



# University of Wisconsin-Eau Claire

## Editorial Style Guidelines

### Contents

Frequently asked questions .....	1
General style rules .....	2
Acronyms and abbreviations .....	7
Public service announcements .....	8
University offices, rooms and buildings .....	9
Departments, programs and majors/minors .....	14

### Frequently asked questions

#### ***Why an editorial style guide?***

Use of the 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.

## General style rules

**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 doctorate degrees from UW-Madison. No apostrophe in this case: She earned her bachelor of business administration or master of fine arts. 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. (See listing of university-related acronyms and abbreviations.)

**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/The Forum** — not Artist Series or the Forum.

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

**campuswide, nationwide** — One word.

**chair(person)** — Use the word "chair" or "chairperson" depending upon person's preference.

**class names** — Capitalize actual class names and surround by 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 e-mail, not email.

**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.

**grade-point average** — Note hyphen and no capital letters. Use GPA on second reference.

**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 Bridge system under the category "Hometown

Newspaper” and not from the student’s permanent address. Also, always check Bridge 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 and semifinal.

**Internet** — Capitalize the word Internet. In later references, the Web or the Net is acceptable.

**MIS** — Spell out management information systems (lowercase) in first reference and MIS in later references.

**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 space 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 drink 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 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 Doe, 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: Interim Chancellor Vicki Lord Larson or Vicki Lord Larson, interim 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.

**Web site** — not website or web site.

**World Wide Web** — Do not underline or boldface addresses. Capitalize Web but not site: Visit the Web site at [www.uwec.edu](http://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.

## University-related acronyms and abbreviations

BITS — Bringing Instruction in Technology to Students  
CALL — Community Action and Lifelong Learning  
CASA — Center for Awareness of Sexual Assault  
CASE — Center for Alcohol Studies and Education  
CHASE — Center for Health and Aging Services Excellence  
CCLE — Center for Collaborative Leadership in Education  
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  
EOC — Educational Opportunity Center  
ERC — Ecumenical Religious Center  
FTE — full-time equivalent  
HSS — Human Sciences and Services  
ITM — Information and Technology Management  
LTE — limited-term employee  
LTS — Learning and Technology Services  
MOSAIC — Making Our School an Intercultural Community  
NET — Network for Excellence in Teaching  
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  
SWATeam — Student Wellness Advocacy Team  
UAC — University Activities Commission  
WAGE Center — Women's and Gender Equity Center

## 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 dash between p-m and a-m.

**UW-Eau Claire** — To save time, use only this abbreviated form rather than “University of Wisconsin-Eau Claire.”

**Web site addresses** — Example: w-w-w (dot) u-w-e-c (dot) com.

## University offices, rooms and buildings

This is not a complete listing of offices. Also refer to the quick office guide on pages 5-9 in the printed campus directory or the university's Web pages for academic departments (<http://www.uwec.edu/Lists/Acad.htm>) and administrative offices (<http://www.uwec.edu/lists/admin.htm>).

Academic and Career Services

Activities and Programs office

Admissions office

Adult Opportunity office

Advising and Academic Testing office

Alumni Relations office

Artists Series

Bridgman Hall

Business and Student Services

Business Services

Campus Information Services

Center for International Education

Center for Service-Learning

Central Campus Mall

Chancellor's Office

Chancellors Hall

Children's Center

Clearwater Room

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

Davies Center (preferred) or W.R. Davies University Center (not W.R. Davies Center)

East Blugold (near food court)

East Lobby of Davies Center (near Campus Information)

West Lobby of Davies Center (near University Bookstore)

Davies Theatre

Dining Services office

Ecumenical Religious Center (adjacent to campus)

Educational Opportunity Center

Facilities Planning and Management

Financial Aid office

Foster Gallery

Foundation Inc. (The title of the head staff person, Carole Halberg, 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 (formerly Winnebago Room)

Honors Program

Housing and Residence Life

Indianhead Room

J. Newman Clark Bird Museum

Jazz Ensembles I, II, III and IV

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 Human Resources (formerly Office of Personnel Services)

Office of Multicultural Affairs (formerly American Ethnic Coordinating Office)

Office of Research and Sponsored Programs

Office of Student Development and Diversity

Ojibwa Room

Parking and Transportation Services office

Phillips Recital Hall

Phillips Science Hall

Potawatomi Room (formerly Indianhead Room)

Presidents Room

Public Safety office

Putnam Drive

Putnam Hall

Putnam Park

Registration Services

Riverside Theatre

Schneider Hall

Schofield Auditorium

Services for Students with Disabilities

Skylight Lounge

Spruce-Tamarack Room

The State: Regional Arts Center (community building)

Student Health Service

Student Organizations Complex

The Cabin

The Singing Statesmen

Theatre for Young Audiences

University Advancement (The title of the head staff person, Carole Halberg, is “executive director.”)

University Bookstore

University Centers and Programs

University Police (formerly Office of Public Safety)

University Recreation and Sport Facilities

University Service Center

University Symphony Orchestra

University Theatre

Veteran Services office

Visitor Center

Women's Concert Chorale

Zorn Arena

## Departments, programs and majors/minors

This is not a complete listing. Also refer university's Web pages for academic departments (<http://www.uwec.edu/Lists/Acad.htm>) and majors and minors (<http://www.uwec.edu/Admissions/facts.htm>) or the listing of undergraduate and graduate degrees in the current printed 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)

Latin American studies program

music and theatre arts

nursing systems

philosophy and religious studies

sociology (formerly anthropology and sociology)

women's studies