UConn Style Guide 2018

Exceptions to, and reminders of oft-used or confusing AP Style, which is our style.
So if it's not here, see AP Style.
for use in UConn Today, UConn Magazine, UConn Health Journal…

Academic Degrees

- Abbreviations for academic degrees should not include periods (*Exceptions*: Ph.D., Pharm.D.)
- When spelling out academic degrees, use lowercase and an apostrophe (*Example:* bachelor's degree) Also: an associate degree (no possessive)
- Do not list honorary degrees
- See Alumni and Titles (people) entries below

Academic titles

- See Titles (people) entry below

Acronyms

- On first reference, spell out full formal name of organization (or other entity), followed by the acronym in parentheses; use the acronym in subsequent references (*Exceptions* include acronyms such as FBI, DNA, CIA, where the acronym is better known than the full title and can be used at first reference without spelling it out); avoid using acronyms where possible, especially if there are three or fewer references to the organization in the article; do not use acronyms the reader would not easily recognize
    Example: The School of Business has joined the Entrepreneurship Bootcamp for Veterans with Disabilities (EBV).
- Plural forms of acronyms do not require an apostrophe (*Example:* Ph.D.s, NGOs)

Alumni

- Alumni is a Latin noun, so the ending changes according to gender and singular/plural: alumnus (singular, male); alumna (singular, female); alumni (plural, male or both genders); alumnae (plural, female). When in doubt, use the abbreviation "alum" or "alums."
- When a UConn alum is mentioned in a story, on first reference his/her name should be followed by:
    - The alum's year of graduation from UConn; a closing apostrophe (') should precede the graduation year (e.g., '98)
    - His/her School or College (and graduate/professional degree, if applicable).

Indicate an <u>undergraduate</u> degree in parentheses as a School/College acronym and a <u>graduate/professional</u> degree as an abbreviation of the degree, without parentheses. If more than one degree, place a comma between each degree.

Examples:
Peter LaPorta '86 (CLAS) released his second book.
Kelly Hennigan '97 (CLAS), '98 MS is a financial analyst.
Karen Myrick '89 (NUR), '99 MS, '10 DNP teaches in the doctoral program.
Kevin Clarke '04 MD arrived in Malawi.

Alumni (continued) - *Also see Students entry*

- Acronyms for Schools/Colleges that award undergraduate degrees should appear as follows:

  College of Agriculture, Health, and Natural Resources – CAHNR   School of Engineering – ENG

  College of Liberal Arts and Sciences – CLAS   School of Fine Arts – SFA

  Neag School of Education – ED   School of Nursing – NUR

  Ratcliffe Hicks School of Agriculture – RHSA   School of Pharmacy – PHR

  School of Business – BUS   School of Social Work - SSW

  Other/Former Schools and Colleges:
  Center for Continuing Studies – BGS
  School of Allied Health – SAH
  School of Family Studies – SFS
  School of Home Economics – Home Ec.

- Abbreviations for graduate and professional degrees should appear as follows:

  Master of Arts – MA   Master of Science in Physical Therapy – MSPT

  Master of Science – MS   Doctor of Dental Medicine – DMD
  Master of Dental Science – MDS   Doctor of Medicine – MD
  Master of Business Administration – MBA   Doctor of Musical Arts – DMA
  Doctor of Nursing Practice – DNP   Master of Fine Arts – MFA

  Doctor of Pharmacy – Pharm.D.
  Master of Music – MM   Doctor of Philosophy – Ph.D.

Master of Public Affairs – MPA   Doctor of Physical Therapy – DPT

Master of Public Health – MPH   Master of Professional Studies – MPS

Juris Doctor – JD   Master of Social Work – MSW   Sixth-Year Certificate – 6th Year

NOTE: Do not use periods in abbreviations for degrees that are all caps (MD, MSW); only use periods where there's a mix of caps and lower case (Ph.D., Pharm.D.)

Campus
- Do not capitalize. Refer to regional campuses as UConn Avery Point never UConn's Avery Point campus.

Caps
- Avoid all caps where possible; use upper and lowercase instead: "Big East," "UConn 2000."
- Do not use all-capital-letter names unless the letters are pronounced (*Example:* BMW, Ikea not IKEA. *Exception:* UConn always UConn.)

Centers and Institutes
- For the formal names of the UConn and UConn Health's recognized centers and institutes, refer to the following webpages for the most current lists:
    - Academic centers and institutes: http://provost.uconn.edu/centers-and-institutes/
    - Clinical and basic science departments and centers at UConn Health: http://research.uconn.edu/researchatuconn/centers-institutes/

Degrees and Majors

- Use lowercase for majors
- For the most current list of UConn's academic degrees, majors, and minors, please refer to the following resources, which are posted online around the start of each academic year:
    - Undergraduate Course Catalog: http://www.catalog.uconn.edu/
    - Graduate Course Catalog: http://catalog.grad.uconn.edu/

Departments
- See Schools/Colleges entry below

Doctorate

- Refer to a Ph.D. as a "doctorate" (noun) or a "doctoral" (adj.) degree; do not use Ph.D. in apposition to a name, as in "Mary Smith, Ph.D., is a professor of genetics."

Emeritus
- Emeritus is a Latin adjective, so the ending changes according to gender and singular/plural: emeritus (singular, male); emerita (singular, female); emeriti (plural, male or both genders); emeritae (plural, female).

Fiscal Year
- Capitalize "Fiscal Year" only when associated with a specific year; also, do not use periods in the abbreviation (*Examples*: "Fiscal Year 2012," "FY 2012," and "this fiscal year")

Headlines
- Capitalize the first letter of all words in headlines, with the exception of prepositions, articles, and conjunctions that are *less than* four letters long, such as *for*, *but*, *and*, *or*, *nor*, *a*, *an*, *to*, and *the*. Always capitalize the first and last word in the headline, regardless of word length. *Examples:*

  > Improving Security for Information Transmitted Online
  > Sounds of Music Rise in Phoenix Museum
  > The Joy of Artistic Expression

- Use single quotes in headlines (*Example:* 'Arms Race' Targets MRSA)

Numbers
- Generally, spell out one through nine; use numerals for the rest. Spell out numbers at the beginning of a sentence. (*Examples:* "He wrote five books." *or* "She sold 15 manuscripts this year." *or* "Twenty-five students attended the dinner.")
- Exceptions to these rules include the following, in which numerals should always be used:

Ages	Scores
Days of the month	Serial numbers
Degrees of temperature	Speeds
Dimensions	Sums of money
House numerals	Time of day
K-12 grades	Time of races
Percentages	Votes
Proportions	Years

Phone Numbers
- Use hyphens (*Example:* 860-486-3530)

Punctuation
- Use serial comma in lists
- One space after periods
- One space on either end of em dashes
- One space on either end of ellipses (*Example:* "We have fewer than 20 students … these are important numbers for future students.")
- No space around hyphens in dates (*Example*: May 15-26, 2011)
- Initials: Use periods, but no space, when an individual or organization uses initials instead of a full name (*Example*: "the A.J. Pappanikou Center for Excellence in Developmental Disabilities")
- Brackets: Use [ ] for material added to quotes. *Example*: "She said Coach [Geno Auriemma] was responsible for her success."
- Quotation marks: Single quotes for a quote within a quote; single quotes for a quote within a headline or caption.

Regional Campuses
- See "campus" above

Registered Trademark
- Don't use the symbol; do capitalize the name (*Examples*: Kleenex; AstroTurf)

School/College
- Capitalize "School" and "College" when referring to one of UConn's 14 academic Schools/Colleges (*Example:* "…says Bríd Grant, dean of the School of Fine Arts.")
- When a shortened form of a UConn School/College is used on second reference, capitalize the word "School" or "College"
    Example: Philanthropists Raymond and Beverly Sackler have made a $100,000 gift to augment the music composition prize bearing their name in the School of Fine Arts. The Raymond and Beverly Sackler Music Composition Fund has brought international acclaim to the School.
- For a complete list of UConn's Schools and Colleges, refer to http://www.uconn.edu/schools-and-colleges.php

- **Department, Division, School, and College references:**
    - For departments, divisions, schools, and colleges within UConn, use uppercase when referring to the formal name (*Examples:* "the School of Law," "the Department of Ecology and Evolutionary Biology," "the

Division of Athletics")

- ○ Use lowercase in other instances, except for words that are proper nouns or adjectives (*Examples:* "the English department," "UConn's linguistics department")

Spelling/Style
- **3D** – Per AP, a recent change from 3-D
- **advisor**
- **African-American** – Per AP, hyphenate as a noun and adjective (*Example*: "There are two African-Americans on the faculty." "Two African-American faculty members work in that department.")
- **Bioscience Connecticut**
- **commencement** (lowercase)
- **Downtown Storrs** (no longer "Storrs Center")
- **email**
- **health care** – Spell as two words (*Example:* "… can elevate the quality of health care" *or* "… to improve health care delivery") except when it is listed as one word in the name of a company or publication (*Example:* "The Agency for Healthcare Research and Quality is located in Maryland." *or* "He is publisher of *Hearing Healthcare News.*")
- **internet,** lowercase
- **IPB** – When referring to the Innovation Partnership Building. Tech Park for the foreseeable future will consist of one building – IPB – and as such we should focus our reference on the building rather than the larger park concept.
- **Jonathan** – When referring to Jonathan the (live) husky dog in copy, use Roman numerals (not Arabic) after his name to indicate which dog is being referenced. NOTE: The current husky (since 2014) is Jonathan XIV. The mascot is Jonathan (no numbers)
- **Neag School of Education** – Do not use all caps for the Neag School of Education.
- **orthopaedic** – for academics and research; **orthopedic** – for clinical, patient-facing use cases
- **Tech Park** – See IPB entry above
- **theater** – Spell with an "er" in generic references to a theater; for proper names of specific theaters, follow the spelling for the official name of the theater (*Exceptions to "theater" spelling for on-campus venues*: Student Union Theatre; Nafe Katter Theatre; Connecticut Repertory Theatre; Harriet S. Jorgensen Theatre)
- *UConn Magazine* – The title of the University's alumni magazine will appear as *UConn Magazine* in running copy (all italics, with the word "magazine"

capitalized only when it appears as part of the publication's title)

- **U.S.** – Follow AP style, which accepts the abbreviation as a noun or adjective for "United States." Unlike AP style, keep the periods in headlines, too.
- **Washington, D.C.**
- **website**, the web," lowercase
- For other questions regarding spelling, refer to the <u>most recent</u> version of the *Merriam-Webster Collegiate Dictionary* (currently in its 11th edition, available online at www.M-W.com)

States

- Follow AP Style: spell out all

Students

- When a current UConn undergraduate student is mentioned in a story, on first reference specify the student's anticipated year of graduation (e.g., '14), followed by the acronym for his/her School or College, in parentheses (See Alumni entry for style). If possible, specify the student's major(s) as well. *Example*: "John Smith '14 (CLAS) is a psychology major who …"
- When a current UConn graduate/doctoral student is mentioned in a story, if possible specify the type of degree and the student's field of study. Year of graduation is typically omitted for graduate/doctoral students, unless they are in their final semester and know they will graduate.
  Examples: "Sue Smith, who is pursuing a master's degree in history…"; "… says John Ngunjiri, now a Ph.D. candidate in molecular and cell biology in the College of Liberal Arts and Sciences …"

Superscript

- Don't use superscript with numerals (*Example:* 9th grade)

Times

- Use the word "to" in copy, not a hyphen: "from 11 a.m. to 2 p.m.;" only use an en dash in abbreviated copy, such as a calendar item or an invitation: "11 a.m.-2 p.m."
- Use "noon" and "midnight," not 12 p.m. or 12 a.m.
- 9 a.m. (not 9:00 a.m.)

Titles

- **Titles (books, films, TV shows, lectures):** The general guidelines, followed by some examples:
  - Italicize titles of books, journals, and magazines
  - Use quotation marks around titles of TV shows, films, song and album titles,

etc. (*Examples:* the NBC-TV "Today" program; a performance in the Broadway debut of "South Pacific");

- Use quotation marks around titles of journal articles and unpublished dissertations
- Capitalize the principal words, including prepositions and conjunctions of four or more letters (*Example:* "Gone With the Wind")
- Capitalize an article – *the, a, an* – or words fewer than four letters only if it is the first or last word in a title (*Example:* "The Star-Spangled Banner")
- Use "titled" or "called" rather than "entitled." (*Examples:* "A presentation titled 'Alliteration in Chaucer's manuscripts,'" or "a book called *Moo*.")

- **Titles (people):**

  - Capitalize a title preceding a name only if it is used as a form of address (*Examples:* "Professor John Smith"; "accounting professor Jane Smith"; "assistant professor of management Joe Brown")
  - On subsequent references, use the person's last name only, unless included as part of a quotation
    - *Exceptions:*
      - Capitalize the title of an endowed chair (*Example:* "Joe Smith, the Pratt & Whitney Chair of Engineering")
      - Capitalize the title of professors with the Board of Trustees Distinguished Professors designation (*Example*: "Joseph Renzulli, Distinguished Professor Emeritus of educational psychology")
      - PER SUSAN HERBST: Capitalize "president" in reference to Susan Herbst in all cases (Examples: "President Susan Herbst"; "Herbst is UConn's 15th President")

  - **Courtesy titles:**
    - Do not use "Mr.," "Mrs.," or other courtesy titles, unless included as part of a quotation
    - *Exception*: Use "Dr." only for physicians and dentists, on first reference only; do not add "MD" or "DMD" after the name (If the physician or dentist is a UConn alum, follow the style outlined in the "Alumni" entry; see Page 2).
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- **Titles (UConn courses):** Capitalize the main words in the name of the course and do not use quotation marks. (*Example*: Introduction to LGBT Literature)

University

- Capitalize names of all universities (*Examples:* University of Connecticut, Tulane University, University of Cincinnati); but lowercase universities when several are grouped together: (*Example:* the universities of Connecticut, Michigan, Wisconsin, and Pennsyvlania)
- Capitalize "University" by itself when referring to the University of Connecticut (*Example:* "Pratt & Whitney will work with UConn on fundamental and applied research initiatives. The **U**niversity's primary focus will be research in…"); also capitalize University for UConn when it is used as an adjective: (*Example:* the University community; University-wide)
- Lowercase "university" when referring to universities in general (*Example:* "UConn has created one of the best human rights teaching and research programs at a public **u**niversity anywhere in the world …")

Also

- Use "says" not "said" in running copy; use past tense "said" when it's tied to a particular time or event (*Example:* "At a press conference at the Capitol, the Governor said the budget was dire."
- Italicize references to bacteria, genus names, and species names (*Examples:* "His research focuses on *Trypanosoma brucei*, the parasite carried by the tsetse fly in sub-Saharan Africa that causes sleeping sickness."); species names should be lowercase

Alumni News & Notes (Specific to *UConn Magazine* only)

- Follow AP style for decades *(Example:* 1940s)*
- Use commas properly when writing about people and their spouses or children. It keeps things from getting tangled up when you read. (*Example:* "Kevin M. Flood '96 MS and his wife, Suzanna, are pleased to announce the birth of their son, Jack Francis Flood, on June 8, 2002.")
- In the longer alumni profile stories in the News & Notes section, do not bold the names, class years, or School/College of the alumni featured in the profiles (see formatting rules below for the short entries in News & Notes).
- In News & Notes entries:
  - List alum by name, followed by graduation year, followed by School/College (listed in parentheses for undergraduate degree); and/or by degree abbreviation (without parentheses for graduate/professional degrees). Note: Do not list honorary degrees.
  - **Bold** the name of alum as well as School/College/degree and graduation

year(s). A closing apostrophe (') should precede the graduation year. If more than one degree, place a comma between each degree. (Do not bold commas.)
Examples:
Peter LaPorta '86 (CLAS) released his second book …
Kelly Hennigan '97 (CLAS), **'98 MS** is a financial analyst …

- Maiden name appears in parentheses (*Example:* "**Christine (Thiele) Hoeffner '73 (CLAS)** is a specialist.")
- In News & Notes entries, acronyms for Schools/Colleges that award undergraduate degrees should appear as follows:

College of Agriculture, Health, and Natural Resources – CAHNR   School of Engineering – ENG

College of Liberal Arts and Sciences – CLAS   School of Fine Arts – SFA

Neag School of Education – ED   School of Nursing – NUR

Ratcliffe Hicks School of Agriculture – RHSA   School of Pharmacy – PHR

School of Business – BUS   School of Social Work – SSW

Other/Former Schools and Colleges:
Center for Continuing Studies – BGS
School of Allied Health – SAH
School of Family Studies – SFS

- In News & Notes entries, abbreviations for graduate and professional degrees should appear as follows:

Master of Arts – MA   Master of Science in Physical Therapy – MSPT

Master of Science – MS   Doctor of Dental Medicine – DMD

Master of Dental Science – MDS   Doctor of Medicine – MD

Master of Business Administration – MBA   Doctor of Musical Arts – DMA

Master of Fine Arts – MFA   Doctor of Pharmacy – Pharm.D.

Master of Music – MM   Doctor of Philosophy – Ph.D.

Master of Public Affairs – MPA   Doctor of Physical Therapy – DPT

Master of Public Health – MPH   Juris Doctor – JD

Master of Social Work – MSW   Sixth-Year Certificate – 6th Year

Do not use periods in abbreviations for degrees that are all caps (MD, MSW); only use

periods where there's a mix of caps and lower case (Ph.D., Pharm.D.)