

## College Communications Editorial Guidelines

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## **Introduction**

This manual is intended to be a useful tool that fosters consistency in College publications and communications. It offers answers to common questions and solutions that pertain to St. Scholastica. It is not a “finished” document, but a set of guidelines that continually will be adapted to new situations. We welcome your questions and your suggestions for changes or additions.

## **Editorial Guidelines**

The printed materials of The College of St. Scholastica reflect its public image and quality. College Communications proofreaders check publications for accuracy, spelling, grammar, punctuation and consistency using the Associated Press Stylebook and Libel Manual and Webster's New World Collegiate Dictionary as references. (Both are available through the College Bookstore.)

Following are examples of spelling and style rules used by our department, which we invite faculty, administration and staff members to use when writing and editing materials for the general public. Questions or suggestions can be directed to Bob Ashenmacher, x6075.

## **Abbreviations**

Avoid abbreviations in text. Following are words that should not be abbreviated or have precise guidelines for abbreviation.

And – Do not abbreviate in text. Use an ampersand (&) only when it is part of a company's formal name.

Association – Do not abbreviate in text or titles.

Sister – Do not abbreviate. Always capitalize when referring to the Sisters of St. Scholastica.

United States – Write out as a noun. Abbreviate as an adjective: U.S. intervention.

Names of States – Spell out when they stand alone in text. Use postal abbreviations with city, placing a comma before and after the state: She traveled to Duluth, MN, last week.

Professor – Do not abbreviate.

Reverend – Precede with "the" and write: "the Rev. Whitney Evans." In the case of a Catholic priest, use "the Rev." in first reference and "Father" in second reference, i.e., "Father Evans."

Extension – x (lowercase x followed without space by the number: x6075)

Grade Point Average – GPA

## Academic degrees

Capitalize abbreviations of degrees and use periods. (B.A., M.A., etc.) Do not capitalize degrees when used in a generic sense, but capitalize when used as a specific proper noun. Examples: master's degree in theology, bachelor's degree in marketing. But: He received the Master of Arts in management. She received the Bachelor of Arts in literature Note use of apostrophe for master's degree and bachelor's degree.

### Abbreviations:

A.A.	Associate of Arts
B.A.	Bachelor of Arts
B.D.	Bachelor of Divinity
B.S.E.E.	Bachelor of Science Electrical Engineering
B.Mus.	Bachelor of Music
B.M.E.	Bachelor of Music Education
B.S.	Bachelor of Science
B.S.B.A.	Bachelor of Science Business Administration
C.P.A.	Certified Public Accountant
C.S.	Certified Specialist
Ed.D.	Doctor of Education
D.M.A.	Doctor of Music Appreciation
D.N.P.	Doctor of Nursing Practice
D.N.Sc.	Doctor of Nursing Science
Ph.D.	Doctor of Philosophy
D.P.T.	Doctor of Physical Therapy
Psy.D.	Doctor of Psychology
F.N.P.	Family Nurse Practitioner
F.A.C.S.M.	Fellow of American Colleges of Sports Medicine
G.D.M.T.	Graduate Diploma Manual Therapy
G.T.L.	Graduate Teaching License
L.D.	Licensed Dietitian
L.L.B.	Bachelor of Law
L.H.D.	Doctor of Letters
L.P.N.	Licensed Practical Nurse
LIC.S.W.	Licensed Social Worker
M.B.A.	Master of Business Administration
M.A.	Master of Arts
M.A.M.	Master of Arts Management
M.Div.	Master of Divinity
M.A.E./M.Ed.	Master of Arts Education
M.Ed.M.	Master of Education Music
M.F.A.	Master of Fine Arts
M.H.A.	Master of Hospital and Health Administration
M.M./M.Mus.	Master of Music
M.P.H.	Master of Public Health
M.S.	Master of Science
M.S.Ed.	Master of Science Education
M.S.O.T.	Master of Science Occupational Therapy
M.S.I.E.	Master of Science Industrial Engineering

M.S.L.S.	Master of Science Library Science
M.S.N.	Master of Science Nursing
M.S.W.	Master of Social Work
N.P.	Nurse Practitioner
O.T.R.	Registered Occupational Therapist
O.T.R./L.	Registered Occupational Therapist/Licensed
P.T. Spec.	Physical Therapy Specialist
R.D.	Registered Dietitian
R.H.I.A.	Registered Health Information Administrator
R.N.	Registered Nurse

### **Academic subjects**

Use uppercase for the name of a language or a specific course title: He majored in math with a minor in French. He teaches Humanities 101.

Use lowercase for an academic subject when it is used as a general field of study: St. Scholastica offers programs in nursing, physical therapy and exercise physiology. Capitalize a subject when used as a proper noun, especially in terms of a specific academic department.

Examples:

We all know that chemistry forms the building blocks of life. She always found the chemistry faculty to be helpful.

But:

She took Chemistry 101 in fall term. The Chemistry Department is housed in the Science Center.

### **Acronyms**

In first reference, follow an organization's full name with an abbreviation or acronym in parentheses. Then use only the acronym in subsequent references.

### **Addresses**

Abbreviate Ave., Blvd., St., etc., only with a numbered address: 26 Riverside St.

Spell out and cap when part of the street name without a number: Elm Street.

Use lowercase and spell out when used alone or with more than one street name: Elm and Riverside streets.

Spell out and cap First through Ninth when used as street names.

Spell out and cap North, South, East and West: 1 North 21st St.

Abbreviate with punctuation Northeast, Northwest, Southeast, Southwest: N.E., N.W., S.E., S.W.

Use numerals for an address: 7 Fifth Ave.

Use numerals for 10 and above when used with two letters: 10th St., 22nd St.

## **Age**

Always use a numeral – 5 days old, 100 years old

## **Alumni, alumnae, alumnus, alumna**

Alumni – plural, both masculine and feminine

Alumnae – feminine plural

Alumnus – masculine singular

Alumna – feminine singular

The word "alum" or "alums" is acceptable in an informal context.

## **Apostrophes**

Plural nouns not ending in s – Add **'s**: the children**'s** contribution

Plural nouns ending in s – Add apostrophe only: the students' needs

Plural nouns, singular in meaning – Add apostrophe only: mathematics' rule

Singular nouns ending in **s** – Add **'s** unless the next word begins with **s**: the hostess**'s** invitation, the hostess' seat

Singular proper names ending in **s** – Use only an apostrophe: Jesus' life, Tennessee Williams' plays

Do not use an apostrophe to indicate plural with a number: He left in the 1970s.

## **Boilerplate**

The following standard text, or boilerplate, is acceptable in all appropriate uses when writing about the College. It can be accessed via the R drive, under R/ALLCOLLEGE/BOILERPLATE. The file is BOILERPLATE.

The document is in Word.

The College of St. Scholastica, the fastest growing private college in Minnesota, is regularly recognized as one of the finest colleges of the Midwest. The 2003 "America's Best Colleges" survey by U.S. News & World Report magazine ranks St. Scholastica in the top tier of Midwestern universities. The Washington Post has rated St. Scholastica as one of the nation's 100 "hidden gems" among U.S. colleges and universities.

St. Scholastica provides intellectual and moral preparation for responsible living and meaningful work. An independent comprehensive college, it was founded in the Catholic intellectual tradition and is shaped by Benedictine ideals. The College offers programs in the liberal arts and sciences and professional career fields. The entire St. Scholastica community is committed to an educational process requiring students to meet rigorous academic standards, to broaden the scope of their knowledge, and to be accountable to both self and society.

The College's 2,518 students are guided by a curriculum that prepares them for their responsibilities as working professionals, as citizens of a democracy and as individuals who seek to live full human lives. The program consists of three parts: general education requirements, a major and open electives. The major prepares the student for graduate school or for a profession and is normally selected by the end of the sophomore year. Elective courses allow students to pursue particular interests. The general education component seeks to broaden the student's grasp of the accumulated wisdom of the past so that challenges of the present may be met with wisdom, faith and imagination.

The College's economic impact is considerable. St. Scholastica's budget for the coming year is \$30 million, which translates into an \$80 million effect on the region. The College employs 400 faculty and staff. St. Scholastica's influence goes far beyond Duluth – the College now operates campuses in Brainerd, St. Paul and St. Cloud, besides offering online and distance education courses literally nationwide.

### **Building references**

Use uppercase in all references:

St. Scholastica Monastery (not CSS Monastery)  
Benedictine Health Center  
Tower Hall  
Science Center  
Our Lady Queen of Peace Chapel  
St. Scholastica Theatre (note: not Little Theatre)  
Mitchell Auditorium  
Somers Hall, Somers Lounge  
Presidents' Hall  
College Library  
Reif Recreation Center  
Grove, Pine, Birch, Maple and Willow Apartments  
Somers Residence Hall

### **Capitalization**

Use capitalization sparingly.

Use caps when referring to the Sisters of St. Scholastica collectively or individually.

Registrar is a proper title and must be capped.

Capitalize sections of the country: Midwest or Midwestern.

Capitalize Mass, as in religious service.

Capitalize the title of a course when it is a proper noun: English.

Bible: Capitalize Bible, Gospels, Gospel of St. Mark and the Scriptures. Use lowercase biblical in all uses. Use lowercase bible as a nonreligious term: My dictionary is my bible.

Church: Use lowercase for the word church when used in an institutional sense: The church supports family values. Use uppercase when the word is part of the formal name of a building, congregation or denomination.

College: Capitalize alone in text when referring to St. Scholastica. Use uppercase for college, university, chapel, seminary, archdiocese, center, etc., on first reference when part of a proper name. Use lowercase on second reference and when used without a proper name.

### **Captions**

Generally, identify all people in groups of five or fewer where faces are visible. People in groups of more than five do not have to be identified individually.

Use punctuation only when the caption is a complete sentence.

For a "mug shot," use name only.

### **Class years with name**

For undergraduate degree – Joan Hanson '74

For undergraduate and graduate degree – Joan Hanson '74, M.A. '76

### **Classes of students**

Use uppercase – The Class of 1999

Use lowercase – members of the junior class

### **The College of St. Scholastica's name**

"The" is a part of the College's name and is capitalized.

In first reference use the College's full name, The College of St. Scholastica. Do not use "St.

Scholastica" as a first reference, and "Scholastica" is not to be used as first or second reference.

Capitalize "College" when making a second reference to The College of St. Scholastica specifically, i.e., Shaped by Christian beliefs, the College emphasizes a commitment of service to mankind.

Good second references are "St. Scholastica" and "the College."

Only athletics may use the CSS abbreviation.

Use lowercase "college" when the reference is non-specific: It's well known that college costs are rising nationwide.

### **Colon**

Capitalize the first word after a colon if it is a proper noun or begins a complete sentence. Insert two spaces after a colon.

## **Comma sense**

Eliminate comma before "Inc." in a business title or before "Jr." or "Sr." in a title.

Do not use commas after short introductory elements – "For more information" or "In 1976" – etc.

When using words or phrases in a series, be consistent with the use of the comma before the conjunction:

\_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_  
or  
\_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_

Do not put a comma before the conjunction in a simple series: The flag is red, white and blue.

A comma should follow the year when used with a month and day: July 15, 2001, is the project deadline. Do not use a comma between month and year or season and year: The deadline is July 2001 or summer 2001.

## **Company and corporation names**

Spell and punctuate the company and corporation names as they appear on their letterhead or corporate statements. (Exception: Eliminate comma before Inc.)

## **Dash**

Put a space on both sides of a dash in all uses except at the start of a paragraph or in sports agate summaries. Two separated hyphens do not constitute a dash; a dash is one line. To find the dash or other symbols using Microsoft Word, go to "Insert" and "Symbol." Call the Help Desk, x5911, for additional assistance.

## **Dates**

March 6 (not 6<sup>th</sup> or sixth)

March 6, 1995 (month, day, year sequence) or (time, day, date)

On March 6, 1995, my... 6 p.m. Saturday, June 6

In March 1995 sales hit... Sunday, June 6, 2008

In 1995 we...

July 2001 or summer 2001

On March 6 the board will decide...

## **Department, division, office, program, service or center**

Proper names of departments and offices are capitalized: College Communications is in Tower Hall.

Use uppercase when referring to specific examples:

Access Center

Business Office

Campus Activities Board (C\*A\*B)

Campus Ministry

Career Planning and Development Services

Center for the Study of Peace and Justice

Counseling Services

Financial Aid Office

Food Services  
(The) Port Information Desk  
Residential Life Center  
Student Accounts Office  
Student Achievement Center  
Student Activities Office  
Student Center for Health and Well-Being (SCHAW)  
Student Diversity Services  
Student Leadership Center  
Student Health Service (SHS)  
Student Senate  
Student Support Services  
Student Union

ADEP (Accelerated Degree Evening Program)  
Educational Talent Search  
Emeritus College  
Fresh Start Program  
Honors Program  
Management 2+2 Program  
McNair Scholars Program  
MEDL Program (Master of Education via Distance Learning)  
Outdoor PURSUIT! Program  
Service Learning  
Upward Bound  
Upward Bound Math and Science (UBMS)

**Division, department and program key**

ACC	Accounting
AIR	Aerospace Studies (Air Force ROTC)
ART	Art
ASL	American Sign Language
BAS	Behavioral Arts and Sciences
BIO	Biology
CHM	Chemistry
CIS	Computer Science/Information Systems
CTA	Communication and Theatre Arts
ECN	Economics
EDM	Educational Media and Technology
EDU	Education
ENG	English
ESC	Earth Science
EXP	Exercise Physiology
FRN	French
GER	Gerontology
GMN	German

HIIM	Health Informatics and Information Management Department
HIM	Health Information Management Program
HIS	History
HON	Honors Colloquium
HSC	Health Sciences
HUM	Humanities
INS	American Indian Studies
LIS	Languages and International Studies
MGT	Management
MKT	Marketing
MTH	Math
MUS	Music
NSC	Natural Sciences
NSG	Nursing
OJB	Ojibwe
OTH	Occupational Therapy
PED	Physical Education
PHL	Philosophy
POL	Political Science
PSC	Physical Science
PSY	Psychology
PTH	Physical Therapy
RUS	Russian
SOC	Sociology
SPN	Spanish
SSC	Social Studies
SWK	Social Work
TRS	Theology and Religious Studies
WMS	Women's Studies

**Emeriti, emeritae, emeritus, emerita**

Emeriti – plural, both masculine and feminine

Emeritae – feminine plural

Emeritus – masculine singular

Emerita – feminine singular

**Equal Opportunity language**

The College is required to use "equal opportunity language" on all its publications, advertising and marketing of programs, events, etc. A few exceptions, such as invitations and personal communications such as letters, do not require an EOE statement. When in doubt, contact College Communications at x6075.

Use the Equal Opportunity Employer statement on all printed materials except invitations and letterhead:

*The College of St. Scholastica does not discriminate on the basis of race, color, creed, religion, national origin, sex, sexual orientation, disability, age, marital status, status regarding public assistance, or local commission status in its programs, procedure and activities.*

Use an abbreviated EOE when space is limited –

*"The College of St. Scholastica is an equal opportunity educator and employer."*

Use *"An equal opportunity educator and employer"* only in conjunction with the logo.

### **Exclamation point**

Use sparingly; it is appropriate only to convey strong emotion.

### **Forms**

When two words indicate a field to complete on a form, capitalize the first word and lowercase the second (e.g., Phone number) unless the words are both part of a proper noun (e.g., Social Security number).

Cap all letters in ZIP (for zip code).

Include the area code in parentheses with a phone number: (218) 723-6075.

### **Fractions**

Spell out in text material. Hyphenate when used as adjectives or adverbs, but not when used as nouns: The room is three-fourths painted. Almost two thirds of the students are absent.

### **Freshman, senior, graduate**

Use lowercase when referring to a stage of study or the classification of a student: She is a freshman.

### **Gender-specific language, how to avoid**

Eliminate the pronoun completely:

Instead of: Each faculty member marks the exams as quickly as she can.

Try: Each faculty member marks the exams as quickly as possible.

Replace pronouns with articles:

Instead of: A careful student consults his teacher regularly.

Try: A careful student consults the teacher regularly.

Use plural pronouns:

Instead of: A staff member can use his ID card to access the library.

Try: Staff members can use their ID cards to access the library.

Use both pronouns and either vary their order or use alphabetical order:

Instead of: Each student must speak to his instructor.

Try: Each student must speak to his or her instructor. Or: Each student must speak to her or his instructor.

Avoid words that only refer to one gender:

Instead of:

businessman  
chairman  
clergyman  
showman  
housewife  
insurance man  
mailman  
middleman  
newsman  
policeman  
salesman  
spokesman  
sportsmanship  
man/men, mankind  
man-hours  
manpower  
man-made

Try:

business executive, manager, entrepreneur  
chair  
priest, rabbi, minister  
performer  
homemaker  
insurance agent  
letter carrier, postal worker  
wholesaler  
news broadcaster, reporter  
police officer, officer  
salesperson, sales clerk, sales rep  
spokesperson, representative  
fair play  
human (s) human being (s) humanity  
work hours, staff hours  
work force, workers, personnel, human resources  
synthetic, artificial, constructed, manufactured

### **Government, federal or state**

Use lowercase for U.S. government, federal government, and state of Minnesota (exceptions: Minnesota State Legislature, Congress, the U.S. House of Representatives, the House and the Senate).

### **Graduate studies**

Master's degree programs –  
Computer Information Systems  
Curriculum and Instruction  
Educational Media and Technology  
Exercise Physiology  
Health Information Management  
Management  
Nursing  
Occupational Therapy  
Physical Therapy  
Teaching

Graduate Courses –  
Biology, Music, Psychology  
Dr. of Physical Therapy  
Dr. of Nursing Practice

## Hyphenation

Hyphenate compound words that are used as adjectives.

The vice president discussed fund-raising activities.

Both on- and off-campus activities are planned.

Do not hyphenate compound words that include an adverb ending in -ly or those used as nouns:

The newly appointed faculty member teaches art.

Adult and part-time students are invited.

He works full time.

## Invitations and programs

In formal contexts, write out times, dates, years:

The College of St. Scholastica

cordially invites you

to the

Sixtieth Annual Alumni Recognition Dinner

Thursday, November seven

two thousand and one

at seven o'clock in the evening

in Somers Hall

The College of St. Scholastica

R.S.V.P. by the fourteenth of October

Informal

## Italics

Use of quotation marks is preferable, but when appropriate for visual effect, italicize titles of complete works such as: books, pamphlets, long poems, magazines, newspapers, movies, plays, musical pieces, paintings, sculptures, TV shows, radio programs and operas. Use of italics should be consistent throughout the document. See also **Quotation Marks** and **Underscore**.

## Logo



The College of  
*St. Scholastica*

The St. Scholastica logo includes both typography and the College shield.

Rules for working with the logo:

Maintain the proportions of the logotype as shown above.

Do not obscure any part of the logo.

Do not remove the words "The College of."

Do not add a drop shadow or other special effects to the logo.

Direct all questions or concerns on the use of the logo to Brian Martin, director of internal marketing and on-campus relations (x6787).

The College shield is on a field of blue. Upon the field is a silver lily, blooming with three flowers symbolizing the three Persons of the Blessed Trinity. The base of the lily is enclosed by a silver crescent, the heraldic symbol of Mary, the Virgin most pure, and equally the purity of Christian teaching.

A gold crown of the medieval regal shape in heraldry encircles the lilies above, recalling the dedication of the Chapel to the Queen of Peace.

The heraldic indication of a college is always a book. Hence, a book occupies the center of the field. On its open pages is the motto of St. Scholastica, taken from the third chapter of the Book of Proverbs. In reference to Wisdom it reads: "Her ways are ways of beauty, and all her paths are peace." In keeping with the traditional Benedictine motto "Pax," St Scholastica has chosen the second part of the verse for her motto. It reads in Latin. "Omnes semitae eius pacificae."

A variation of the College logo (used on presidential stationery, commencement programs, etc.) has the logotype wrapped around the shield. On rare occasions the logo has been modified slightly (e.g., the addition of a line of text directly below the logo: Imagine what you can do). Modifications, however slight, are discouraged and must be approved by College Communications.

Typography – The College's logotype is Berling-Agency Regular for the words "The College of" and Berling Semi-Bold Italic Agency for the words "St. Scholastica". Times has been selected as the official typeface. It is strongly recommended that all body copy appear in Times, unless the format requires a different typeface. Times may be used in any of its variations including condensed, bold, italic and bold italic.

Color use – Two colors are used on the logo whenever possible: PMS (Pantone Matching System) 295 (blue) and PMS 871 (metallic gold). These are the only versions of blue and gold to be printed in conjunction with the school name and logo. The preferred paper stock for all two-color pieces is white. The preferred one-color version of the logo is all blue or all black.

Logo reproductions must be taken from master reproductions or computer disks available through College Communications. Only logo shown here may be used.

Logo and college name policy – The College does not permit the use of its name and/or logo in any announcement, advertisement, publication or report if such use in any way implies institutional endorsement of any product or service. Any firm or its advertising agency requesting the use of pictures or facilities of the institution for sale or advertising purposes, or requesting the use of any

copy relating to such pictures or facilities, should be referred to the vice president for Institutional Advancement.

The vice president for Institutional Advancement is responsible for determining whether the College's name may be used in conjunction with the particular project or service. Call Del Case (x6460).

In addition, the College asks that faculty and staff refrain from using the College's address (unless their home address is 1200 Kenwood Avenue) or their College status in letters to the editor.

### **Months**

Capitalize in all uses. Spell out all month names when standing without a date; when used with a date, abbreviate long months: Jan., Feb., Aug., Sept., Oct., Nov. and Dec. Never abbreviate: March, April, May, June and July.

### **Names**

When mentioning a person in copy, use his/her full name on first reference. Any further mention of the same person in that copy should use only the person's last name. Exceptions occur when two people with the same last name are mentioned (use first and last names after the first reference) or in second references to clergy and religious (see religious titles).

### **Numerals**

Spell out numbers less than 10. (Exceptions may occur in reference to sports, age, percentages, and time, where numerals are regularly used.)

Spell out first through ninth when they indicate sequence in time or location. Use figures starting with 10th.

Spell out at the beginning of a sentence: Two hundred fifty two years. (Try to avoid starting a sentence with a number.)

Use a comma in numerals of one thousand and above (e.g., 1,000, 23,321) except for temperatures and dates (e.g., 5000 degrees, the year 2000).

### **Percent**

Use numerals and spell out percent. Do not use the symbol (%).

### **Phone extensions**

For internal communications, use a lowercase 'x' immediately before the numeral to indicate a person's phone extension. For example, Bob Ashenmacher, x6075.

## **Quotation marks**

(Gregg Reference Manual) Use quotation marks around titles that represent only part of a complete published work: titles of chapters, lessons, topics, sections, parts within a book, lectures, sermons, articles.

(Associated Press Stylebook) Use quotation marks around book titles, computer game titles (but not software titles), movie titles, opera titles, play titles, poem titles, song titles, television program titles, and the titles of lectures, speeches and works of art. Put quotation marks around the names of all such works except the Bible and books that are primarily catalogs of reference material. This category includes almanacs, directories, dictionaries, encyclopedias, gazetteers, handbooks and similar publications. See also **Italics** and **Underscore**.

## **Religious titles**

Use the Sister prefix, unabbreviated, in first and second reference, i.e.: Sister Timothy Kirby (first reference), Sister Timothy (second reference). Check with the person involved on whether she wants her order designation (O.S.B. or otherwise) used. If so, use it only in the first reference: Sister Timothy Kirby, O.S.B.

Priests: First reference – use the Rev.: The message was given to the Rev. Jacob Reed. Second reference – use Father: Father Reed then read the message to the students.

## **Seasons**

Use uppercase when part of a formal name: Winter Olympics, Winter Solstice. Otherwise, lower case.

## **Semicolons**

Use semicolons to separate elements of a series when individual segments contain material that also must be set off by commas: He leaves a son, John of Chicago; three daughters, Jane of Ladysmith, WI, Helen of Denver, and Amy of Chicago; and a sister, Linda of Hancock, MI.

Use semicolons when a coordinating conjunction (such as and, but or for) is not present to link two independent clauses: Jane is an exceptional employee; she is a good example for all her coworkers.

## **Slash**

Avoid the use of a slash. It means "or" so use the word rather than the slash.

## **Time**

Use lowercase with periods – a.m. or p.m.

Omit double zeros – Write: 1 p.m. not 1:00 p.m.

Use "noon" instead of 12 p.m. ("12 noon" is redundant.)

Use proper sequence in text – Time, Day, Date: 1:30 p.m. Wednesday, Dec. 15, 2000.

## **Theatre**

The department is called St. Scholastica Theatre (note the "re" ending), and the building in which it performs plays is also called the St. Scholastica Theatre (not the Little Theatre).

## **Titles**

Use uppercase when title precedes name: President Goodwin.

Use lowercase when name precedes title: Larry Goodwin, president of The College of St. Scholastica.

The same principle applies to academic and staff titles:

Professor Larry McGahey.

Larry McGahey, professor of chemistry.

## **Undergraduate departments and programs**

Accounting

Advertising and Public Relations (major only)

American Indian Studies (minor only)

Applied Economics (minor only)

Art (minor only)

Behavioral Arts and Sciences (major only)

Biochemistry (major only)

Biology

Chemistry

Communication

Computer Science/Information Systems

Education (major only)

Educational Media and Technology (major only)

English

Exercise Physiology (major only)

French (minor only)

German (minor only)

Gerontology (certificate) (minor only)

Health Information Management (major only)

Health Sciences (major only)

History

Humanities (major only)

Languages and International Studies

Management

Marketing

Mathematics

Medieval and Renaissance Studies (minor only)

Music

Natural Sciences (major only)

Nursing (major only)

Occupational Therapy (prerequisites for graduate program)

Ojibwe Language and Culture Education (major only)

Organizational Behavior (major only)

Philosophy (minor only)

Photography (minor only)

Physical Education (course offerings)

Physical Science (course offerings)

Physical Therapy (prerequisites for graduate program)

Political Science (major only)

Pre-Chiropractic (suggested courses)

Pre-Dental (suggested courses)  
Pre-Engineering (suggested courses)  
Pre-Forensics (suggested courses)  
Pre-Law (suggested courses)  
Pre-Library (suggested courses)  
Pre-Medicine (suggested courses)  
Pre-Optometry (suggested courses)  
Pre-Pharmacy (suggested courses)  
Pre-Veterinary Medicine (suggested courses)  
Psychology  
Russian (minor only)  
Self-Designated Major/Minor  
Social Science Secondary Education (major only)  
Social Work (major only)  
Sociology (course offerings)  
Spanish (minor only)  
Theatre (minor only)  
Theology and Religious Studies  
Women's Studies (minor only)

### **Underscore**

Underscoring of titles should not be used in documents intended for the general public. Rather, quotation marks or italics should be used in those documents. Underscoring of titles is appropriate in scholarly works intended for academic use. See also **Quotation Marks** and **Italics**.

### **Web**

It's the World Wide Web, commonly shortened to the Web. It's always capitalized.

It's Web site, two words.

It's Internet, always capitalized.

When providing a URL, or Web address, it's not necessary to type any coding or even www. before the URL, because search engines supply those prefixes.

### **Word sense**

about – Use "about" not "around" (e.g., about 60 responses)

affect/effect – affect is a verb meaning to influence, change or assume

effect can be a verb meaning to bring about or a noun meaning result, impression

awhile/a while – She will wait awhile. She will wait for a while.

backward, not backwards

biannual means twice a year, like semiannual.

biennial means every two years.

bimonthly means every other month.

semimonthly means twice a month.

biweekly means every other week.

semiweekly means twice a week

Booshke-Giniin

complimentary – no charge; a gift

complement – completes a set

e.g. (for example)

etc. (and other things)

ensure/insure – ensure means to make certain. Insure means to protect against loss  
for more information, not for further information

forward, not forwards

i.e. (that is to say)

more than, over – Over usually refers to spatial relationships: He threw the ball over the house. At times it can be used with numerals (He is over 50), but the use of "more than" is preferred.

part-time – Hyphenate adjective only: part-time job, I work part time.

toward, not towards

the Center for Early Music Orchestra

Web site, Web page, the Web