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:
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**

<table>
<thead>
<tr>
<th>Office</th>
<th>Location</th>
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<tbody>
<tr>
<td>Academic Affairs Office</td>
<td>Catherine Dunn, BVM, Apartments</td>
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<tr>
<td>Admissions Office</td>
<td>Clarke Student Association Office</td>
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<tr>
<td>Allendorf Classroom</td>
<td>Compass &amp; Career Services Office</td>
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<tr>
<td>Alumnae Lecture Hall</td>
<td>Conference &amp; Event Services Office</td>
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<tr>
<td>Alumni Relations Office</td>
<td>Conlon Game Room</td>
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<tr>
<td>Annual Funds Office</td>
<td>Counseling Center</td>
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<tr>
<td>Athletics Office</td>
<td>Development Office</td>
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<tr>
<td>Audiovisual Services Office</td>
<td>Engagement &amp; Intercultural Programs</td>
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<tr>
<td>A.Y. McDonald Meeting Room</td>
<td>Eliza Kelly Hall</td>
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<tr>
<td>Business Office</td>
<td>Fabiano Conference Room</td>
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<tr>
<td>Café 1843</td>
<td>Financial Aid Office</td>
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<tr>
<td>Campus Ministry Office</td>
<td>Foley Campus Ministry Center</td>
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<tr>
<td>Catherine Byrne Hall</td>
<td>Food Service</td>
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<tr>
<td>Building Name</td>
<td>Location/Office</td>
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<td>-------------------------------------------------</td>
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<tr>
<td>Gallagher Lounge</td>
<td>President’s Office</td>
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<tr>
<td>Gantz Plaza</td>
<td>Quigley Gallery 1550</td>
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<tr>
<td>Haas Administrative Offices</td>
<td>R.C. &amp; Celeste Wahlert Atrium</td>
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<tr>
<td>Health Services Office</td>
<td>Registrar’s Office</td>
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<tr>
<td>Information Technology Office</td>
<td>Residence Life Office</td>
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<tr>
<td>Institutional Advancement Office</td>
<td>Robert &amp; Ruth Kehl Center</td>
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<tr>
<td>Instructional Resource Center</td>
<td>Rose O’Toole Room</td>
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<tr>
<td>Jack &amp; Rosemary Gantz Athletic Practice Facility</td>
<td>Sacred Heart Chapel</td>
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<tr>
<td>Jansen Music Hall</td>
<td>Safety &amp; Security Office</td>
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<tr>
<td>Keller Computer Center</td>
<td>Spittler Multicultural Center</td>
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<tr>
<td>Lamberti Meeting Room</td>
<td>Sister Lucilda O’Connor Language Learning Lab</td>
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<tr>
<td>Lingen Technology Commons</td>
<td>Spires Room</td>
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<tr>
<td>Mail Center</td>
<td>Stoltz Student Life Wing</td>
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<tr>
<td>Marie Miske Center for Science Inquiry</td>
<td>Student Accounts Office</td>
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<tr>
<td>Margaret Mann, BVM Academic Resource Center</td>
<td>Student Activity Center</td>
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<tr>
<td>Marketing &amp; Communication Office</td>
<td>Student Activities Office</td>
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<tr>
<td>Mary Benedict Hall</td>
<td>Student Dining Room</td>
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<tr>
<td>Mary Frances Hall</td>
<td>Student Life Office</td>
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<tr>
<td>Mary Josita Hall</td>
<td>Student Organization Office</td>
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<td>Mary Benedict Hall Formal Lounge</td>
<td>Terence Donagho Hall</td>
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<td>Mary Frances Hall Formal Lounge</td>
<td>Wahlert Sports Complex</td>
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<tr>
<td>Mary Josita Hall Formal Lounge</td>
<td>Welcome Desk</td>
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<tr>
<td>Nicholas J. Schrup Library</td>
<td>West Locust Dining Room</td>
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<tr>
<td>Physical Activity Center</td>
<td>Whitlow Bookstore</td>
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<tr>
<td>Physical Plant Office</td>
<td>Writing Center</td>
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<tr>
<td>Planned Giving Office</td>
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</tbody>
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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)