

Park University Style Guide

The following style guide serves as a quick reference for those producing publications at Park University. This guide reflects *The Associated Press Stylebook* and Park University writing standards. For a more comprehensive guide, please refer to *The Associated Press Stylebook*, 39th edition or www.apstylebook.com.

IMPORTANT NOTICE: Park University requires that all publications prepared for external audiences be approved by the Office of University Advancement prior to distribution.

Abbreviations

When in doubt, spell it out. Do not use abbreviations or acronyms that your reader may not quickly recognize.

Abbreviate

1.1 The following titles when they precede a name: Dr., Rev., Gov., Lt. Gov., Sen. and certain military titles. (See Abbreviations 1.14 for military titles.)

the Rev. James Piszker (Note: “the” should precede Rev. in a title.)

1.2 In tabular listings of names, use Ph.D., Esq., M.D., or other such titles after names.

1.3 Use the ampersand (&) only if used by a company in its official name.

Procter & Gamble

1.4 Names of states when following names of cities and towns. Use two-letter post office abbreviations only when ZIP codes are included in mailing address.

Lewisburg, PA 17837

For others, use the abbreviations found in the *AP Stylebook*.

Calif., N.J., Mo.

Lewisburg, Pa.

Note: Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas and Utah are never abbreviated in datelines or text.

1.5 Months — Abbreviate months of the year when used with a specific date.

Jan. 1

Abbreviate only: Jan., Feb., Aug., Sept., Oct., Nov. and Dec.

Do not abbreviate

1.7 The degrees “Bachelor of Science,” “Bachelor of Music,” “Master of Science,” “Master of Arts,” “Doctor of Philosophy,” etc. (See Capitalization 2.14)

1.8 Months — March, April, May, June and July

April 1

1.9 Names of countries, including United States or United States of America, except when used as an adjective.

a U.S. city, the U.S. government

Spell out when used as a noun.

“The United States has great cities.”

1.10 The words “association,” “avenue,” “department,” “institute” or “street,” except in addresses

1.11 Never use the percent sign (%), except in scientific, technical, statistical and advertising copy.

1.12 Assistant and associate when used in a title
assistant professor of psychology

1.13 President or professor.

1.14 Military titles — spell out and lowercase titles that are used in place of a name.
The private said he will report to drill at 0900.

See the *AP Stylebook* for a complete list of titles that should be spelled out or abbreviated.

Capitalization

When in doubt, do not capitalize.

Capitalize

2.1 Proper nouns, days of the week, months, but not seasons.

2.2 All words, except articles, conjunctions and prepositions in the titles of books, plays, lectures, musical compositions, etc., including “a” and “the” if at the beginning of the title. Note: prepositions and conjunctions of four or more letters should be capitalized.

“The Star-spangled Banner”

“Gone With the Wind”

“Economic Justice and a Market Economy: A Contradiction in Terms?”

2.3 All educational, occupational and business titles when used specifically in front of the name. Do not capitalize these titles when they follow the name.

President Jane Doe

Jane Doe, president of Park University

Provost and Senior Vice President William Jones

William Jones, provost and senior vice president

Professor Frederick James is director of master of business administration

Frederick James, department director and professor of business administration

2.4 Founders Day, Honors Convocation, etc., when referring to the official names of Park University events.

2.5 The words “association,” “building,” “center,” “conference,” “library,” etc., when used as part of a title. Thereafter, do not capitalize the words when used alone to refer to that specific place or group.

The Dorothy Harper Watson Literacy Center; thereafter, the literacy center

the McAfee Memorial Library; thereafter, the library

2.6 A specific course or subject

MolecularBiology, Cellular Biology, etc.

2.7 Entire geographical names

the Susquehanna Valley

2.8 Geographical regions of the country, but not the points of the compass.

Settlers from the East went west in search of new lives. The Northeast depends on the Midwest for its food supply. Leaders of Western Europe met leaders of Eastern Europe to talk about supplies of oil from Southeast Asia.

2.9 Names of all races and nationalities, such as Spanish, Caucasian, Irish, Chinese, etc. However, do not capitalize “black” when referring to African-Americans.

2.10 The word “room” when used to designate a particular room

Room 214, Zurn Hall

2.11 The word “class” when referring to a specific class

the Class of 1960

2.12 Only the first word of a phrase in tabular listings of events, unless a proper noun or an official title

8:30 a.m. — Registration (coffee and rolls)

9 a.m. — Education for the Gifted

3 p.m. — Conference adjourns

2.13 The word “University” standing alone only when referring to Park University (See Capitalization 2.31 and 2.32.)

Park University is located in Missouri.

The University offers bachelor's and master's degrees.

2.14 Official college degrees such as Bachelor of Arts, Bachelor of Science, and Master of Arts

He earned a Bachelor of Arts in 1969.

He earned a Bachelor of Science with a major in biology.

She earned a Bachelor of Social Work.

2.15 Online – Park University standards require Online to be capitalized in all uses. It is not unusual within an organization for certain common nouns to be treated as proper nouns. (See E-references 8.5.)

Online

Do not capitalize

2.16 Titles standing alone or in apposition

Mary Hembrow Snyder, associate professor of religion, will focus on religion and environmentalism.

2.17 Names of fields of study, programs, major areas or major subjects (except for proper names) unless a specific course is noted.

She is majoring in Spanish and economics.

Each student must meet distribution requirements in the humanities, social sciences, and natural sciences.

2.18 Individual departments within the college

She teaches molecular biology in the science department.

2.19 Classes of students in a college or high school.

*Many first-year students take a writing course.
The senior class is planning a special party in May.*

2.20 Unofficial titles preceding the name

poet Maya Angelou

2.21 Designations of officers of a class, social organization, etc.

She was elected senior class president.

He was treasurer of the Park Student Senate.

2.22 The following words or abbreviations:

a.m.

federal

p.m.

state

baccalaureate

government

master's degree, bachelor's degree, doctorate, etc.

page

2.23 Seasons of the year. Also, do not capitalize “fall semester” or “spring semester.”

Susan took classes in fall 2004, but did not enroll for spring 2006 classes.

2.24 Except for languages, such as English, French and Japanese, the names of academic disciplines are not proper nouns and should not be capitalized. This includes references to disciplines in major and minor fields of study. (See E-reference 2.17)

He is a music major.

He had a major in biology and a minor in chemistry.

He studied biology, political science, paper science and psychology.

2.25 Alumni Association, except when it refers exclusively to the Park University Alumni Association

2.26 Board of Trustees, except when it refers exclusively to the Park Board of Trustees

2.27 Pirates, except when it refers to the Park mascot or athletic teams

2.28 Departments, offices, etc., except when the complete name is given and only for colleges, departments, offices and programs of Park University

2.29 University, except when it refers exclusively to Park University

2.30 Park, except when it refers to Park University

Punctuation

Comma

3.1 Do not use a comma before the words “and” and “or” in a series.

More than 30 academic departments and programs offer courses in liberal arts and sciences, engineering, management, music and education.

3.2 Place a comma after digits signifying thousands, except when referring to temperature or year.

3,350 students

*4600 degrees
in the year 2001*

3.3 Introductory words such as “however,” “namely,” “i.e.,” and “e.g.,” should be immediately preceded by a comma or semicolon and followed by a comma.

3.4 When listing names with cities or states, punctuate as follows:

Carol Andrews, Boston, president; George Green, Detroit, vice president;

3.5 Do not use a comma in names ending in “Jr.” or a Roman numeral (II).

John Smith Jr.

Richard W. Johnson II

3.6 When writing a date, place a comma between the day, if given, the year and after the year.

On July 4, 1976, the nation celebrated its 200th birthday.

3.7 Place a comma before AND after the abbreviation for a state following a city.

Oil City, Pa.,

Cleveland, Ohio,

3.8 Do not place a comma between the month and year when the day is not mentioned.

July 1986

3.9 If used in a sentence, class years are separated from the name by a comma, preceded by an apostrophe and followed by a comma. Class years are considered a part of the name of an alumnus/a.

Robert Frost, '55,

If used in a series, follow with a semicolon

Robert Frost, '55; Jack Henry, '65,

Colon

3.10 Follow a statement that introduces a direct quotation of one or more sentence with a colon.

Rogers said: “There cannot be a merger as of now. We need more cooperation first between our companies. We have to work collaboratively.”

Also use a colon after “as follows.”

If the quotation following a colon forms a complete sentence, capitalize; if not, don't.

Apostrophe

3.11 In making the plural of figures, do not use an apostrophe.

the early 1900s

the late '60s

3.12 Punctuate year of college classes with an apostrophe.

Class of '86

Robert Frost, '55,

Robert and Eileen (Rogers) Frost (both '55) (Alumniad)

Steve, '55, and Margaret (Jones), '54, Smith (Alumniad)

George Crawford, '02, M.P.A., '03, (See Comma 3.9.)

Alice Bundy, M.A.R., '97,

Andrew Zimmerman, '61, Ph.D.,

3.13 Use an apostrophe with bachelor's (degree) and master's (degree), or bachelor's degree and master's degree. Never write masters' degrees.

3.14 When forming possessives, in general, use "'s" for most nouns not ending in "s;" use only the apostrophe for nouns ending in "s." See the *AP Stylebook* for more detailed information.

women's rights

the United States' wealth

Dickens' life

Hyphen

3.15 Do not hyphenate the words "vice president."

3.16 Do not hyphenate words beginning with "non," except those containing a proper noun.

non-German

nontechnical

3.17 Do not place a hyphen between the prefixes "pre," "semi," "anti," "etc.," and nouns or adjectives, except between nouns or adjectives that begin with a vowel or that are proper nouns.

premedical pre-enroll

pro-American

3.18 Do not use a hyphen after the prefix "sub."

subtotal

3.19 Hyphenate "part-time" and "full-time" only when used as adjectives.

He is a part-time instructor in the English department.

She works full time in the computer laboratory.

3.20 Hyphenate any modifying word combined with "well" that precedes its subject.

She is a well-qualified instructor for the course.

The dean is well qualified to handle that issue.

3.21 Do not use the hyphen to connect an adverb ending in "ly" with a participle in such phrases as:

highly qualified student

elegantly furnished home

Dash

3.22 If your computer doesn't have a dash, indicate a dash by typing two hyphens with a space before and after.

Your true home and heart are – and for decades have been – right here with us.

Quotation mark

3.23 Use single quotation marks for quotations printed within other quotations.

3.24 Use single quotation marks in headlines.

3.25 If several paragraphs are to be quoted, use quotation marks at the beginning of each paragraph, but at the end of the last paragraph only. Use the same technique if sentences continue to another paragraph.

3.26 Periods and commas should be set inside quotation marks; colons and semicolons should be set outside. Exclamation points and question marks that are not part of the quotation go outside.

3.27 Indicate an omission within a quotation by using an ellipsis (three periods preceded and followed by a space).

“I ... tried to do what was best.”

Adlai Stevenson once remarked that “... any boy may become president, and I suppose that's just the risk he takes.”

If the omission occurs at the end of a complete sentence, use a period followed by an ellipsis.

“Good evening. ... ”

3.28 All titles of plays, songs, articles, chapters or divisions of a publication should be noted in quotation marks, except when used in the *Alumniad* magazine.

Italics

3.29 Italicize titles of books and magazines

All titles of plays, songs, articles, chapters or divisions of a publication should be noted in italics when used in the *Alumniad* magazine. (See Quotation Marks 3.28.)

Figures

Use figures for

4.1 Ages – Use only for people and animals, not for inanimate objects.

The boy is 3 years old.

The house is sixty years old.

4.2 Numbers 10 and over, including ordinal numbers (14th, 21st). Use numerals, even if the number is below 10, when indicating the following: figures containing decimals, statistics, percentages, sums of money, times of day, days of month, latitude and longitude, degrees of temperature, dimensions, measurements and proportions.

4.3 Days of month. Do not follow numerals with “rd,” “th,” “st” and “nd.”

April 6

June 1

4.4 A million or more, but spell out the word “million.”

\$150 million capital campaign

12.5 million

4.5 Spans of years are written as follows:

1861-65, 1880-95, 1898-1902, 1903-04, 1985-86

4.6 Spell out numbers of centuries from first through ninth and lower case (the third century, the ninth century), but use numerals from the 10 and over.

the 12th century

4.7 Hours of the day (7 p.m. or 7:30 p.m.); never 7:00 p.m.

4.8 Amounts of money with the word “cents” or with the dollar sign: \$3 (not \$3.00), \$5.09, or 77 cents, unless tabulated in columns.

4.9 Do not begin a sentence with numerals; supply a word or spell out the figures. Note: numbers below 100 should be hyphenated when they consist of two words.

fifty-five

Spelling/Usage

5.1 Adviser, not advisor.

5.2 Alumni —

Alumna: singular; a woman (Sarah is an alumna.)

Alumnus: singular; a man (Fred is an alumnus.)

Alumnae: (nē) plural; a group of women (The ladies are alumnae.)

Alumni: (nī) plural; a group of men or a group of men and women (Sixty alumni attended the event.)

Alum can be used informally for a man or a woman, but do not add “n” at the end.

5.3 Annual — Events cannot be described as annual until they have been held at least two consecutive years. Do not use the term first annual.

5.4 Emeriti, when referring to two or more retired professors holding emeritus rank; emeritus, when referring to a male; emerita, when referring to a female.

5.5 Months – Abbreviate months of the year when used with a specific date.

Abbreviate only: *Jan., Feb., Aug., Sept., Oct., Nov. and Dec.* (See Abbreviations 1.6)

5.6 Titled/Entitled — Use title, when referring to the title of a book or speech. Books, plays, movies, songs and lectures have titles and are titled.

William Shakespeare wrote a play titled “Othello.”

Entitled refers to guarantees, rights and entitlements.

All students are entitled to equal opportunity.

Each coupon entitles you to one free admission.

5.7 e-mail — The word “e-mail” is a common noun and is not capitalized. Both email (no hyphen) and e-mail are accepted by a variety of style guides; e-mail is preferred for Park writing. (See E-references.

8.1)

5.8 e-mail addresses — The preferred format for e-mail addresses is all lowercase. (See E-references.

8.2)

john.doe@park.edu

5.9 ensure/insure — Ensure means to guarantee. Insure refers to insurance.

We will ensure that all funds are used wisely.

5.10 more than/over — More than is used with numbers.

More than 30 graduates attended.

Over refers to spatial relationships.

The flag flew over the building.

5.11 everyone/every one — Use two words when referring to each individual item. Use one word when used as a pronoun meaning all persons.

Every one of the students passed the final exam.

Everyone wants a job after college.

5.12 farther/further — Farther refers to physical distance. (She ran farther than anyone else.) Further refers to an extension of time or degree. (He wants to further his studies.)

5.13 Use “Park” when referring to Park College.

Titles

6.1 Always include the first name or initials of a person the first time he or she appears in an article. Use last name only for subsequent references. *John H. Smith, Ph.D., teaches History 101. Smith is liked by many of his students.*

6.2 Never use one initial. Use both initials, the first name, or the first name and middle initial:

J.W. Henry

John Henry

John W. Henry, but not J. Henry

6.3 Never use “Mr.,” “Mrs.,” “Ms.” or similar titles in written copy.

6.4 Use the title “Dr.” in the first reference only if it refers to a doctor of medicine, dentistry or veterinary medicine. When referring to members of the Park community, use the title or rank given to them by the Park University, i.e., *Professor John H. Smith, Dean Frederick Jones*; thereafter, use the last name only.

When referring to the President of Park University use academic title, name and academic degree

President Jane Doe, Ph.D.

Never use: *President Dr. Jane Doe*

For internal Park communications, the President’s name may be written as follows:

President Doe

Dr. Doe

6.5 Do not qualify the title “professor” with associate or assistant before a person's name
Alice Edwards, associate professor of Spanish

6.6 Department heads are referred to as “chairs” not chairman or chairwoman.

Avoiding Sexism

7.1 Use the correct gender or neutralize the context with words that incorporate both sexes.

the best person (or candidate) for the job, rather than the best man for the job

department chair, rather than department chairman

committee chair, rather than chairman

supervisor, rather than foreman (See Titles 6.6)

7.2 In cases where pronouns are to include both genders, use the plural if appropriate.

Students should see their advisers.

E-references

8.1 e-mail — The word “e-mail” is a common noun and is not capitalized. Both email (no hyphen) and e-mail are accepted by a variety of style guides; e-mail is preferred for Park writing. (See Spelling/Usage 5.7 and 5.8.)

8.2 e-mail addresses — The preferred format for e-mail addresses is all lowercase. (See Spelling/Usage 5.7 and 5.8)

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8.3 home page — Internet term referring to the main page in a web site. Two words, no hyphen, not capitalized.

8.4 Internet — proper noun, always capitalized.

8.5 Online — one word, no hyphen, capitalized (See Capitalization 2.15)

8.6 URL — Uniform Resource Locator (also Universal Resource Locator), a web address. The term “web address” is preferred in Park University writing. URL is acceptable. Never use “Uniform Resource Locator” or “Universal Resource Locator.” Use “web address.”

8.7 Web — only when referring to the World Wide Web. The Web is not the same as the Internet. Lowercase web when referring to an individual web site. (See E-references 8.9.)

The Park University web site is www.park.edu.

8.8 web addresses — Also known as URLs (See E-references 8.6). Web addresses are case sensitive. The prefixes “http://” and “www” should not be included when listing a web address in a correspondence, publication or other printed material.

8.9 web site — Two words, no hyphen, not capitalized.

The Park University web site is www.park.edu.

Web is always capitalized when referring to the World Wide Web. (See E-references 8.7.)