COEfyi Style and Editorial Guidelines

We have developed these guidelines to provide consistency and standards for COEfyi announcements. The style for COEfyi announcements will always default to AP style. However, because COEfyi is distributed to an internal audience, there are some aspects of its content that relate more to marketing rather than to a news release for the media. As such, COEfyi style will include the following exceptions to AP style.

The basis for these guidelines is derived from discussions and popular usage among the faculty and staff in the College of Education.

ACRONYMS
Please avoid the use of acronyms whenever possible. Occasionally an acronym is widely known (CCSD, NIH) but in general, it is always best to spell out the name.

The same rule follows for references to the COE. To be as specific as possible, avoid confusion and give the College its proper credit when credit is due, spell out College of Education in all references. On second reference, the College is appropriate.

ALUMNI
When referencing alumni, we follow UGA style for degree and date (B.S.Ed. ’15). When referring to multiple graduates, we use "alumni" not "alums."

CAPITALIZATION
Capitalize proper nouns only. This includes department names (but not degree programs), outreach units and titles of workshops and clinics. Display type, such as headlines, subheads and captions, take typical sentence capitalization.

COMMAS AND PUNCTUATION
We will follow the same punctuation guidelines as our marketing materials and include the Oxford comma.

For items in a bulleted list, the first word shall be capitalized but the line itself will not receive end punctuation unless it is a full sentence.

DEGREE REFERENCE
When referencing alumni, follow UGA style when including someone's degree and year, using periods within the degree abbreviation when it is within the narrative, but omitting the periods when in display type (headlines, subheads and captions).
HEADLINES
A headline should be written so it's immediately apparent to the reader whether the item is of interest/applies to them. Avoid generic references to things such as "conference" or "proposal deadline" unless there is something specific about that item included in the headline. The communications team reserves the right to rewrite headlines based on the content provided.

When introducing an event or idea in a headline, use a colon instead of a dash (ex.: Fall funding workshops: Sept. 29-30).

When writing headlines, opt for active voice and verbs, rather than variations of "is." (ex.: Wanted: Alumni volunteers not Alumni volunteers wanted).

TIME, DATE, PLACE
Use AP style for dates and times. For time, omit the colon and minute digits unless a specific time is needed (9:30 p.m. or 9 p.m.). Lowercase the time element with periods (a.m., not AM).

To denote a time range, use a hyphen as opposed to the word "to" or "until," unless the time is being given in a more narrative form and including the preposition is more appropriate (ex.: The awards will take place 5-7 p.m.; she had planned for the awards to take place from noon to 4 p.m., until she realized there was a conflict.)

If a time range includes only morning or afternoon hours, only one notation of this is necessary (10-11 a.m.); Noon and midnight are always written as such, and never 12 noon.

Note that events in COEfyi may include the day along with the date (Ex: The party will take place at 3 p.m. Wednesday, Sept. 24, at Aderhold Hall Room 122). Also, “room” is capitalized in the reference to a specific place in a building.

TITLES
Only in COEfyi posts will we default to faculty preference and include a courtesy title before the name (Dr.) if one has been included in the submission. However, in posts with multiple people listed, such as listing speakers for a conference, we will omit the title and simply use a person's name, title and affiliation. This practice is to avoid the chance of omitting a doctoral title when referencing someone outside of the College or UGA.

For faculty and staff titles (professor, dean, president), again we follow AP style. Occupational titles when placed before a name are not capitalized; however, a title is capitalized when it denotes a position of authority and a specific scope of activity (President Jere Morehead, Dean Craig H. Kennedy).

When referencing a book or publication, italicize the text. Note that this is a deviation from AP style, which calls for quotes around the titles of books, TV shows, song titles, etc. (but not journals or periodicals). For our purposes, all types of published works will be italicized.
VOICE/TONE
The communications team has final authority over the messaging and tone of COEfyi posts. We reserve the right to shorten posts as necessary or edit them for consistent style. In addition, we reserve the right to reword posts to adhere to a universal tone found throughout our website and other communication materials. This means posts to COEfyi should not be overly academic, should clearly and plainly explain the issue at hand and should speak directly to the reader.

EDITORIAL GUIDELINES
The following types of news/announcements will be featured in COEfyi, which is distributed via email twice a week to faculty and staff in the College. This newsletter will feature news of note for faculty, students and staff of the College, and include items of interest pertaining to their professional interests and achievements, as they relate to the College.

Items from the dean, as well as select items from associate deans and important UGA-wide announcements, may run twice a week but must receive prior approval from the dean or members of the communications team. Other event-related reminders (conferences, grant deadlines, speakers, conferences, etc.) may run no more than once a week for a maximum of three weeks in a row. As a rule of thumb, all items run once and then live in perpetuity on the COEfyi website.

Each COEfyi will have a hierarchy, determined by content of submissions as well as items from the Office of College Advancement. This hierarchy includes (but is not limited to):

1. College-Wide Announcements
   - Closures or specific announcements that affect everyone
   - Updates from the Dean
   - Workshops or training open to all employees taking place at the College
   - HR-related issues
   - Information for faculty

2. Department-Specific News
   - This includes items that might pertain to members of one department, or items of interest that a larger audience might want to know (example: EdTPA facts, library announcements).
   - Depending on number of submissions, these items may be included in one COEfyi entry that links back to our website; this website news item would have more details about the program or announcement, also tagging specific departments.

3. Featured Item on the Website
   - This feature includes a photo and/or links to a story/stories of interest on the website.
4. Kudos — *this item only runs on Wednesdays*
   - Entry lists award winners, conference speakers, or special recognition from throughout the College.
   - COEfyi item is only a list; this list will tease to a more comprehensive list included on our website, which then tags appropriate departments and is noted as a news item for the College.

5. Media Mentions — *this item only runs on Fridays*
   - Entry lists stories or other external mentions of faculty, students and staff for professional items that pertain to their role in the College of Education.
   - This entry takes the same form as the Kudos listing on Wednesdays — it's a list of those mentioned in the media and links back to a larger piece on the website, tagging specific departments.