UW-Eau Claire Editorial Style Guidelines

Frequently asked questions

Why an editorial style guide?
Use of Editorial Style Guidelines helps increase the clarity and effectiveness of communications by consistent use of language, spelling and punctuation. UW-Eau Claire departments and offices traditionally generate some of their own communications, and adherence to the style guide will ensure more consistent editorial quality when doing so.

The guide was developed to answer basic editorial questions for the university and to assist the campus community in portraying a consistent image in printed communications and other media.

Who should use the guide?
Anyone creating print or other communications on behalf of UW-Eau Claire should adhere to the Editorial Style Guidelines.

What’s in the guide?
The style guide answers basic questions about editing for university publications and assists the campus community in portraying a consistent image in printed communication and other media.

If looking for a rule on anything not listed below, consult the most recent edition of The Associated Press Stylebook (or, when appropriate, The Associated Press Broadcast News Handbook).

Also, here are a few websites that may be useful:

http://www.refdesk.com
http://englishplus.com/grammar/
http://www.iTools.com

academic degrees — Use an apostrophe in bachelor’s degree, a master’s degree. He received his bachelor’s degree from UW-Eau Claire and his master’s and doctoral degrees from UW-Madison. No apostrophe in this case: She earned her bachelor of business administration or master of fine arts degree. Avoid an abbreviation (e.g. Ph.D.) and use instead a phrase such as: John Smith, who has a doctorate in philosophy.

acronyms — Do not write acronym in parentheses after spelling out the name. If it is not obvious the acronym stands for the previously stated item, then the acronym should not be used.

administrative office names — Capitalize the names of administrative offices: News Bureau. Do not capitalize the word “office” if after the name unless it is truly a part of the formal name: Financial Aid office or Office of Research and Sponsored Programs
adviser — Always spell with an “e.” Never use “advisor.”

ampersand (&) — Spell out the word “and” unless the ampersand is part of a proper name: art & design, Borders Books & Music.

art exhibits — Surround name of exhibit in quotation marks. Exception: Do not place the following exhibits in quotations marks: Annual Juried Student Art Show and B.F.A. Degree Candidates Senior Show.

Artists Series — not Artist Series.

award names — Capitalize the formal title of an award: Althea Brach Counselor of the Year Post-Secondary Award.

campuswide, nationwide — One word.

Centennial Plan — capitalized.

chair(person) — Use the word “chair” or “chairperson” depending upon person’s preference.

class names — Capitalize actual class names without quotation marks: Evolution of Economic Systems or Beginning French.

comma usage — Do not set off Jr., Sr., Inc. and Ltd. with commas: Ivar Lunde Jr. will perform… or The UW-Eau Claire Foundation Inc. will award the $500 scholarship…

Commas should be placed inside quotation marks at all times: “UW-Eau Claire is the best school in the country,” Davis said.

- Do not use a comma after a question mark or exclamation point as in the following example: “How many students attend the university?” the student asked.
- Do not put the comma before the conjunction in a simple series: The flag is red, white and blue.
- Use the serial comma if a part of the series includes a comma or if an integral element of the series requires a conjunction.

compact disc — Use CD.

composition titles — Use quotation marks around the titles of books, anthologies, songs, movies, plays, operas, television programs, lectures, speeches and works of art. Do not use quotation marks with reference works, e.g., Encyclopedia Britannica, or around names of magazines, newspapers or professional journals. Professional journals and University Bulletin are italicized in the University Bulletin.

Course work — two words.
department names — Do not capitalize department names (e.g., communication and journalism department), unless of course it’s a proper noun like English department.

disabled, handicapped, impaired — In general do not describe an individual as disabled or handicapped unless it is clearly pertinent to a story. If necessary, use person with a disability, not disabled person. For more information, refer to pages 74-75 in the AP Stylebook or the “Person First Language” brochure, available in the News Bureau.

dorm — Always use residence hall rather than “dorm” or “dormitory.”

ellipsis — In general, treat an ellipsis as a three-letter word, constructed with three periods and two spaces, as shown here: ( … )

e-mail addresses — Do not underline or boldface. Also, it’s email, not e-mail.

event happenings — State in order of time, day, date: The group will meet at 6 p.m. Thursday, Oct. 7, in the Ojibwa Room, Davies Center. Remember that “Oct. 7” is another way of saying “Thursday” and should be surrounded by commas. Also, do not include the word “on” before the day.

fieldwork, homework — One word.

The Forum — not the Forum.

GPA — GPA (for grade-point-average) can be used in all references.

headlines — Titles that appear in double quotation marks within the body of the release should be surrounded by single quotation marks in the headline.

home page — Two words.

hometown — Include student’s hometown in story if appropriate. Underline the hometown (but not any punctuation before or after the hometown): Jane Adams, Brookfield, received a $10,000 scholarship. Also note states entry for more information. (Hometown information is taken from the CampS system under the category “Hometown News Release” and not from the student’s permanent address. Also, always check CampS to verify that information about the student may be released.)

hyphens — Whether to hyphenate a word can be tricky. For the rules, refer to the following entries in the AP Stylebook: prefixes, suffixes, hyphen, co-, extra-, pre-, post-, self-, and semi-. The next place to look is Webster’s New World Dictionary. Some commonly used words in UW-Eau Claire news releases and publications include the following: co-author, co-star, co-chair, cocurricular, coed, co-worker, extracurricular, nonprofit, pre-professional, preregister, semifinal, and semifinal.

Internet — Capitalize the word Internet. In later references, the Web or the Net is acceptable.
master plan — not capitalized

months — Abbreviate Jan., Feb., Aug., Sept., Oct., Nov. and Dec. before a specific date but spell out when cited without a date or when only with a year. There is no comma between a month and a year: March 2000.

minority vs. multicultural — The word multicultural (e.g., multicultural student population) is preferred.

music group or ensemble names — Capitalize the proper names of the groups but do not place in quotes: The Singing Statesmen or Indigo Girls.

music titles — Surround the names of songs and longer works, such as operas, with quotation marks: “Ebbene Signor Figaro” (song) from Gioacchino Rossini’s “The Barber of Seville” (opera). Do not use quotation marks with titles that are merely descriptions but do capitalize: Concerto for Two Horns. If, however, the instrumentation is not part of the title but just description, then lowercase the instruments: Concerto for two horns. The words “flat,” “major” and “minor” should not be capitalized in a title but the note (letter) preceding the word is: Concerto in A flat minor.

office — Capitalize “office” if part of the formal title — such as Office of Research and Sponsored Programs — but use lowercase “o” if not: Activities and Programs office.

online — one word.

phone numbers — Include area code and hyphen before phone numbers. Write in following manner: 715-836-2031.

plural words — When speaking of more than one, use the following words: alumni (a pair or group that contains at least one male), alumnae (more than one woman), emeriti (a pair or group that contains at least one male), emeritae (more than one female), freshmen (male or female), curricula. See singular words entry.

pop — Soft drinks is more appropriate.

resident assistant — May use RA on second reference.

room — Capitalize the word room if followed by a number or preceded by an actual name: Room 143 or Ho-Chunk Room.

scholarship names — Capitalize the formal name of scholarships: Leonard Haas Alumni Scholarship.

senior citizen — Use “senior citizen” sparingly. It is best to indicate an age category: those age 62 and older. Preferred usage is not to use “seniors” as that often indicates a high school or college class level.
**singular words** — The following words always indicate one person or item: alumnus (male), alumna (female), emeritus (male), emerita (female), freshman (male or female), curriculum. See **plural words** entry.

**states** — Never include the state of Wisconsin with a city. With all other cities, except those mentioned under the datelines entry in the AP Stylebook, abbreviate the state name when preceded by a city. See state names entry in the AP Stylebook for abbreviations. Also note that a comma follows the state abbreviation when in the middle of a sentence: He lived in St. Paul, Minn., before moving to Stevens Point.

**theater vs. theatre** — Use “theatre” when referring to University Theatre, when referring to the actual music and theatre arts department, or when the proper name is “theatre: Orpheum Theatre. Use “theater” in all other cases.

**times** — From 10:30 a.m. to 1 p.m. OR from 10:30 a.m.-1 p.m. Remember to use “noon” and “midnight” instead of “12 p.m.” and “12 a.m.”

**titles** — Include “Dr.” before name if appropriate but still follow with appropriate title, such as Dr. Jane Do, associate professor of foreign languages. Instructor titles need to be accurate. Check whether the instructor is a professor, associate professor, assistant professor, senior lecturer, lecturer or another title. Note that not all professors hold doctoral degrees. For example, an assistant professor in music is likely to be someone who is not a “Dr.”

Exception to the rule: Art, theater and music professors may not want to be identified as “Dr.” In this case, we respect the individual’s wish. Also, if preferred by the individual, when referring to theater and music faculty in an event capacity, identify as professor of theatre arts or assistant professor of music, for example.

In general, do not capitalize titles — such as professor of psychology — before a person’s name. However, the titles of chancellor, vice chancellor, dean and provost should be capitalized only before a name: Chancellor Vicki Lord Larson or Vicki Lord Larson, chancellor of UW-Eau Claire. Never capitalize titles such as special assistant to the chancellor. When in doubt, list title within commas and after person’s name.

The following formal titles are capitalized and abbreviated as shown when used before a name: Dr., Gov., Lt. Gov., Rep. and Sen.

**toward** — Not towards.

**under way** — Two words in virtually all uses: The project is under way.

**University of Wisconsin** — To differentiate from UW-Eau Claire, use UW-Madison (or University of Wisconsin-Madison if first UW reference in release). Do not use University of Wisconsin.

**University of Wisconsin-Eau Claire** — Spell out University of Wisconsin-Eau Claire in first reference; use UW-Eau Claire after that. Never use “UWEC” or “UW-EC.” Be sure to use a hyphen after Wisconsin or UW (not a medium or long dash).
University of Wisconsin-Extension — Use as UW-Extension. Remember to include the hyphen.

University of Wisconsin System — The abbreviated version is UW System. Note there is no hyphen before “System.” The president’s name is Kevin Reilly.

Washington, D.C. — Include comma between Washington and D.C.

website — not Web site. Also, webcam, webcast, and webmaster.

World Wide Web — Do not underline or boldface addresses. Use Web (capitalized) as a short form for World Wide Web and in terms with separate words, such as Web page and Web feed (but also see website entry). Visit the website at www.uwec.edu.

years — When citing an academic year always use the abbreviated form for the second year unless the second year is in a different century: the 2001-02 academic year or the 1999-2000 Artists Series.

Public service announcements

money — Spell out the word “dollars” instead of using the dollar symbol: 15 dollars.

months — Spell out all months.

numbers — Spell out numbers zero through eleven unless used in a date. (Exception: spell out dates first through eleventh in script for Campus Events Line.) Follow dates with appropriate “st,” “nd,” “rd” or “th”: August 22nd or January 31st.

phone numbers — Type as follows: 7-1-5 – 8-3-6 – 4-4-2-3.

pronunciation — Phonetically spell out the pronunciation of difficult words: Anishinaabeg (uh-NISH-in-NAH-bee) Symposium.

times — Include a hyphen between p-m and a-m.

UW-Eau Claire — Use only this abbreviated form rather than “University of Wisconsin-Eau Claire.”

website addresses — Example: w-w-w (dot) u-w-e-c (dot) edu.

Formal names of UW-Eau Claire offices, rooms and buildings
(This is not a complete listing of offices. Refer to the quick office guide toward the front of the printed campus directory or the university’s Web pages for academic departments)
Academic and Career Services
Activities, Involvement and Leadership office
Admissions office
Adult Opportunity office
Advising and New Student Initiatives
Alumni Relations office
Alumni Room
Artists Series
Blugold Dining office (formerly Dining Services)
Blugold Living Room
Brewer Hall
Bridgman Hall
Business Services
Center for International Education
Center for Service-Learning
Central Campus Mall
Chancellor’s Office
Chancellor’s Room
Chancellors Hall
Children’s Nature Academy (formerly Children’s Center)
College of Arts and Sciences
College of Business
College of Education and Human Sciences
College of Nursing and Health Sciences
Continuing Education
Continuing Education, Arts and Sciences
Continuing Education, Business
Continuing Education, Education
Continuing Education, Human Sciences and Services
Continuing Education, Nursing
Counseling Services
Dakota Ballroom (divides into Dakota Room and Dakota Room A)
Davies Center (preferred) or W.R. Davies Student Center (not W.R. Davies Center)
        Use the word “of” to attach rooms: “Centennial Room of Davies Center”
The Dulany
Ecumenical Religious Center (adjacent to campus)
Educational Opportunity Center
Event Services
Facilities Planning and Management
Financial Aid office
Foster Gallery
The Foundation (The title of the head staff person is president)
Gantner Concert Hall
Governors Hall
Haas Fine Arts Center

Use the word “of” to attach rooms: “Gantner Concert Hall of the Haas Fine Arts Center.”

The Forum
Hibbard Hall
Ho-Chunk Room
Honors Program
Housing and Residence Life
J. Newman Clark Bird Museum
Katharine Thomas Hall
Kjer Theatre
L.E. Phillips Planetarium
Library Services
McIntyre Library (The front area in the library is called the Grand Corridor.)
McPhee Physical Education Center
Menominee Room
Oak Ridge Hall
Office of Academic Affairs
Office of Affirmative Action
Office of Human Resources (formerly Office of Personnel Services)
Office of Multicultural Affairs (formerly American Ethnic Coordinating Office)
Office of Research and Sponsored Programs
Ojibwe Ballroom (divides into Ojibwe Room, and Ojibwe Rooms A, B, and C)
Parking and Transportation Services office
Phillips Recital Hall
Phillips Science Hall
Potawatomi Room
Public Safety office
Putnam Drive
Putnam Hall
Putnam Park
Registration Services
Riverside Theatre
Schneider Hall
Schofield Auditorium
Schofield Hall
Service Center
Services for Students with Disabilities
The State: Regional Arts Center (community building)
Student Health Service
Student Organizations and Leadership Center
The Cabin
The Singing Statesmen
Theatre for Young Audiences
University Advancement (The title of head staff person is “executive director”)
University Bookstore
University Centers
University Police (formerly Office of Public Safety)
University Recreation and Sport Facilities
University Symphony Orchestra
University Theatre
Veterans Services office
Visitor Center
Women’s Concert Chorale
Woodland Theater
Zorn Arena

**Departments, programs and majors/minors**
(This is not a complete listing. Refer to academic departments and programs link on our website or the listing of undergraduate and graduate degrees in the current Viewbook.)

adult health nursing
American Indian studies
art & design (formerly art)
business communication
communication and journalism
communication sciences and disorders (formerly communication disorders)
environmental public health (formerly environmental and public health)
family health nursing
foreign languages
geography and anthropology (formerly geography — and anthropology and sociology)
Jazz Ensembles I, II, III and IV
nursing systems
philosophy and religious studies
sociology (formerly anthropology and sociology)
women’s studies

**Acronyms and abbreviations**

BITS — Building Information Technology Skills
CALL — Community Action and Lifelong Learning
CASA — Center for Awareness of Sexual Assault
CETL — Center for Excellence in Teaching and Learning
CASE — Center for Alcohol Studies and Education
CCL — Center for Collaborative Leadership
CHASE — Center for Health and Aging Services Excellence
CIE — Center for International Education
CITI—Center for Instructional Technology Improvement and Innovation
CRIM—Center for Reserve and Instructional Media
CVTC—Chippewa Valley Technical College
COB — College of Business
EOC — Educational Opportunity Center
ERC — Ecumenical Religious Center
FTE — full-time equivalent
HHH — Hibbard Humanities Hall
HSS — Human Sciences and Services
ITM—Information and Technology Management
LTE — limited-term employee
LTS — Learning and Technology Services
MOSAIC—Making Our School and International Community
NOTA — None of the Above (but not often spelled out)
ORSP — Office of Research and Sponsored Programs
RA — resident assistant
RD — registered dietitian
RN — registered nurse
SWA Team — Student Wellness Advocacy Team
UAC — University Activities Commission