

Editorial Style Guidelines

Last Updated: August 2017

The Clarke University Editorial Style Guide is a reference tool for campus communicators to use when preparing copy for print and electronic distribution. The University's editorial style generally adheres to The Associated Press Stylebook.

If looking for a rule on anything not listed below, consult the most recent edition of the Associated Press Stylebook.

For more information, contact the Marketing & Communication office at (563)588-6318.

acronyms — On first reference, you may write an acronym in parentheses after spelling out the name. Only the acronym should be used in all other references. Ex: Clarke Activities Board (CAB) plans student activities. CAB has 50 members. Do not use periods to separate the letters in an acronym.

administrative office names — Capitalize the names of administrative offices – Clarke University Marketing & Communication Office; or Marketing & Communication Office.

adviser and advisor — Both accepted spellings of the noun meaning one who advises or counsels.

alumni — Alumnus refers to a male graduate. Alumna refers to a female graduate. Alumnae is multiple female graduates. Alumni refers to multiple male and/or female graduates.

ampersand (&) — Spell out the word “and” unless the ampersand is part of a proper name.

art exhibits — Surround name of exhibit in quotation marks. Ex: Senior Kyle Majerus presented his senior art exhibit entitled “Intoxication.”

award names — Capitalize the formal title of an award: The Meneve Dunham Award for Excellence in Teaching.

book and composition titles — book: Titles of full works like books or newspapers should be italicized. Titles of short works like poems, articles, short stories or chapters should be put in quotation marks.

compositions: Use quotation marks around the titles of songs, movies, plays, operas, television programs, lectures, speeches and works of art. Do not use quotation marks with reference works, such as Encyclopedia Britannica, or around names of magazines, newspapers or professional journals.

chair — Use the word “chair” for all department heads. Ex: She is chair of the chemistry department.

class names — Capitalize actual class names: Cornerstone I or Introduction to Life Science. Do not capitalize classes as in senior, junior, sophomore, freshman. Ex: The senior class and not the Senior class.

comma usage — Commas should always be placed inside quotation: “Clarke University is the best school in the country,” he 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.

Use commas to separate elements in a series, and use the Oxford comma, the comma before the conjunction in a simple series: The flag is red, white, and blue.

Put a comma before the concluding conjunction in a series if an integral element of the series requires a conjunction: I had orange juice, toast and jam, and eggs for breakfast.

department names — Capitalize department names: Clarke University Business Department or Business Department. Only academic departments should be referred to as “departments.” Administrative offices should always be referred to as “office.” Ex: Business Office refers to the administrative office, while Business Department refers to the academic department.

email — Email is one word.

event happenings — State in order of day, date and time: The group will meet on Thursday, Oct. 7, at 6 p.m. in Rose O’Toole Hall. A comma should always follow the date in this format. When the day is listed, the month may be abbreviated according to the AP Stylebook abbreviations. Jan. Feb. Aug. Sept. Oct. Nov. Dec. (This is dependent upon the design.)

grade-point-average — Should be hyphenated and lowercase. Use GPA on second reference.

hometown — Include student’s hometown in stories if appropriate. The hometown should always be listed in the following format: Olivia Weikum, of Paris, Texas, received the award.

hyphen vs. em dash — 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-. Compound modifiers should always be hyphenated if they are directly in front of the word they modify. Ex: well-known actor. Exception: Do not hyphenate compound modifiers if the first word ends in -ly. Ex: highly motivated student.

An em dash is longer hyphen achieved with a key command (option or alt plus the – key, held down simultaneously). An em dash is used – not a hyphen – mid-sentence to insert a thought.

months — Varies upon design. Spell out or abbreviate: Jan., Feb., Aug., Sept., Oct., Nov. and Dec. Spell out when cited without a date or when only with a year. Ex: Monday, Jan. 8, and November 2018. There is no comma between a month and a year: March 2018.

music group or ensemble names — Capitalize the proper names of the groups but do not place in quotes or italicize: Clarke Brass Quintet or Clarke Collegiate Singers.

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).

numbers — Spell out whole numbers up to (and including) nine (e.g., zero, one, 10, 96, 104). Spell out casual expressions: A picture is worth a thousand words, but a really good one is worth a thousand dollars.

office — Capitalize “office” if part a title — such as Clarke University Public Relations Office. Always use ____ Office, instead of Office of _____. Only administrative offices should be referred to as “offices.” Academic departments should always be referred to as “department.” Ex: Business Office refers to the Administrative Office, while Business Department refers to the academic department.

parentheses — Use parentheses to enclose information that clarifies or is used as an aside:
He finally answered (after taking five minutes to think) that he did not understand the question.

If material in parentheses ends a sentence, the period goes after the parentheses.
Your scholarship amount is enclosed (\$1,500).

Periods go inside parentheses only if an entire sentence is inside the parentheses, as in:
Please read the analysis. (You'll be amazed.)

However, this is also correct:
Please read the analysis (you'll be amazed).

Take care to punctuate correctly when punctuation is required both inside and outside parentheses:
You are early (aren't you?).

periods— Use only one space after periods.

phone numbers — Include area code before phone numbers and write in following manner: (563)588-6300.

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.

President and University — In reference to this university and our president, always capitalize.

quotation marks — Punctuation also always go inside quotation mark when part of the quoted material. As in “Jeff Lamb is the best coach.” Or “Mary Ellen is the queen of campus!”

However, semi-colons, colons, question marks and exclamation points go outside the quotation mark occasionally as in:

Do you actually like “Cajun Style”?

or

I can’t believe you lied to me about the ending of “The Sixth Sense”!

Single quotes inside of double quotes should be used like this: “Gayle Langel is the ‘bomb-dot-com’!”

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 116a or Student Dining Room.

scholarship names — Capitalize the formal name of scholarships: Trustee Scholarship.

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 — Use USPS two-letter state abbreviations:
https://en.wikipedia.org/wiki/List_of_U.S._state_abbreviations

theater vs. theatre — Use “theater” in all cases unless speaking about the university’s Musical Theatre major.

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.” Always include periods in a.m. and p.m. and put a space between the time and the a.m. or p.m. Example: 11 a.m.-2:30 p.m., 2:30-4:30 p.m. and 9 a.m.-noon are all correct.

titles — Always capitalize titles. Include academic degrees after a name if appropriate but still follow with appropriate title, such as Sean Bradley, Ph.D., Associate Professor of Mathematics. Instructor titles need to be accurate. Check the online directory to determine whether the instructor is a professor, associate professor, assistant professor or instructor. Vice President for Student Life Kate Zanger or Jay Fedje, Vice President for Enrollment Management. Academic titles after a name should be abbreviated using periods in Ph.D., Ed.D., Ed.S. and D.Min., and writing all other degrees without periods: Daisy Halvorson, MBA; Kate Zanger, Ed.S.

Religious orders should be abbreviated without using periods. Joan Lingen, BVM, Ph.D.

The president of the university should be referred to as Joanne M. Burrows, SC, Ph.D. on first reference. For informal references, use Sister Joanne Burrows. The abbreviation for sister is Sr.

There is no abbreviation for father when referring to a priest: Father Dennis Miller or the Rev. Dennis Miller.

website — Do not underline or boldface addresses. Do not use www for Clarke’s website. Simply use clarke.edu.

Formal names of Clarke University offices, rooms and buildings

Academic Affairs Office	Catherine Dunn, BVM, Apartments
Admissions Office	Clarke Student Association Office
Allendorf Classroom	Compass & Career Services Office
Alumnae Lecture Hall	Conference & Event Services Office
Alumni Relations Office	Conlon Game Room
Annual Funds Office	Counseling Center
Athletics Office	Development Office
Audiovisual Services Office	Engagement & Intercultural Programs
A.Y. McDonald Meeting Room	Eliza Kelly Hall
Business Office	Fabiano Conference Room
Café 1843	Financial Aid Office
Campus Ministry Office	Foley Campus Ministry Center
Catherine Byrne Hall	Food Service

Gallagher Lounge	President's Office
Gantz Plaza	Quigley Gallery 1550
Haas Administrative Offices	R.C. & Celeste Wahlert Atrium
Health Services Office	Registrar's Office
Information Technology Office	Residence Life Office
Institutional Advancement Office	Robert & Ruth Kehl Center
Instructional Resource Center	Rose O'Toole Room
Jack & Rosemary Gantz Athletic Practice Facility	Sacred Heart Chapel
Jansen Music Hall	Safety & Security Office
Keller Computer Center	Spittler Multicultural Center
Lamberti Meeting Room	Sister Lucilda O'Connor Language Learning Lab
Lingen Technology Commons	Spires Room
Mail Center	Stoltz Student Life Wing
Marie Miske Center for Science Inquiry	Student Accounts Office
Margaret Mann, BVM Academic Resource Center	Student Activity Center
Marketing & Communication Office	Student Activities Office
Mary Benedict Hall	Student Dining Room
Mary Frances Hall	Student Life Office
Mary Josita Hall	Student Organization Office
Mary Benedict Hall Formal Lounge	Terence Donaghoe Hall
Mary Frances Hall Formal Lounge	Wahlert Sports Complex
Mary Josita Hall Formal Lounge	Welcome Desk
Nicholas J. Schrup Library	West Locust Dining Room
Physical Activity Center	Whitlow Bookstore
Physical Plant Office	Writing Center
Planned Giving Office	

Undergraduate Majors

Accounting

Art (Studio)

Art Education

Art History

Athletic Training

Biochemistry

Biology

Business Administration

- Finance
- Management
- Marketing

Chemistry

Communication

Computer Information Systems

Drama

Elementary Education

Secondary Education

English

Environmental Studies

Food Science

Graphic Design

History

Interdisciplinary Studies

Mathematics

Music

Music Education

Musical Theatre

Nursing

Philosophy

Psychology

Religious Studies

Social Work

Spanish

Sport Management

Undeclared (Exploring Your Options)

Pre-Professional Programs

Pre-Law (3+3 program with University of Iowa College of Law, Drake University Law School, and Creighton University School of Law)

Pre-Health Science

- Pre-Anesthetist Assistant
- Pre-Chiropractic Medicine
- Pre-Dentistry
- Pre-Medical Technology/Clinical Laboratory Science
- Pre-Medicine
- Pre-Occupational Therapy
- Pre-Optometry
- Pre-Pharmacy
- Pre-Physical Therapy (3+3 program within Clarke University)
- Pre-Physician Assistant
- Pre-Veterinary Medicine

Minors

Accounting
Art
Art History
Biology
Business Administration
Chemistry
Communication
Computer Information Systems
Drama
Education: Special Education
English
Environmental Studies
Graphic Design
History
Justice and Peace Studies
Mathematics
Music
Philosophy
Political Science
Psychology
Religious Studies
Sociology
Spanish
Sport Management
Writing

Adult Degrees

RN to BSN (Licensed Bachelor of Science
in Nursing completion degree)

Graduate Degrees

Doctor of Nursing Practice

Doctor of Physical Therapy (3+3
program within Clarke University)

Master of Arts in Education (Early
Access)

Master of Business Administration
(Early Access)

Master of Organizational Leadership
(Early Access)

Master of Social Work (Early Access)