

Virginia Military Institute

Editorial Style Guide

2019

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Introduction:

The *Virginia Military Institute Style Guide* supplements and modifies the *Associated Press Stylebook*, the primary reference for VMI external publications. The *Associated Press Stylebook* is the most broadly used style manual in the communications field and therefore the most appropriate reference for all external VMI communications. In addition, news releases are much more likely to be placed with fewer alterations if they conform to its standards.

The *VMI Style Guide* is intended to provide consistency of style in publications developed for or that can be expected to be used by the general public. It is not intended to dictate style for internal or discipline-specific documents. These guidelines embody VMI's "house style" and address both necessary additions to AP style for topics specific to VMI not addressed in the *Stylebook* and carefully considered exceptions that address concerns of the VMI administration but preserve a single, professional VMI style.

External publications include the following:

- ♦ online publications including social media and all unrestricted pages

on the VMI website whose target audience includes the current on-post community, prospective cadets and their parents, the press, alumni and friends, or anyone curious about VMI;

- ♦ the *Institute Report*, whose target audience is mostly those who are familiar with VMI, but which also includes many whose connection is not intimate, such as new cadet parents, alumni families, and donors who are not alumni;
- ♦ news releases;
- ♦ marketing pamphlets and brochures, event programs, departmental newsletters, and other publications intended for parents and the general public; and
- ♦ overlays, slides and other text in videos intended for external audiences.

In addition to general guidelines, this edition of the *VMI Style Guide* includes a section providing guidelines specific to social media.

VMI Specific Terms:

barracks

Use lowercase except when naming one of the three barracks buildings.

Always use uppercase when referring to "Old Barracks," "New Barracks," or "Third Barracks," as these are specific names.

Breakout

Typically held in late January or early February, the day 4th Class cadets break out of the Rat Line.

brother rat

Lower case "brother rat" except when used as a title, usually within a quote (e.g. Brother Rat Jones). Only use the

abbreviation “BR” (without periods) as part of a quote, ensuring the context makes the meaning of the abbreviation clear.

cadet

While VMI cadets are of course college students, they are always referred to as “cadets.”

Cadet Battery

Refers to cadet group in charge of firing the evening gun and any cannon fire at major events including football games.

cadet rank

It is always appropriate to use the word “cadet” as a title for a cadet. When used before the name, the title is uppercase; when used after, it is lowercase.

At times, it is important to indicate the rank a cadet holds within the Corps of Cadets. In these cases, follow the usage for faculty and staff:

- › Cadet Smith is a cadet captain.
- › Cadet Capt. F.H. Smith is a history major.
- › Cadet Henry A. Clark is a 1st Class cadet at Virginia Military Institute.

cadre

Cadre Week

The week prior to Matriculation Day, when returning members of the Corps involved in new cadet training plan and prepare for the incoming class.

class year

Abbreviate the class year for classes in the current century and those in the previous century whose year has not yet occurred in this century. For all other classes, spell out “Class of” and include all four digits of the year.

- › Emerson Fitzgerald, Class of 1858
- › James Elliott, Class of 1912
- › Evelyn Woodrow ’98
- › Jacob Adams ’08

Use commas when the VMI class is completely spelled out.

- › Thomas A. Smith, VMI Class of 1907

Do not use commas when the class year is abbreviated.

- › Thomas A. Smith ’80 or Michael A. Jones Jr. ’07

Use Arabic numerals to indicate the class of a current cadet, e.g.: 1st Class, 2nd Class, etc. A cadet is referred to as a 1st Class cadet, not a 1st Classman. “Class” is capitalized, but cadet is not unless used as a title (1st Class Cadet John Jones).

When more than one class is listed, the word “class” is lowercase.

- › Thomas A. Smith is a 1st Class cadet.
- › Cadets from the 1st, 2nd, and 3rd classes participated in the exercise.

commandant’s awards ceremony

Lowercase in all instances.

Corps of Cadets

Capitalize “Corps of Cadets” or “Corps” when it refers to a specific corps.

- › the Virginia Military Institute Corps of Cadets, the U.S. Military Academy Corps of Cadets

curricula

The only curricula to be capitalized are those that are also proper nouns: English, Spanish, French, Chinese, and Arabic.

dates

Month precedes the date; abbreviate only Jan., Feb., Aug., Sept., Oct., Nov., Dec. and only when used with a date. Year follows

when needed for clarity. Use a dash to express date ranges. Spell out months when standing alone. When date consists only of a month and a year, spell out the month and do not separate with a comma. In direct quotation write dates as spoken or written.

- The play will run Jan. 25-Feb. 4.
- The program has been in place since December 2013.
- The vice president will visit post in January.
- The founding of VMI, on Nov. 11, 1839, took place on a snowy day.
- Graduation will take place May 16.

departments and offices

Preferred use is to cast sentences to refer to departments and offices in general terms using lowercase.

When referring to a specific department or office by its formal name, use uppercase.

Academic Departments

Department of...

- ♦ Applied Mathematics
- ♦ Biology
- ♦ Chemistry
- ♦ Civil and Environmental Engineering
- ♦ Computer and Information Sciences
- ♦ Economics and Business
- ♦ Electrical and Computer Engineering
- ♦ English, Rhetoric, and Humanistic Studies
- ♦ History
- ♦ International Studies and Political Science
- ♦ Mechanical Engineering
- ♦ Modern Languages and Cultures
- ♦ Physical Education
- ♦ Physics and Astronomy
- ♦ Psychology

Offices on Post

- ♦ Center for Cadet Counseling

- ♦ Center for Leadership and Ethics
- ♦ Commandant's Office
- ♦ Comptroller's Office
- ♦ Construction Office
- ♦ Department of Information Technology
- ♦ Emergency Management Office
- ♦ Human Resources Office
- ♦ Institute Honors Program
- ♦ Institute Writing Program
- ♦ International Programs
- ♦ Math Education Resource Center
- ♦ Miller Academic Center
- ♦ Office of Assessment and Institutional Research
- ♦ Office of Auxiliary Services
- ♦ Office of Career Services
- ♦ Office of the Chief of Staff
- ♦ Office of Communications and Marketing
- ♦ Office of the Dean of the Faculty
- ♦ Office of Disabilities Services
- ♦ Office of Finance, Administration, and Support
- ♦ Office of Financial Aid
- ♦ Office of the Superintendent
- ♦ Physical Plant
- ♦ Procurement Services Office
- ♦ Protocol Office
- ♦ Quartermaster Department
- ♦ Registrar's Office
- ♦ VMI Alumni Agencies
- ♦ VMI Archives
- ♦ VMI Center for Undergraduate Research
- ♦ VMI Health Services
- ♦ VMI Infirmary
- ♦ VMI Keydet Club
- ♦ VMI Museum
- ♦ VMI Police Department
- ♦ Writing Center

dyke

First class mentors to new cadets. "Dyke" should not be used unless it is defined in the same sentence.

- › Cadet Smith is the dyke, or mentor, of a 4th Class cadet.

Easter break

Not Easter furlough

evening gun

The gun fired by the Cadet Battery every evening when the flags are lowered.

fall FTX

In all instances, fall field training exercises should be lowercase.

Founders Day

Do not use the apostrophe when referring to “Founders Day.”

furlough

Do not capitalize furloughs as proper nouns.

- › spring furlough, summer furlough, Christmas furlough.

graduation parade

change of command parade is also acceptable

graduation week

Typically refers to activities held May 14-16—not finals week

Institute

Always capitalize “Institute” when it refers to VMI. When using the phrase “the Institute,” do not capitalize “the.”

Institute awards ceremony

Held annually on May 14 to recognize extraordinary cadet, faculty, and staff achievement

joint commissioning ceremony

Cadets commission into the Armed Services in joint commissioning

ceremonies twice a year—once in December and again in May.

Matriculation Day

Matriculation Week

The week of intense training following Matriculation Day and culminating in Rat Crucible. Use the term Hell Week only in direct quotes.

Midwinter Formal

An annual dance, held over two nights, in the weeks following breakout.

New Market Ceremony and Parade

New Market Ceremony and New Market Parade are also acceptable.

Oath Day

New cadets travel to New Market Battlefield on Oath Day to take the cadet oath.

parades

Technically, most VMI “parades” are military reviews. There is no such thing as a “review parade.” The term “parade” can be used for public discussion. Parades are held on the “Parade Ground.” It is capitalized. Parade “deck” and parade “field” are incorrect.

Parents Weekend

Do not use the apostrophe when referring to “Parents Weekend.” Family Weekend is also acceptable.

post

Lowercase in all uses.

- › VMI post, on-post housing, located on post.

pin-on ceremony

rank

Faculty and Staff Rank

Most faculty members and some staff members hold two forms of rank: military rank and academic or professional rank.

Military rank is indicated using Associated Press standards, not the administrative abbreviations used by the individual services. In the first mention of a faculty member holding military rank, always use the abbreviation for the military rank before the name and capitalize it. When using military rank without the last name, spell out the rank and always use lowercase.

When used in a table, academic rank abbreviations are Prof., Assoc. Prof, Asst. Prof., and Instr. Academic ranks are not abbreviated in any other case.

Academic rank is lowercase when used as an identification and uppercase when used as a title. Academic rank is always spelled out in text; however, it may be abbreviated in a tabular display.

In first use of the name of a faculty member not holding military rank but holding a doctorate, “Dr.” may be used as a title. In all subsequent use, address by the last name only.

Professional rank usage follows that of academic rank. Generally, this refers to directors, associate directors, and assistant directors of administrative offices. Professional rank is always spelled out in text; however, it may be abbreviated in a tabular display.

- › Gen. J.H. Binford Peay III, VMI superintendent
- › Lt. Col. Ralph N. Smith, associate professor of civil engineering

- › Col. Samuel K. Jones, professor of biology
- › Dr. Smith
- › The cadet said, “Colonel Jones is a professor.”

Courtesy titles should be used only in direct quotations or after first reference when specifically requested by the subject. In those rare cases where courtesy titles are used, Ms. is preferred for women unless Miss or Mrs. is specifically requested.

Military Rank

Abbreviate ranks before a name as prescribed in the AP Stylebook. This is in keeping with guidance from the Department of the Army Office Chief of Public Affairs and the doctrine recommended by the Defense Information School to be used across the U.S. armed forces in public relations materials.

Army

Commissioned Officers

| | |
|--------------------|---------------------|
| General | Gen. |
| Lieutenant General | Lt. Gen. |
| Major General | Maj. Gen. |
| Brigadier General | Brig. Gen. |
| Colonel | Col. |
| Lieutenant Colonel | Lt. Col. |
| Major | Maj. |
| Captain | Capt. |
| First Lieutenant | 1 st Lt. |
| Second Lieutenant | 2 nd Lt. |

Warrant Officers

| | |
|-----------------------|-----------------------|
| Chief Warrant Officer | Chief Warrant Officer |
| Warrant Officer | Warrant Officer |

Enlisted Personnel

| | |
|----------------------------|-----------------------|
| Sergeant Major of the Army | Sgt. Maj. of the Army |
| Command Sergeant Major | Command Sgt. Maj. |
| Sergeant Major | Sgt. Maj. |
| First Sergeant | 1 st Sgt. |

| | | | |
|----------------------|----------------------------|---------------------|--------------|
| Master Sergeant | Master Sgt. | Master Sergeant | Master Sgt. |
| Sergeant First Class | Sgt. 1 st Class | Gunnery Sergeant | Gunnery Sgt. |
| Staff Sergeant | Staff Sgt. | Staff Sergeant | Staff Sgt. |
| Sergeant | Sgt. | Sergeant | Sgt. |
| Corporal | Cpl. | Corporal | Cpl. |
| Specialist | Spc. | Lance Corporal | Lance Cpl. |
| Private First Class | Pfc. | Private First Class | Pfc. |
| Private | Pvt. | Private | Pvt. |

Navy, Coast Guard

Commissioned Officers

| | |
|-------------------------|-----------|
| Admiral | Adm. |
| Vice Admiral | Vice Adm. |
| Rear Admiral Upper Half | Rear Adm. |
| Rear Admiral Lower Half | Rear Adm. |
| Captain | Capt. |
| Commander | Cmdr. |
| Lieutenant Commander | Lt. Cmdr. |
| Lieutenant | Lt. |
| Lieutenant Junior Grade | Lt. j.g. |
| Ensign | Ensign |

Warrant Officers

| | |
|-----------------------|-----------------------|
| Chief Warrant Officer | Chief Warrant Officer |
|-----------------------|-----------------------|

Enlisted Personnel

| | |
|----------------------------|-------------------------------------|
| Petty Officer First Class | Petty Officer 1 st Class |
| Petty Officer Second Class | Petty Officer 2 nd Class |
| Petty Officer Third Class | Petty Officer 3 rd Class |
| Seaman | Seaman |
| Seaman Apprentice | Seaman Apprentice |
| Seaman Recruit | Seaman Recruit |

Marine Corps

Ranks and abbreviations for commissioned officers are the same as those in the Army. Warrant officer ratings follow the same system used in the Navy. There are no specialist ratings.

Enlisted Personnel

| | |
|------------------------------------|-------------------------------|
| Sergeant Major of the Marine Corps | Sgt. Maj. of the Marine Corps |
| Sergeant Major | Sgt. Maj. |
| Master Gunnery Sergeant | Master Gunnery Sgt. |
| First Sergeant | 1 st Sgt. |

Air Force

Ranks and abbreviations for commissioned officers are the same as those in the Army.

Enlisted Personnel

| | |
|--|------------------------------------|
| Chief Master Sergeant of the Air Force | Chief Master Sgt. of the Air Force |
| Chief Master Sergeant | Chief Master Sgt. |
| Senior Master Sergeant | Senior Master Sgt. |
| Master Sergeant | Master Sgt. |
| Technical Sergeant | Tech. Sgt. |
| Staff Sergeant | Staff Sgt. |
| Senior Airman | Senior Airman |
| Airman First Class | Airman 1 st Class |
| Airman | Airman |
| Airman Basic | Airman |

Professional Ranks

When used in a table, professional rank abbreviations are Dir., Assoc. Dir., and Asst. Dir. Professional ranks are not abbreviated in any other case.

rat

Use lowercase except when used as a specific name, title, or form of address. "Rat" should be used only in direct quotations; otherwise, use "4th Class cadet" or "new cadet."

Rat Bible

The training manual for new cadets, titled *The Bullet*.

Rat Challenge

A 10-week program administered by the physical education department designed to engage new cadets in training.

Rat Crucible

The culmination of Matriculation Week, a course of physical training activities held on North Post.

Rat Olympics

The culmination of Rat Challenge. Held on Founders Day.

Rat Line

Always use two capitalized words, since this refers to the “line” the rats must walk. One is “in” the Rat Line, not “on” the Rat Line.

Ring Figure ball

A dance held the night of the ring presentation ceremony where cadets traditionally wear their rings for the first time.

Ring Figure supper

The Ring Figure supper is held for 2nd class cadets on the night prior to the ring presentation ceremony.

ring presentation ceremony

During the ring presentation ceremony, 2nd Class cadets receive their VMI rings. Typically held just before or after Thanksgiving furlough.

Regimental Band and Pipe Band

regimental units

The Corps is organized as a regiment, but is always referred to as “the Corps” or the “the Corps of Cadets.” The first captain, however, is the “regimental commander” and not the “Corps commander.”

“Corps” is always spelled with an “s” in both singular and plural forms. In the plural form, the “s” is not silent.

- Both the VMI and The Citadel corps (pronounced like “cores”) marched in the parade.

When referring to the battalions, capitalize when a specific battalion is indicated. Use an Arabic numeral to indicate a specific battalion (1st Battalion, not First Battalion).

- Cadet Capt. Smith commands the 2nd Battalion.
- Each battalion is commanded by a cadet captain.

When referring to companies, follow a similar usage. Do not use phonetic spellings (i.e., Delta Company) or cadet slang (i.e., F-Troop). The correct usage is Company A, not A Company. (If a person being quoted says A Company or Delta Company, quote it as it is said.)

- Cadet Jones is a member of Company D.
- Each battalion is composed of four companies.

retirement parade

The retirement parade is an annual spring parade in which retiring faculty members are honored by the superintendent. Retiring faculty members typically join the superintendent in taking review.

ROTC

The ROTC units should be identified as: Army ROTC, Naval ROTC, and Air Force ROTC. Do not use AROTC, NROTC, or AFROTC unless within a quote. Naval ROTC (not Navy ROTC) contains Navy-option cadets and Marine-option cadets.

S-Staffs

The S-staffs in the Corps of Cadets at battalion and regimental levels correspond to military staffs. They are denoted with a hyphen between the “S” and the number for the staff, e.g., S-1. The staffs are:

- S-1—adjutant, responsible for administration
- S-2—academics, liaison between the Corps and the academic enterprise
- S-3—operations, responsible for planning and executing plans to accomplish assigned missions
- S-4—supply, responsible for logistical support to the Corps
- S-5—public relations, responsible for representing the Corps to the public
- S-6—athletics, responsible for club sport and Corps interaction with NCAA teams
- S-7—cadet life, responsible for organizing social and morale, support, and welfare events for the members of the Corps

spring FTX

In all instances, spring field training exercises should be lowercase.

theater, theatre:

VMI Theatre is the acting troupe made up of cadets, faculty, and staff. It performs in Gillis Theater. Refer to other acting troupes and facilities using their preferred spellings. VMI Community

Theatre puts on summer productions and is made up of volunteer performers and technical staff from the Lexington-Rockbridge community. Generic and other uses of the word are spelled “theater” (e.g., the European Theater of Operations, a hospital’s operating theater, “he went to the movie theater.”).

time

Civilian Time

Use in all instances except direct quotes. Noon and midnight are spelled out. Never 12 noon or 12 midnight. Use a colon to separate hours from minutes; times falling exactly on the hour do not require zeros. Punctuate and capitalize as shown. Be consistent in construction of time ranges and do not repeat a.m. or p.m. in a single time range.

- › 2-4 p.m.
- › 10 a.m.-4 p.m.
- › from 6 to 8 a.m.
- › The concert will begin at 3:45 p.m.
- › The talk will run from noon to 1 p.m.

Military Time

Use only in direct quotations, with civilian time in brackets if necessary for clarity.

Validation Week

The week preceding breakout. Resurrection Week may be used only in direct quotations.

Sites on post:

Archer House
306 Letcher Ave., also known as Cabell House, faculty and staff housing

Bachelor Officer Quarters, or BOQ
houses the VMI Police and bachelor faculty and staff apartments

- Cabell House**
306 Letcher Ave., also known as Archer House, faculty/staff housing
- Cadet Battery**
This custom-designed battery was cast at the Cyrus Alger Foundry in Boston and arrived at VMI on June 6, 1848. From 1851 until the beginning of the Civil War the guns were commanded by Major Thomas J. Jackson (later known as “Stonewall”), VMI’s professor of natural philosophy and artillery tactics. During the war the guns were used by the famed Rockbridge Artillery under the command of William Pendleton. It was Pendleton, an Episcopal minister, who named the four cannons Matthew, Mark, Luke, and John.
- Cameron Hall**
houses offices, basketball floor, racquetball courts
- Carroll Hall**
- Chessie Nature Trail**
- Cincinnatus Monument, 1983**
The Cincinnatus Monument stands in front of Preston Library, honoring the concept of the citizen-soldier. It includes the names of recipients of the Cincinnati Medal, awarded to the graduating cadet who “has demonstrated to the greatest degree excellence of character and efficient of service”
- Clark King Hall**
connected physically to Cocke Hall Swimming Pool, houses boxing rings, locker rooms, and other facilities
- Clarkson-McKenna Hall**
football staff, Ferebee Lounge
- Cocke Hall**
houses the Charles S. Luck ’20 Memorial Weight Room.
- Cocke Hall Swimming Pool**
- Cormack Hall**
houses the Department of Physical Education and wrestling arena, also known familiarly as “The Pit”; if “The Pit” is used in a quote, a clarifying statement should precede or follow the quote identifying “The Pit” as Cormack Hall.
- Corps Physical Training Facility**
also acceptable is Indoor Training Facility
- Crozet Hall**
houses the Subs’ Mess reception room
- Crozet Point**
situated across Letcher Avenue from Crozet Hall, location of the headstone and grave of Claudius Crozet
- Daniels Arch and Courtyard, 2006**
located in the rear of Old Barracks. Daniels, from Keene, New Hampshire, was the valedictorian of the Class of 1961. While a seminarian at the Episcopal Divinity School in Cambridge, Massachusetts, he responded to the pleas of Dr. Martin Luther King Jr. for clergy to become more actively involved in the Civil Rights movement, and traveled to Alabama to assist with voter registration efforts in the South. He was shot and killed in Hayneville, Alabama, in August 1965 defending Ruby Sales from a shotgun blast.
- Davidson-Tucker House**
10 E. Washington St., next door to the Stonewall Jackson House
- Fiorini Field**
formerly Sprinturf Field and before that Delaney Field
- Foster Stadium**
full name is P. Wesley Foster Jr. ’56 Stadium, houses Alumni Memorial Field and H.M. “Son” Read ’16 Memorial Track
- Francis H. Smith Statue, 1931**
Bronze statue of VMI’s first superintendent, by sculptor Ferruccio Legnaioli. Smith, who served

for 50 years—from the opening of the Institute in 1839 through 1889—is known as the “builder and rebuilder” of VMI. The statue was originally located near the New Market monument, but today resides in front of Smith Hall, VMI’s administration building.

Freeland House

320 Institute Hill, houses the Construction Office and P2 housekeeping

French Guns

The eight cannons along the parapet wall opposite the Washington Arch of Old Barracks. Six are original 17th century French bronze guns. Two are 12-pound cannon from the Letcher Artillery; the tubes were cast at Tredegar Foundry in Richmond from bronze salvaged from the melting down of Revolutionary War era French cannons. The Letcher Artillery cannons were presented to VMI in 1863.

George C. Marshall Museum and Library operated by the George C. Marshall Foundation on VMI property, houses the Pogue Auditorium

George C. Marshall Statue, 1978

Honoring VMI’s distinguished 1901 graduate, this statue was dedicated on Founders Day 1978 and stands in front of the Marshall Arch section of Barracks. During World War II Gen. Marshall served as Army Chief of Staff (1939-1945). After the war, he was named special ambassador to China (1945-1947), Secretary of State (1947-1949), president of the American Red Cross (1949-1950), and Secretary of Defense (1950-1951). In 1953 he was awarded the Nobel Peace Prize for his role in creating the European Recovery Program (known as the Marshall Plan).

George Washington Statue, 1856

Dedicated on July 3, 1856, this bronze was cast by Virginia artist William James Hubbard and is a replica of Jean Antoine Houdon’s original marble. In 1864 it was confiscated by Union troops as a trophy of war, but was returned and rededicated in 1866. The statue stands across from the Washington Arch entrance to Old Barracks.

Gray-Minor Stadium

baseball stadium located at North Post

Guard Tree monument, 1954

The Guard Tree monument was created in 1954 by William M. Simpson to mark the spot on which the old VMI Guard Tree stood from 1839 to 1951.

Hall of Valor

the name of the banquet room in Marshall Hall; do not use it to refer to the building housing the Virginia Museum of the Civil War, located at New Market Battlefield

Harbinger Farm House

located at McKethan Park

Hinty Hall

110 Hines Lane, located at Lackey Park behind Rockbridge County High School and houses the offices, workshops, and other facilities of Physical Plant

Indoor Training Facility

also acceptable is the Corps Physical Training Facility

Jackson Arch

facing the statue of Gen. Thomas J. Jackson

Jackson-Hope Monument, 2003

Honoring the recipients of the First Jackson-Hope Medal and the Second Jackson-Hope Medal, awarded to the two most academically distinguished cadets in each graduating class since 1876

- Jackson Memorial Hall
houses the VMI Museum
- Jordan's Point Park Athletic Field
VMI has long-term rights to use of this city of Lexington-owned and -maintained property with improvements funded and/or completed by VMI
- Kilbourne Hall
Army, Naval, and Air Force ROTC, as well as Virginia Army National Guard offices
- Kilbourne Hall Annex
located behind Kilbourne Hall
- Lackey Park
located along U.S. Route 11 about one-half mile north of Lexington, the location of Hinty Hall
- Lejeune Hall
integral part of Third Barracks, houses the Visitors' Center, Post Exchange, and VMI Bookstore; pronounced "Le-jurn"
- Letcher Avenue houses
see Archer House, Cabell House, Letcher House, Neikirk Hall, Pendleton-Coles House, Protocol Office
- Letcher House
305 Letcher Ave., houses Human Resources
- Mallory Hall
houses math, physics, and computer science departments
- Marshall Arch
facing the statue of Gen. George C. Marshall and entering New Barracks
- Marshall Hall
houses the Center for Leadership Ethics, the Leslie Gillis '29 Theater, New Market Room, Shenandoah Room, Allegheny Room and Blue Ridge Room, and the Hall of Valor banquet room
- Maury House
416 VMI Parade, commandant's quarters
- Maury-Brooke Hall
chemistry and biology departments
- McKethan Park
three miles west of the VMI post, location of the McKethan Training Area, part of the Military and Leadership Field Training Grounds; also located at McKethan Park are the VMI Observatory, Sky Farm House, Harbinger Farm House, the skeet range, and recreational facilities
- Memorial Arch, 2016
In the Memorial Garden opposite the *Spirit of Youth*.
- Memorial Garden, 1927
The Memorial Garden, at the front of Cocks Hall, was designed by landscape architect Ferruccio Vitale. Plaques honoring VMI alumni killed in service.
- Military and Leadership Field Training Grounds
MLFTG, located at North Post and McKethan Park, includes the North Post Training Area and McKethan Training Area
- Moody Hall
VMI Alumni Association offices
- Morgan Hall
south annex to Nichols Engineering Building
- National Guard Armory
located at Lackey Park, owned by VMI and leased to the Virginia Army National Guard
- Neikirk Hall
304 Letcher Ave., offices of the VMI Foundation and the Keydet Club
- New Barracks
- New Market Battlefield
includes Bushong Farm House, Virginia Museum of the Civil War, and various outbuildings

- North Institute Hill**
includes the area between Crozet Hall and Main Street.
- North Post Training Area**
preferred for Saunders Fields, the North Post portion of the Military and Leadership Field Training Grounds, including drill fields, challenge courses, obstacle courses, leadership reaction course, 30-point firing range, tennis courts, parking, and restrooms
- Nichols Engineering Building**
housing civil, electrical, and mechanical engineering departments
- Officers Row**
VMI Parade as it passes in front of the Superintendent's Quarters, Maury House, and housing for the dean, chief of staff, commandant, Corps sergeant major, and other senior leaders.
- Old Barracks**
- Old Post Hospital**
houses the Institute chaplain and International Programs
- Patchin Field**
located at North Post
- Paulette Hall**
located at North Post adjacent to Gray-Minor Stadium, houses the W. Clark Minnigerode '92 Lacrosse Locker Room, the Bushey '69 Locker Room (baseball), and the Jay R. Sculley '62 Men's Soccer Locker Room
- Pendleton-Coles House**
307 Letcher Ave., houses Admissions
- Post Hospital**
building housing the VMI Health Center
- Preston Library**
houses the Turman Room
- Protocol Office**
located at 303 Letcher Ave., protocol office uses VIP Quarters on basement level
- Richardson Hall**
connected to Shell Hall, housing the QMD, laundry, and pressing shop
- ROTC Storage Shed**
located at Hinty Hall, used for storage of artillery cannons and other items
- Saunders Fields**
preferred is North Post Training Area
- Scott Shipp Hall**
housing economics/business, English, history, international studies, and modern languages departments
- Shell Hall**
houses the VMI Band, registrar and Honor Court
- Shenandoah Valley Tourism Information Center**
housed in the Virginia Museum of the Civil War at New Market Battlefield
- Shirley House**
located at New Market, used as staff housing
- Sky Farm House**
located at McKethan Park
- South Institute Hill**
includes the area between Maury-Brooke Hall and Main Street.
- Smith Hall**
houses administrative offices including the superintendent's office, dean's office, and the finance, administration, and support office.
- Spirit of Youth, 1939***
The statue *Spirit of Youth* is the work of sculptor Attilio Piccirelli and located in Memorial Garden. This statue was a gift of Anne Cocke, the wife of VMI's 4th Superintendent, William H. Cocke. In 2016 a memorial arch was added opposite the *Spirit of Youth*.
- Stonewall Jackson House**
8 E. Washington St.
- Stonewall Jackson Statue, 1912**
Sculptor Sir Moses Ezekiel (Class of 1866 and New Market cadet) donated this replica of his Charleston, West

Virginia monumental sculpture. It commemorates the Confederate general and former professor at VMI. Jackson is depicted surveying the field before the Battle of Chancellorsville, Virginia, where he received his mortal wound. The sculpture was unveiled on June 19, 1912 and stands in front of the barracks.

Superintendent's Quarters
412 VMI Parade

Third Barracks

Third Barracks Arch
otherwise unnamed at this time

Turman House
overlooks Jordan's Point, also called Stono, houses VIP Quarters and an apartment for visiting scholars; associated with the house are the summer kitchen, gate house, and ice house

Virginia Mourning Her Dead, 1903
Virginia Mourning Her Dead was

created by sculptor Sir Moses Ezekiel to honor the VMI cadets who fought at the Battle of New Market. Ezekiel was himself a member of the Class of 1866 and a New Market cadet. The statue was dedicated in 1903, an event that included a reunion of New Market veterans.

Virginia Museum of the Civil War
formerly the Hall of Valor, located at New Market Battlefield

VMI Health Center
housed in the Post Hospital building, composed of the VMI Infirmary and Cadet Counseling

Washington Arch
facing the statue of George Washington

Woods Creek Trail
starts at Jordan's Point, passes through VMI, W&L, and into Lexington

Photo Cutlines:

Cutline with Story

AP Stylebook guidelines apply: The first sentence describes in the present tense who is in the photo and what is going on. In that sentence or additional sentences, state where and when the photo was taken. List names left to right. Where necessary, the following parentheticals and appropriate adaptations may be used: (from left), (front, from left), (seated, from left), (in foreground), (not pictured).

- › In rehearsal for the VMI Community Theatre's production of *The Curious Savage*, are (standing, from left) cadets Sarah Lemon and Seth Chandler, Shay Peters, Sherri Holland, Kevan Kavanaugh, Tom Oxendine, (seated) Francis Bush,

Ginger McNeese, Piper Blouin Foley-Schultz, (not pictured) Michael Brickler, and Cadet Sierra Sell.—VMI Photo by Hank Ferncliff.

- › Accepting the VMI Foundation's gift are the three leaders of the Class of 2018 (from left), Joey Brown, president; Ben Washecheck, historian; and Henry Wiswall, vice president.—Photo courtesy of the VMI Foundation.
- › Cadets arrive on post May 23 for the first summer session.—VMI Photo by Sharon Eddington.

Finish with the photo credit, as below.

- › —VMI Photo by Sharon Sirlington.
- › —Photo courtesy of Naval ROTC.

- › —Photo courtesy of Maj. Edward Harrington.

Deep Cutline (no story)

All of the guidelines for cutline with story apply. Additional information is usually needed to provide context, but the text should be no longer than 100 words. Deep cutlines carry a short label-style headline.

- › A Special Presentation
Olga Dunaevskaya, native teaching assistant in Washington and Lee University's German and Russian Department, presents Col. Keith Gibson '77, executive director of the VMI Museum System, with a copy of an article, "Moses Ezekiel: The First Jewish Cadet in the United States," she wrote for the Russian publication, *Lekhaim*. The article focuses on the famed sculptor Moses Ezekiel, who was wounded in the Battle of New Market and

graduated from VMI in 1866. Dunaevskaya visited the VMI Museum May 5.—VMI Photo by Capt. Penny Tatum.

File Photos

Photos should be identified as file photos when they predate the present news cycle or when they are used in contexts other than those for which they were taken.

The photo credit should be phrased as below.

- › —VMI File Photo by Jack Roberts.

Headshot

Cutlines for head shots include the subject's full name only and do not require a credit if they are VMI photos. If they are outside photos and the photographer or source is known, credit should be a brief parenthetical.

- › Lt. Col. John J. Tarlington
- › Maj. Joe Smuccatelli (Andre Studio)

Punctuation:

Book and Movie Titles

Italicize these titles (exception to AP style)

Em Dash

Use an em dash to set off text in a way similar to but more prominent than commas or parentheses. Pairs of em dashes should be used to set off a parenthetical element; a single em dash is used to set off an amplifying or explanatory element. Do not leave a space on either side the dash.

- › The museum displays historic artifacts from the 19th, 20th, and 21st centuries.
- › Cadets were involved in facilitating every aspect of the North Post Challenge, staffing event stations, keeping score, and ensuring safety.

U.S. Navy Ships

As follows: *USS Bataan*, *USS Abraham Lincoln*, *USS Cheyenne*

Items in a Series

Use a comma to separate elements in a simple series, including the final element before the conjunction.

Social Media:

The principles of effective communication and professionalism apply to social media across all platforms. This guide is meant to ensure consistent presentation and tone, giving VMI platforms credibility. All authorized platforms represent VMI, and voicing, level of formality, and tone should be consistent with imaging established by VMI C&M. Social media posts require the same attention to accuracy and publication standards as all other authorized VMI publications.

General

Write clearly within the confines of the platform—clarity is imperative even in platforms with character limits. Narrow the content for a given post to that which can be effectively communicated in a professional manner consistent with this Style Guide.

Do not write from the first-person singular perspective (using the pronouns “I” or “me”); posts to authorized social media accounts never represent the perspective of a single individual; they represent the Institute or a constituent group within the Institute.

Write from the first-person plural sparingly (pronouns “we” or “us”); though posts to authorized social media represent entities within the Institute made up of individuals, it is easier to maintain professional voicing using imperatives (second person) or descriptions in the third person.

Respect intellectual property rights and liability concerns. Give attribution for VMI-produced photographs and videos. Where outside content is used with permission, provide the attribution.

Caption photos accordingly in platforms where there is no character limit. Individuals should be named where identifying them is relevant to clear communication but otherwise may be left unnamed. Time references may be relative rather than absolute, even where no date is provided.

See Photo Cutlines, page 14.

Spelling, Abbreviations, and Fragments

For all platforms where character count is not limited, the *Associated Press Stylebook* and the *VMI Style Guide* apply. Write in complete sentences.

For platforms where the number of characters is limited, use abbreviations and symbols only as needed. Sentence fragments are acceptable where necessary, but only when a fragment can clearly convey the intended content.

Non-discrimination Statement

The Virginia Military Institute is committed to providing an environment that emphasizes the dignity and worth of every member of its community and that is free from harassment and discrimination based on race, sex, color, national origin, religion, age, veteran status, sexual orientation, pregnancy, genetic information, against otherwise qualified persons with disabilities, or based on any other status protected by law. In pursuit of this goal, any question of impermissible discrimination on these bases will be addressed with efficiency and energy and in accordance with VMI General Order 16. General Order 16 also addresses complaints or reports of retaliation against those who have opposed prohibited practices, those who have filed complaints or reports of prohibited practices, and those who have testified or otherwise participated in enforcement of General Order 16. Questions regarding discrimination prohibited by Title IX of the Education Amendments of 1972, or other federal law, may be referred to the VMI Inspector General and Title IX Coordinator, 212 Carroll Hall, VMI, Lexington, VA 24450, (540) 464-7072. Any cadet or prospective cadet having questions about disability services for students should contact the Director of the Center for Cadet Counseling and Disability Services, 448 Institute Hill, 2nd floor, Post Infirmary, Lexington, Va. 24450, (540) 464-7667. For employment-related disability services, contact the Americans with Disabilities Act Coordinator in the VMI Human Resources Office, Lexington, VA 24450, (540) 464-7322.