, etc., not even for racquetball.

### Ramblin' Wreck

#### Ramblin' Wreck from Georgia Tech

The words and music for Tech's world-famous "Ramblin' Wreck" fight song were inspired by an old folk ballad, "The Sons of the Gamboliers." The name Ramblin' Wreck gained widespread acceptance in the 1920s when Tech graduates began building makeshift mechanical buggies to improve a poor transportation system in South America.

### ranges

Spell out three to four week for injury rehab estimates rather than using numerals. It is OK to use numerals for ranges that are more like stats, but be extra careful of things with multipart elements, such as money and/or millions.

### RBI, RBIs

AP style is to add s for the plural, but *RamblinWreck.com* will not follow that style. NOTE: Merriam-Webster says to add s for the plural of POW, an exactly analogous acronym, and for RBI.

### real time (n.), real-time (adj.)

### rebut, refute

To "rebut" is to argue to the contrary. To "refute" is to win the argument.

### record

Do not use new record or all-time record. A record is a record, even when new, and best of all time is assumed (if it needs qualifying, qualify it).

### recur, recurred, recurring

NOT reoccur.

### redshirt (n., adj.)

One word; e.g., Like all redshirts, he sat out a season and now, as a redshirt freshman, he was getting to play. [See also **FRESHMAN**.]

### regardless

"Regardless" is a word. "Irregardless" is not a word.

### regions, directions

In general, lowercase north, south, northeast, northern, etc., when they indicate compass direction. Initial caps when these words designate regions: the Northeast, the West, Western states, Intermountain West. A storm system that developed in the Midwest is spreading eastward. It's intermountain area (all lowercase because no specific region is indicated).

### residence hall

Use instead of dormitory.

### résumé

### Reverend

Use the in front of the title; do not write out Reverend and do abbreviate (Rev.).

### reword

Do not hyphenate unless the result could be confused with another word, such as re-creation, re-sent, re-serve, re-sort, etc.

### Rhode Island, R.I. (abbreviation), RI (postal abbreviation)

Spell out when standing alone in text, abbreviate in datelines and in conjunction with a city, county, town, village or military base in text. Abbreviation may be used in charts. Use postal abbreviation only when providing a mailing address.

### Rhodes scholar

### right field (n.), right fielder (n.), right-field (adj.)

The right fielder is usually the team's outfielder with the best arm, placed in right field with hopes that he will gun down runners from the right-field corner.

### right hand (n.), right-hander (n.), right-handed (adj.)

People who throw with their right hand are right-handed and known as right-handers.



# STYLE GUIDE

## right-justify (*v.*), right-justified (*adj.*)

Use hyphen in both the verb and adjective forms.

## Rivals.com

Italicize.

## road game, road trip

Two words in each case.

## rookie of the year

Only capitalize when the whole official title is included, not in the generic sense, not even when the league is understood.

## room

Capitalize when used with a number.

## Rose Bowl Field

## rosin

Pitchers use a rosin bag, not resin.

## rounds (of drafts)

Examples: first-round pick; he was picked in the second round; first-rounder; Round 2.

## rounds (of events)

Same as previous entry for the first round of Round 2, e.g., but use lowercase for round of 16 and its ilk.

## round-tripper

It's a cliché for home run that's to be avoided, but if you do use it (or a source quoted does), hyphenate it.

## RPI (Ratings Percentage Index)

Abbreviation is acceptable on first reference if meaning is understood in context.

## RSVP

The abbreviation for the French *repondez s'il vous plait*; it means "please reply." Do not use the redundant "please RSVP."

## rulebook

One word.

## run back (*v.*), runback (*n.*)

## run block (*v.*), run block (*n.*), run-blocker (*n.*)

The run-blocker's role is to run block, clearing the way for the runner with an effective run block.

## run down (*v.*), rundown (*n.*)

The third baseman ran down the ball in foul territory, threw home, and the runner was caught in a rundown.

## runner-up (*sing.*), runners-up (*pl.*)

Hyphenated.

## running back

Two words.

## run-stopper (*n.*)

Hyphenated, in football, the nose guard can be a formidable run-stopper.

## runoff

## Russ Chandler Stadium

# S

## sacrifice fly, sacrifice hit

Two words; though a successful sacrifice bunt is referred to in rules and records as a sacrifice hit, it is an out and a better construction is to refer to it as simply a sacrifice.

## Saint

Abbreviate as St. in names of saints, cities and other places.

## St. Patrick's Day

## sand trip

Two words.

## Saturday

Capitalize and spell out, do not abbreviate.

## schneid, get off the

Use this spelling for the saying that means to snap a winless/scoreless/hitless/etc. skid.

## scoreboard, scorebook, scorecard, scorekeeper

One word in each case.

## scores

Finals scores are always given in figures with a hyphen between the winning and losing team, winning score first; they are not set off by commas except in headlines, e.g., Yellow Jackets edge Seminoles, 17-13 and The Georgia Tech Yellow Jackets defeated Florida State 17-13 when the Seminoles failed...

## screwball

One word for the pitch that has reverse spin and breaks in opposite direction to a normal curve.

## season

Avoid using the word "year" to refer to a season in any sport with a regular season that crosses the New Year's line (NBA, NHL, college hoops, etc.).

## seasons

Do not capitalize: fall, spring, summer, winter.

## season-ticket holder

One hyphen — between season and ticket.

# STYLE GUIDE

## second-and-10 (etc.)

Yardage is always given in figures, and the term is always hyphenated.

## second base (n.), second baseman (n.), second-base (adj.)

In covering the ground between the first baseman and second base, the second baseman must avoid the second-base umpire.

## second round (n.), second-round (adj.), second-rounder, Round 2

## seeding

Officially acceptable styles for referring to seeding:

- No. 1 seed (with or without school/nickname after it).
- 2-seed (with or without school/nickname after it).
- No. 3-seeded Hoops U.
- fourth-seeded Hoops State.

Do not include seed/seeded because of the potential for confusion with rankings.

**NOTE:** Don't forget that a seed with a lower number is actually a higher (aka better) seed. (e.g., the top seed is seeded three spots higher than the No. 4 seed.)

## selection committee

Lowercase — yes, even for the NCAA basketball tournament(s). (Especially as it appears the full official name of each committee doesn't actually include the word "selection"...)

## Selection Sunday

Cap both s's for the NCAA men's basketball extravaganza. Use Selection Monday for the women's version.

## self-

Always hyphenate.

## semesters/sessions

Do not capitalize the common names of semesters, terms, or academic sessions.

## semicolon

Use semicolons to separate items in a series when the items use internal commas. A semicolon should be placed before the conjunction in such a series.

## senior

Lowercase senior class. Abbreviate Sr. and Jr. with full names. Omit comma.

## series, scores

For scores and series, the higher/winning number always goes first except in situations — such as tennis or volleyball matches, boxing judging, etc. — in which the order denotes who won which subset. (e.g., the Leads trail 2-0 in the Stanley Cup finals and the Saints came back from a 21-0 third-quarter deficit, but John McEnroe defeated Jimmy Connors 3-6, 6-3, 2-6, 6-2, 6-1.)

## serve-and-volley (adj.), serve and volley (v.), serve-and-volley (n.)

## September, Sept.

Capitalize and spell out, abbreviating only when used with a specific date, e.g. The third day of February 2050 will be Feb. 3, 2050, no matter what.

## set up (v.), setup (n.), set-up man

To set up is to prepare and the setup is the way a car is prepared for a race. The set-up man is the relief pitcher who immediately precedes, and sets up for, the closer.

## shake 'n' bake

Two apostrophes (and two spaces) for a shake-off move that leaves the defense behind.

## shall/will

"Shall" is used for the first-person future tense and expresses the speaker's belief regarding his or her future action or state.

If "will" is used for first-person future, it expresses his or her determination or consent. At other times, "will" is used for the second- and third-person future tense.

## share of voice

Share of Voice is the percentage of all the online content/conversations about your company compared to the content/conversations about your competitors. You might think of it as a form of online market share.

## shin guard

Two words.

## Shirley Clements Mewborn Field

## shoestring catch

No hyphen, two words.

## shootaround

No hyphen, one word; in basketball, the team's morning practice before a game.

## shootout

No hyphen is versus Merriam-Webster but follows general sports style.

## short-handed

Hyphenate (AP style trumps Merriam-Webster).

## shortstop

One word.

## shot-blocker

Hyphenate.

## shot-maker, shot-making (n., adj.)

Hyphenate.

## shot put (n.), shot-putter (n.), shot-putting (n.)

# STYLE GUIDE

A shot-putter throws the shot put while participating in competitive shot-putting.

## showtime

One word.

**shutdown** (*n.*), **shut down** (*v.*)

**shut out** (*v.*), **shutout** (*n.*)

He shut out the Mariners, dealing them their sixth shutout of the season.

## Sl.com

Italicize

## sidearm, sidearmer, sidearming

One word for the baseball pitch delivery and its brethren.

## sideline

One word.

## signal-caller

Hyphenate the term; throw in to avoid saying “quarterback” for the umpteenth time.

**sign in/sign out** (*v.*)

**sign-in/sign-out (sheet)** (*n.*, *adj.*)

## signing day

Lowercase.

## sinker, sinkerball

It's fine — perhaps even preferred — to leave off “ball,” but if it's in a quote or “ball” just helps the sentence flow, make “sinkerball” one word.

**sit-up** (*n.*), **sit up** (*v.*)

## sixth man

Two words; in women's basketball try to avoid, using top reserve or first player off the bench.

## slam dunk

Two words.

## slang

Using the occasional slang term in a context in which it will be understood can help develop personality and voice. Be aware of the differences between news articles, commentary and chats. See also COLLOQUIALISMS.

## slash

A slash is used in text to separate alternatives (good/evil) and to separate lines of poetry (Roses are red / Violets are blue / It's not a backslash / Really? Who knew?). Other common uses include 24/7, meaning all day, every day.

## smartphone

## so

Don't use it as a coordinator. Instead of writing The box is empty, so you can discard it, write Because (or Since) the box is empty, you can discard it.

## social media

Lowercase.

## social media platforms

Facebook  
Flickr  
Google+  
Instagram  
LinkedIn  
Pinterest  
Reddit  
Snapchat  
SoundCloud  
Tumblr  
Twitter

## Social Security

Use lower case when referring to social security number. Only capitalize references to the Social Security Administration.

**South Carolina, S.C.** (*abbreviation*), **SC** (*postal abbreviation*)

Spell out when standing alone in text, abbreviate in datelines and in conjunction with a city, county, town, village or military base in text. Abbreviation may be used in charts. Use postal abbreviation only when providing a mailing address.

**South Dakota, S.D.** (*abbreviation*), **SD** (*postal abbreviation*)

Spell out when standing alone in text, abbreviate in datelines and in conjunction with a city, county, town, village or military base in text. Abbreviation may be used in charts. Use postal abbreviation only when providing a mailing address.

## Southeastern Conference (SEC)

Alabama, Arkansas, Auburn, Florida, Georgia, Kentucky, LSU, Missouri, Ole Miss, Mississippi State, South Carolina, Tennessee, Texas A&M, Vanderbilt.

## spacing

Only one space should follow a period at the end of a sentence. Double spacing after periods is a defunct practice from the era of typewriters.

**special teams** (*n.*), **special-teams** (*adj.*)

Hyphen helps avoid confusion in phrases such as special-teams play. If you must use it — i.e., it's in a quote or the alternative phrasing seems more awkward — special-teamer also would take a hyphen.

## spitball, spitballer

## split-fingered fastball

First popularized by Bruce Sutter in the late 1970s, hyphenated; also, in context or second reference, a split-finger or a splitter.

## split infinitives

Avoid awkward constructions that split infinitive or compound forms of verbs.

## SportingNews.com

Italicize.

## sports

Do not capitalize the names of sports such as football and baseball, even if the sport is preceded by the name of the school or the nickname (Georgia Tech football, Yellow Jackets baseball).

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For sports in which both men and women compete, the gender of the team must always be specified on first reference (men's basketball, women's basketball, men's tennis, women's tennis).

When referring to varsity teams, do not identify gender when Georgia Tech has only one gender represented in that varsity sport. Do not use women's volleyball, men's golf. Use volleyball, golf.

Never use girls or ladies to refer to women's teams. Use women. Never use boys to refer to men's teams. Use men.

## ***Sports Illustrated, SI.com***

Italicize.

## **sports writer**

Two words. An exception to Webster's New World College Dictionary.

## **spring break**

## **spring training** (baseball)

All lower case; not Spring Training. Don't hyphenate as a modifier.

## **square feet**

Do not abbreviate. When used as an adjective, hyphenate.

## **squeeze play**

Two words, no hyphen.

## **stadium(s)**

Capitalize only when part of proper name, e.g., Yankee Stadium; not stadia.

## **stand-alone** (*adj.*)

Hyphenate.

## **standard time**

Use 1 p.m. ET, not 1 p.m. EST

## **startup** (*adj.*)

## **Sr.**

Omit comma.

## **state schools**

In state university names, we hyphenate when the state is used (Louisiana-Lafayette, Louisiana-Monroe), but not when the (school) abbreviation is used (UL Lafayette, UL Monroe).

## **state abbreviations**

Spell out the names of the 50 United States when they stand alone in text. Abbreviate, using AP, not postal rules, when citing a city and a state together. Some states must always be spelled out.

Use Washington, D.C. Don't abbreviate to D.C. or DC.

Always spell out a state name if it's part of a title or name.

## **stationary, stationery**

To stand still is to remain stationary. The writing paper is stationery.

## **statistics**

Use lowercase words (value over replacement player, player efficiency rating, runs batted in, etc.) when spelling out stats – traditional or otherwise.

Also, generally err on the side of using numerals for statistics. All statistics must be tied to a time period; this does not mean sticking in "currently" but rather involves providing specifics: e.g., through Tuesday's games, he led the nation in scoring; entering June, he had 10 home runs.

## **stiff-arm** (*n., v.*)

## **stopper**

Closer is preferred for the relief pitcher who normally pitches in most of his team's save situations.

## **story line**

Two words.

## **street**

Abbreviate only with numbered addresses.

## **strike**

In baseball, spell out word and number (strike one, e.g.).

## **strike out** (*v.*), **strikeout** (*n., adj.*)

Strikeouts being an efficient way to get through an inning, pitchers often try to strike out as many batters as possible.

## **strike zone**

Two words.

## **strong side** (*n.*), **strongside** (*adj.*)

The strongside linebacker lines up on the strong side of the defense.

## **student-athlete**

## **student body**

Use "student" or "students" instead.

## **student classifications**

Do not capitalize: freshman, sophomore, junior, senior.

## **stutter-step** (*n., v.*)

Hyphenate.

## **summa cum laude**

Graduating with highest distinction.

## **Summer Games**

Fine for reference to Olympic Summer Games (DON'T use Summer Olympic Games).

## **Sun Belt Conference**

Appalachian State, Arkansas State, Coastal Carolina, Georgia Southern, Georgia State, Little Rock, Louisiana, South Alabama, Texas State, Troy, ULM, UT Arlington.

## **Sunday**

Capitalize and spell out, do not abbreviate.

## **Super Bowl**

# STYLE GUIDE

Use Roman numerals; Super Bowl XXXIV (34) took place on Jan. 30, 2000. Exception: Super Bowl 50 (will not use Roman numerals).

## super regionals

Use uppercase when preceded by geographical name, but lowercase otherwise. Baylor went to the super regional in Dallas, but The Bears went to the Dallas Super Regional.

## supersede

Not supercede (super + sedere = "to sit above").

## Sweet 16

Fourth round is the only (pithy, alliterative) NCAA tournament nickname that uses a numeral. (NOTE: The NCAA does use this term for sports other than basketball.)

## switch-hitter

A batter who can bat right-handed against lefties and left-handed against righties.

## swimming

Scoring is in minutes, if appropriate, seconds and tenths of a second. Extend to hundredths if available. Most events are measured in metric units. Identify events as women's 400 freestyle relay, women's 100 backstroke, etc.

## SWOT analysis

A SWOT analysis (alternatively SWOT matrix) is a structured planning method used to evaluate the strengths, weaknesses, opportunities and threats involved in a project or in a business venture.

- Strengths: characteristics of the business or project that give it an advantage over others.
- Weaknesses: characteristics that place the business or project at a disadvantage relative to others.
- Opportunities: elements that the project could exploit to its advantage.
- Threats: elements in the environment that could cause trouble for the business or project.

# T

## T-shirt(s), T's

Style for the shirts.

## tailback

One word.

## takeout (n., adj.), take out (v.)

## team nicknames

Use the plural, e.g., Yankees catcher Jorge Posada, not Yankee catcher Jorge Posada.

## technical fouls, T'd up, T's

Rasheed Wallace, who was notorious early in his career for getting T'd up, racked up 40 T's in the 2000-01 season.

## Technique, The

## Tech Tower

## tee, tee off

## telephone numbers

AP style changed in May 2006 to drop the parentheses and use all hyphens, even with area codes, country codes, etc.; e.g., 860-766-7200.

## tendinitis

Merriam-Webster prefers (and AP silent).

## Tennessee, Tenn. (abbreviation), TN (postal abbreviation)

Spell out when standing alone in text, abbreviate in datelines and in conjunction with a city, county, town, village or military base in text. Abbreviation may be used in charts. Use postal abbreviation only when providing a mailing address.

## tennis

The scoring unites are points, games, sets and matches. Set scores would be reported this way: Mike Stamus defeated Chris Yandle 6-4, 3-6, 6-3. Indicate tiebreakers in parentheses after the set score, using only the lower: 7-6(9).

## tense

Use tense consistently throughout a story. However, tenses may be mixed when needed to distinguish terminated from continuing action.

## Texas (no abbreviation), TX (postal abbreviation)

Spell out when standing alone in text, abbreviate in datelines and in conjunction with a city, county, town, village or military base in text. Abbreviation may be used in charts. Use postal abbreviation only when providing a mailing address.

## that

Used in restrictive, defining clauses (without a comma preceding); use which in other cases and with a comma. In references to people, always use who instead of that.

## theater, theatre

The preferred word in the United States is theater, unless the British spelling is part of a proper name.

## The Flats

## third base (n.), third baseman (n.), third-base (adj.)

The third baseman covers the ground between the third-base line and the shortstop's territory, takes almost all throws to third base, and, when otherwise not occupied, often scuffs up the dirt around the third-base bag.

## 3

Basketball term for small forward, as in "Perry Jones III is a 3." Do not overuse.

## three-base hit

If someone feels the need to phrase it this way, hyphenate it.

## 3-4 defense (and similar)

Use numerals.



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## three-peat

Hyphenate.

## 3-pointer, 3-point basket, 3-point shot

Hyphenated, a basket from beyond the 3-point line; after first reference, 3 is acceptable. Regardless, always use the numeral (NOTE: The plural of the short version is 3s with no apostrophe, per AP style.).

## three-point line

In the NBA, the distance is 23 feet, 9 inches on the arc, 22 feet in the corner. As of 2008-09, the distance in men's college basketball increased to 20 feet, 9 inches.

## three-point play

A 2-point basket and a free throw.

## three-second violation

Spell out three in this basketball term.

## 360, 360s

Use figures for a move that involves turning all the way around and ending up facing the same way.

## throw down (*v.*), throwdown (*n.*)

## Thursday

Capitalize and spell out, do not abbreviate.

## tiebreak, tiebreaker, tiebreaking

## tight end

Two words.

## 'til

Short for until. Don't use "till"; do use apostrophe.

## times

Use 3 to 5 p.m., not 3:00 to 5:00 p.m. Use 8:30 to 11 a.m., not 8:30 to 11:00 a.m. When you have a crossover from morning to afternoon, use the form 8 a.m. to 2 p.m. Note that a.m. and p.m. are written with periods and in lowercase. A :00 in a time reference is unnecessary and space consuming. Use noon for 12 p.m. and midnight for 12 a.m.

Do not be redundant by using a.m. with morning, etc.: We plan to leave at 8 a.m. in the morning. We plan to return at 6 in the evening. Generally, it is more readable to put the time, then the date, when an event will occur (e.g., The train arrives at 3 a.m. Jan. 3; not The train arrives on Jan. 3 at 3 a.m.).

## time element

The time element should be introduced in an article as soon as possible without interrupting the flow of the lead.

For upcoming events, the time element is prevailing Eastern Time (the abbreviation ET is acceptable on first reference) and the date in Atlanta; for reports of concluded events, the time reference is to the day the event occurred where it occurred; for continuing stories or packages with both advances and results, especially for events across the oceans and the

international date line, it may be necessary to explain the time element, e.g., In Sydney, the preliminaries concluded at 10 p.m. Tuesday and the semifinals will start at 1 p.m. Wednesday (10 p.m. ET Tuesday).

For all days seven or more days before or after the current day, use the month and date; use the day of the week for dates six days or less before or after the current date, including the current day except in certain cases when today is acceptable; the verb tense and context should indicate past or future.

Today is acceptable in direct quotes and in high-traffic, short-lived blurbs, headlines and other text that will definitely be replaced later in the day because of changing events; however, there is no tomorrow, except in direct quotes and in context that does not indicate a specific day, such as Tomorrow, the world will be a different place; likewise, do not use yesterday except in direct quotes and in context that does not indicate a specific day.

Do not use the time of day as the routine time element; use only when required to describe a sequence of events within a day; e.g. The Yankees denied the rumors in the morning, acknowledged in the afternoon that a trade was being discussed, and announced the transaction in the evening.

Capitalize and spell out the months of the year, abbreviating only Jan., Feb., Aug., Sept., Oct., Nov. and Dec., and then only when used with a specific date, and use commas only when using month, date, year (e.g.,

The third day of January 2050 will be Jan. 3 and the day after that will be Jan. 4, 2050, no matter what; capitalize and do not abbreviate the days of the week.

## time line

Two words.

## time of day (morning, afternoon, evening, night)

Do not use the time of day as the routine time element; use only when required to describe a sequence of events within a day.

## timeout

One word.

## times at bat

He was hitless in four times at bat, or, he was hitless in four at-bats.

## time spans

Spell out three to four weeks for injury rehab estimates rather than using numerals. It is OK to use numerals for ranges that are more like stats, but be extra careful of things with multipart elements, such as money and/or millions.

## time zones, designating

Do not use the standard and daylight designations; e.g., use 1 p.m. ET.

## tip in (*v.*), tip-in (*n.*)

He scored three times on tip-ins, jumping and reaching above his opponent to tip in the rebound.

## tip off (*v.*), tip-off (*n.*)

They tipped off at precisely 8 p.m., with Siena controlling the tip-off.

## titles

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Following AP Style, where quotation marks are used to denote the titles of books, magazines, plays, movies, etc. is preferred. However, italicizing such titles, where it is a whole made up of individual parts, such as chapters or articles, is acceptable. For formal titles, abbreviate and capitalize Ms., Sen., Rep., Gov., Lt. Gov., Sgt., Gen. and Dr. before names.

## today

Today should not be used, except in direct quotes and in high-traffic, short-lived blurbs, headlines and other text that will definitely be replaced later in the day because of moving elements.

## Together We Swarm, #TogetherWeSwarm

## tomorrow

There is no tomorrow, except in direct quotes and in context that does not indicate a specific day, such as Tomorrow, the world will be a different place.

## Total Person Program

## touchback

One word.

## touchdown

One word.

## toward

Not towards.

## track and field

Scoring is in distance or time, depending on the event. Most events are measured in metric units. For those meets that include feet, make sure the measurement is clearly states, as in men's 100 meter dash, women's 880 yard run, etc.

In an effort to be concise, use a colon and decimal point for time events (3:34.27). Do not use a colon before times given only in seconds and tenths of a second (10.1). Extend times to hundredths, if available: 9.45.

For field events – those that do not involve running – use these forms: 26 1/2 for 26 feet, one-half inch; 25-10 1/2 for 25 feet, 10 1/2 inches, etc.

## tradable

No e in the middle.

## training camp

Two words; no hyphen even as a modifier.

## trey

This is the style for the alternative reference to a 3-pointer, but use sparingly.

## trifecta

This is the style for an alternative reference to a 3-pointer, but use even more sparingly (than trey).

## triple-bogey (n., v.)

Hyphenated, likewise double-bogey, etc.

## triple-double

Hyphenated, likewise double-double.

## tripleheader

One word, likewise doubleheader.

## triple play (n.), triple-play (adj.)

The middle infielders pinched toward the middle hoping for a triple-play opportunity, and sure enough, Jim Rice hit into a triple play.

## trophy

Keep cap T with plurals of the official name, but not across multiple types of trophies.

## true freshman

Outside a football context, preference is just to say freshman (or redshirt freshman when that's the case), but this phrase is OK to use when talking about football if redshirt freshmen and true freshmen are both mentioned or it otherwise might be unclear without it.

## try out (v.), tryout (n., adj.)

He tried out after walking into the tryout camp and being granted a tryout.

## Tuesday

Capitalize and spell out, do not abbreviate.

## turf

Refers to artificial grass; use grass when referring to natural turf.

## turnaround (n., adj.)

## turnover (n.), turn over (v.)

## Twitter

## tweets

## 24/7

Use a slash.

## 2 (2-guard)

Basketball term for shooting guard, as in He's a 2 or He's a 2-guard. Do not overuse.

## two-a-days

## two-base hit

If someone feels the need to phrase it this way, hyphenate it.

## two-way player

Any team player who is proficient at both offense and defense.

# U

## under way

Two words.

## unique

Commonly overused, this word literally means one of a kind. "Unique" should never be modified by "truly," "rather" or "very."

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## United States (U.S.)

AP style has changed to allow the use of the abbreviation as a noun as well as an adjective.

## un- words (unblockable, unhittable, unsignable, untradable)

Examples here are all jargon but OK. In AP, un- is one of those prefixes that generally don't get hyphens; err on the side of not hyphenating, especially for anything that has become a standard sports term.

## uppercase

One word, no hyphen.

## United States (U.S.)

Use United States on first reference, but be consistent on your second reference usage (we suggest U.S.). AP style has changed to allow the use of the abbreviation as a noun as well as an adjective.

## USA TODAY

Write out in all caps for publication, italicized.

## USBWA

United States Basketball Writers Association.

## U.S. national teams

Do not capitalize, not even with name of country and gender (i.e., U.S. men's national team), perhaps mostly because the truly official name tends to include even more qualifiers (e.g., age/senior).

## use, usage, utilize

Avoid the last two; usage implies habitual use, as in word usage; utilize suggests the discovery of a use.

## Utah (no abbreviation), UT (postal abbreviation)

Spell out when standing alone in text, abbreviate in datelines and in conjunction with a city, county, town, village or military base in text. Abbreviation may be used in charts. Use postal abbreviation only when providing a mailing address.

## V

### Valentine's Day

## Vermont, Vt. (abbreviation), VT (postal abbreviation)

Spell out when standing alone in text, abbreviate in datelines and in conjunction with a city, county, town, village or military base in text. Abbreviation may be used in charts. Use postal abbreviation only when providing a mailing address.

## versus, vs.

Our default is to spell this out. Restrict vs. to heads, extreme shorthand for games, etc. For court cases, use v., as in New York Times v. Sullivan.

## Veterans Day

No apostrophe, AP style.

## vice versa

## videoconferencing

One word.

## Virginia, Va. (abbreviation), VA (postal abbreviation)

Spell out when standing alone in text, abbreviate in datelines and in conjunction with a city, county, town, village or military base in text. Abbreviation may be used in charts. Use postal abbreviation only when providing a mailing address.

## visitors bench

See **APOSTROPHE** entry in AP punctuation guide; this is more descriptive than possessive; a bench for the visitors versus a bench of the visitors'.

## volley(s)

One volley, two volleys.

## volleyball

In all international, U.S. college and USA Volleyball games, each of the first four sets is won by the first team to score 25 points. If the match is tied in sets after the first four sets, a deciding fifth set will be played to 15 points. In all five sets, teams must win by two points without a cap on points. Refer to scoring in this manner: Georgia Tech upset No. 3 Georgia 3-1 (30-27, 26-30, 30-28, 35-33).

## W

### walk-off (adj.)

### walk on (v.), walk-on (n., adj.)

To walk on, and try out for the team without having an athletic scholarship then win a spot as a walk-on member of the team, as a true walk-on, is an admirable accomplishment.

### walk-through (n., possibly adj.)

### warm up (v.), warm-up(s) (n., adj.)

When the starting point guard got in too late to warm up very well, she got an earful from the coach about the importance of warm-ups.

## Wardlaw Center

## Washington, Wash. (abbreviation), WA (postal abbreviation)

Spell out when standing alone in text, abbreviate in datelines and in conjunction with a city, county, town, village or military base in text. Abbreviation may be used in charts. Use postal abbreviation only when providing a mailing address.

### weak side (n.), weakside (adj.)

The weakside linebacker lines up on the weak side of the defense.

## website

One word, lowercase. When writing a Web address, do not include http:// if the URL contains www. If the URL does not include www, the http:// may be necessary to avoid confusion. Use your own best judgment, but be sure

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the URL can be perceived as a URL and not as plain text. In general, include `http://` when the URL is within a larger copy block. If it stands alone, e.g., in a footer or short phrase, `http://` may be omitted.

A forward slash (/) does not need to follow the address. Include a period if the URL falls at the end of a sentence.

## website names

Italicize such sites as *CBSSports.com*, *ESPN.com*, *FOXSports.com*, *RamblinWreck.com*, *Rivals.com*, *SI.com*, *SportingNews.com*, *Yahoo! Sports*, *AJC.com*

## Wednesday

Capitalize and spell out, do not abbreviate.

## weeklong

## weight and height

Use figures, hyphenate when used as a preceding modifier: He is 6 foot 2, 223 pounds; he is a 6-foot-2, 221-pound quarterback; he is 6 feet, 3 inches tall; do not use ' and " to indicate feet and inches or abbreviate foot, feet, inches, pound or pounds. See NUMBERS.

## weight lifting

## well-being

## West Virginia, W.Va. (abbreviation), WV (postal abbreviation)

Spell out when standing alone in text, abbreviate in datelines and in conjunction with a city, county, town, village or military base in text. Abbreviation may be used in charts. Use postal abbreviation only when providing a mailing address.

## which

See that

## who

In references to people, always use who instead of that.

## who, whom

We rarely see the word "whom" in writing. The word "who" substitutes for the subjective pronouns he, she or they; "whom" must be used in the sense of him, her or him.

## wide-eyed, wide-open

Hyphenate prefixes.

## wideout, wide receiver

One word for the nickname, two words for the more formal title.

## Wi-Fi

Not Wifi or WiFi.

## wild pitch

Two words, no hyphen.

## wind up (v.), windup (n., adj.)

No hyphen in AP style.

## win streak, winning streak

Either is fine; use whenever sounds better in the rhythm of the sentence.

## Wisconsin, Wis. (abbreviation), WI (postal abbreviation)

Spell out when standing alone in text, abbreviate in datelines and in conjunction with a city, county, town, village or military base in text. Abbreviation may be used in charts. Use postal abbreviation only when providing a mailing address.

## wish

Use want instead.

## -wise

Do not use this suffix to coin words like "weatherwise."

## women's, men's national teams

Do not capitalize, not even with name of country and gender (i.e., U.S. men's national team), perhaps mostly because the truly official name tends to include even more qualifiers (e.g., age/senior).

## workday

## work force

## workhorse

One word in all uses.

## workplace

## work-study program

## workweek

## world championship

As with player of the year awards, this should be lowercase unless using the official name (including the organizing body); also a concluding s generally should be avoided if talking about one year's event in one sport.

## world-record holder

## world-renowned

The proper adjectival form, not "world-renown."

## World Series

Or the Series on second reference. A rare exception to the general principles under capitalization.

## World Wide Web

Uppercase. A better term is the Internet. Also capitalize the Web. Use Web site (not "website"), Web designer.

## Wyoming, Wyo. (abbreviation), WY (postal abbreviation)

Spell out when standing alone in text, abbreviate in datelines and in conjunction with a city, county, town, village or military base in text. Abbreviation may be used in charts. Use postal abbreviation only when providing a mailing address.

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### X

#### **XC**

Abbreviation for cross country.

#### **X factor**

No hyphen; cap X, lower f.

#### **X's and O's**

With apostrophes.

#### **X-ray**

In all uses.

### Y

#### ***Yahoo! Sports***

Italicize.

#### **yard**

The yard refers to the ballpark; going yard refers to hitting a home run; do not overuse either. See also **METRIC SYSTEM** in *The AP Stylebook and Libel Manual* for conversion tables concerning measurements.

#### **yardage, yard line**

Yardage — whether indicating a given yard line or indicating yards gained — is always given in figures; use hyphens when the down is included (e.g., fourth-and-1, third-and-goal from the 2, the 6-yard line).

#### **year vs. season**

Avoid using the word “year” to refer to a season in any sport with a regular season that crosses the New Year’s line (NBA, NHL, college hoops, etc.).

#### **years**

Use figures and months without commas: August 1990. Use an “s” without an apostrophe to indicate spans of decades or centuries: the 1990s. Use an apostrophe for class years: She belonged to the Class of ‘72.

#### **yearlong**

Avoid using the word “year” to refer to a season in any sport with a regular season that crosses the New Year’s line (NBA, NHL, college hoops, etc.).

#### **Yellow Jackets, Jackets**

Use Yellow Jackets on first reference; Jackets acceptable thereafter.

#### **yesterday**

Do not use, except in direct quotes and in context that does not indicate a specific day, such as Yesterday, the world was a different place.

Also see **TIME ELEMENT, TODAY, TOMORROW**.

#### **you’re, your**

You’re = “you are.” Your is possessive.

#### **YouTube**

### Z

#### **Zelnak Center**

#### **zero**