Editorial Guide for the University of Tennessee Institute of Agriculture

Just as it’s important for an organization to maintain a cohesive visual look, it’s also important for an organization to maintain its identity in written form. Together, a unified visual and written identity help to form a strong brand.

The UTIA Editorial Guide sets recommendations to ensure we communicate our identity clearly in text. It addresses some of the more common questions that arise at UTIA and provides a framework for clear and consistent communication to our many audiences—the public, our clientele, our alumni and friends, our students, and the media.

Using the Style Guide

As issues arise in your copy editing, check this guide first for UTIA-approved styling. If this guide does not cover an issue, consult the following guides based on the type of communication:

Associated Press. For all news releases, media advisories, and other communications sent directly to news media professionals, as well as UT Extension publications, use the most recent edition of the Associated Press Stylebook.

Chicago. For the UTIA website and other creative and promotional pieces and publications, use the most recent edition of the Chicago Manual of Style.

The terms display text and running text are used throughout this guide. Display text refers to headlines and headings, while running text refers to larger blocks of text.
Our Name and the Brand Promise

Note: For all units, UT, rather than University of Tennessee, is acceptable on first reference when the full name of the university is apparent to the reader.

The University of Tennessee Institute of Agriculture
On first reference in print materials, follow the Institute’s full name with (UTIA). UT, rather than University of Tennessee, is acceptable on first reference when the full name of the university is apparent to the reader. The word “the” never should be capitalized unless it begins a sentence.

Examples:
- The University of Tennessee Institute of Agriculture (UTIA) is hosting . . .
- The UT Institute of Agriculture (UTIA) provides . . .
- A researcher with the UT Institute of Agriculture (UTIA) . . .

Second reference:
Both UTIA and the Institute are acceptable on second reference. Do not use “the UTIA.” Repeat full name plus (UTIA) in the boilerplate when applicable.

Real. Life. Solutions.
The brand promise of the UT Institute of Agriculture. In display text, each word of the brand promise is capitalized and followed by a period and a single space. In running text, a non-stylized version is preferred: UTIA provides real life solutions for its clientele.

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UT AgResearch
UT AgResearch is composed of ten AgResearch and Education Centers across the state:
- East Tennessee AgResearch and Education Center (Knoxville)—The Center has six units: Blount, Holston, Little River Animal and Environmental Unit, Joseph E. Johnson Animal Research and Teaching Unit (JARTU), Organic Crops, and Plant Sciences. Units are set off with an em dash: The East Tennessee AgResearch and Education Center—Plant Sciences Unit.
- Forest Resources AgResearch and Education Center (Oak Ridge)—Four parts comprise the Center: the Oak Ridge Forest, the Cumberland Forest, the Highland Rim Forest, and the Arboretum.
- AgResearch and Education Center at Greeneville (Greeneville)
- Plateau AgResearch and Education Center (Crossville)
- Middle Tennessee AgResearch and Education Center (Spring Hill)
- Highland Rim AgResearch and Education Center (Springfield)
- Dairy AgResearch and Education Center (Lewisburg)
- AgResearch and Education Center at Milan (Milan)
- Ames Plantation (Grand Junction) (Note that the phrase “Cooperating with UT AgResearch” is used to describe Ames in written communications.)
- West Tennessee AgResearch and Education Center (Jackson)
When communicating the name of a Center, take care to identify that it is a part of AgResearch and the Institute.

Second reference:
On second reference, the Center plus the location name is preferred: the Milan Center, the Greeneville Center, but Ames Plantation. Do not use the abbreviation REC in any form (REC, ETREC, WTREC, etc.). Also, do not use the term Experiment Station.

Shortened forms of the names for news releases:
Often, a shortened form of the AgResearch and Education Center name is required in news and video releases, where text space and video time are limited (set off Center units with an em dash):

- East Tennessee AgResearch Center
- Forest Resources AgResearch Center
- Greeneville AgResearch Center
- Plateau AgResearch Center
- Middle Tennessee AgResearch Center
- Highland Rim AgResearch Center
- Dairy AgResearch Center
- Milan AgResearch Center
- AgResearch Center at Ames Plantation
- West Tennessee AgResearch Center

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UT College of Agricultural Sciences and Natural Resources
Use the College or CASNR on second reference.

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UT College of Veterinary Medicine
The UT College of Veterinary Medicine is the umbrella organization of the W.W. Armisted Veterinary Medical Center. The John and Ann Tickle Small Animal Hospital; the Equine Hospital; the Farm Animal Hospital; the Equine Performance and Rehabilitation Center; the Avian, Exotics and Zoological Animal Hospital; and the Veterinary Diagnostic Lab Services comprise the medical center.

Second reference:
UTCVM, CVM, or the College is often used on second reference to the College of Veterinary Medicine. Use the veterinary medical center, not UTVMC, on second reference to avoid confusion for readers who are familiar with CVM or UTCVM as a second reference for the College of Veterinary Medicine.
**UT Extension**
When referring to a county office, take care to keep the UT Extension name intact.

In running copy, refer to county offices by name and location: UT Extension in Greene County.

In display copy, county offices are referred to as UT Extension with the county name following:
- UT Extension Williamson County
- UT Extension Madison County

For joint UT-TSU counties: UT-TSU Extension Partnership in Hamilton County in all references.

Capitalize when referring to UT Extension. Lowercase when referring to extension as a synonym for outreach. Do not use “the” before Extension: University of Tennessee Extension. Also, do not use Extension Service, UT Ag Extension Service, UT Ag Extension, etc.

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**UT Gardens**
The UT Gardens has three locations: the UT Gardens, Knoxville; the UT Gardens, Jackson; and the UT Gardens, Crossville. Designated as the official state botanical garden of Tennessee, the collections are part of the UT Institute of Agriculture. Capitalize Gardens when used as a second reference to the UT Gardens.

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**Additional Guidance**

4-H
Members are 4-H’ers. Take care to identify 4-H as the youth development program for University of Tennessee Extension, one of the four units of the UT Institute of Agriculture.

Centers
The UT Institute of Agriculture has more than a dozen centers that focus on creating specific solutions for clientele. Use the full name of the center on first reference. On second reference, the Center is preferred. Example: Center for Profitable Agriculture, the Center
GENERAL STYLE AND USAGE
In some cases, it is best for our audiences’ understanding to use exceptions to the rules of Chicago and AP styles. Those exceptions are listed here.

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Academic degrees
Capitalize the full names of academic degrees in both display copy and running text: a Bachelor of Science degree, the Doctor of Veterinary Medicine degree. In running text, lowercase and use possessive if the full name of the degree is not used: the bachelor’s degree in journalism, a master’s in English, doctorate or doctoral degree.

Capitalize the name of the degree field only when it is part of the degree name: Master of Science in Plant Sciences but Master of Science in horticulture.

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Academic degrees—initializations
Style initializations with no spaces: BA, MS, DVM, PhD. Never follow a person’s name with their academic degree(s) in running text.

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agricultural campus
UT Institute of Agriculture campus is preferred.

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alumnus, alumni, alumna, alumnae
Alumnus (alumni in the plural) refers to a man who has attended a school. Alumna (alumnae in the plural) refers to a woman who has attended a school. Alumni also refers to a mixed group.

When referring to a graduate, include his or her degree, major, and class year(s). Multiple class years should be separated by commas.

John Doe (BS Food and Agricultural Business ’82)
Jane Smith (BS Plant Sciences ’08, MS Agricultural Resource and Economics ’92)
Capitalization and names

Building names.
Official names of buildings are capitalized: Morgan Hall.

Chancellor.
Capitalize the chancellor’s title when it precedes his name: UTIA Chancellor Tim Cross. When following the chancellor’s name or when referring to him as simply “the chancellor,” the title is lowercase: Tim Cross, chancellor; the chancellor’s remarks.

Colleges, departments, and offices.
Names of colleges, departments, offices, and programs should be capitalized: College of Agricultural Sciences and Natural Resources; Department of Animal Science. On second reference, the common nouns should be lowercase: the office’s programs, the animal science department. Names that include “and” should always use the word “and” in running text. For display text, an ampersand is acceptable.

Dates
In general, spell out months. Note that both Chicago and AP styles allow for the abbreviation of months in tables, lists, and instances where space is limited.

Directions and regions
In general, lowercase north, south, northeast, northern, etc., when they indicate compass direction; capitalize when they designate regions.

When referencing a region within a state, lowercase the compass point unless it’s a widely known section, such as the three grand divisions of Tennessee: East Tennessee, Middle Tennessee, and West Tennessee.

Dr.
Use Dr. in first reference as a formal title before the name of an individual who holds a doctor of dental surgery, doctor of medicine, doctor of optometry, doctor of osteopathic medicine, doctor of podiatric medicine, or doctor of veterinary medicine: Dr. Jonas Salk. The form Dr., or Drs., in a plural construction, applies to all first-reference uses before a name, including direct quotations. Do not use Dr. on second reference.

farmers market

Institute-wide
Institute-wide and university-wide, but statewide, campuswide, nationwide.

land grant (noun), land-grant (adjective)

Numbers
For running copy, use the appropriate style guide. As a general rule, Chicago style stipulates that all numbers from one to ninety-nine be spelled out. As a general rule, AP style requires that the numbers one through nine be spelled out; all other numbers should be Arabic numerals (for example, 10 or 200,000). Exceptions to these general rules are common; consult the appropriate style guide.

For display copy, use Chicago style. However, if straying from a guideline enhances the appearance of a piece without hindering the understanding of the message, it may be appropriate to do so. For example, Chicago style recommends that times be written like so: 7:00 p.m. For an ad, this time may look better styled as 7 p.m. When straying from style rules for display copy, use your best judgment, keep your intended audience in mind, and consider the importance of consistency among creative pieces.

Plants
In general, capitalize only proper nouns and adjectives, as in the following examples, which conform to Merriam-Webster’s Collegiate Dictionary: Dutchman’s-breeches, jack-in-the-pulpit, mayapple.

For the correct capitalization and spelling of common names of plants, consult a dictionary or the U.S. Department of Agriculture’s Plants Database.

For guidance when working with horticultural hybrids and cultivars, consult the Chicago Manual of Style. Many horticultural cultivars (cultivated varieties) have fanciful names that must be respected since they may be registered trademarks: the Peace rose, a Queen of the Market aster.

In some horticultural publications, such names are enclosed in single quotation marks; any following punctuation is placed after the closing quotation mark. If the English name follows the Latin name, there is no intervening punctuation.

Example: The hybrid Agastache ‘Apricot Sunrise’, best grown in zone 6, mingles with sheaves of cape fuchsia (Phygelius ‘Salmon Leap’).
**Telephone numbers**

Never use parentheses around the area code, and never use periods or other punctuation to separate parts of a telephone number. Only use hyphens for separation: 865-555-5555.

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**URLs**

Use concise URLs: ag.tennessee.edu, utextension.tennessee.edu/publications. If necessary, set off the URL using bold or italics. Do not use http:// or https://. Also, take care to remove trailing slashes: ag.tennesse.edu rather than ag.tennessee.edu/.

To shorten a long URL, use tiny.utk.edu and choose the custom option. To identify the link as UTIA, use /ag/ as part of the name. Examples: tiny.utk.edu/ag/gardensgala, tiny.utk.edu/ag/give.