AMERICAN UNIVERSITY
STYLE & USAGE
2015
INTRODUCTION

Dozens of marketing, communications, and creative services professionals produce print and online materials for American University's colleges, schools, offices, centers, and the university as a whole. Although the material originates from a variety of sources, it all represents the university and often has the same audiences. Clear, accurate language and consistency of style across platforms strengthen American University's brand, reflect the university's academic quality, and project a professional image.

With some exceptions, American University's style follows The Chicago Manual of Style, 16th ed., and the dictionaries it recommends, Webster's Third New International Dictionary and its chief abridgment, Merriam-Webster's Collegiate Dictionary. The Chicago Manual of Style is available online to members of the AU community at chicagomanualofstyle.org or through the AU library's electronic database collection at american.edu/library.

The first part of this style guide highlights the most important guidelines in The Chicago Manual of Style and supplements the manual by answering common grammar and usage questions. It applies to text in print publications, such as books, reports, newsletters, and magazines, as well as digital communications, such as websites.

Marketing advertisements and collateral composed mostly of short lines of text, such as direct mail, brochures, and flyers, may require different treatment. Guidance on advertising and marketing copywriting is in section 2.

University Communications and Marketing will expand and update this style and usage guide as needed. Please email austyle@american.edu if you have questions about the guide's content in particular or style and usage in general or if you have suggestions for the next edition.
Section 1: Common Style and Usage
ACADEMIC MATTERS

ACADEMIC AND FISCAL YEARS

Fiscal years use only the year of the final month. AU’s fiscal year is May 1–April 30.

- fiscal year 2015
- fiscal year ’15

Academic years show the year of both the beginning and final month.

- academic year 2014–2015
- academic year 2014–15
- academic year ’14–’15
- the 2014–15 academic year
- the ’14–’15 academic year

Abbreviations are appropriate in column and row headlines of charts and such and when the terms are used extensively in running text. Choose a format and use it consistently throughout your publication. Use en dashes between inclusive numbers (see “En dashes and em dashes,” p. 16).

- FY2015
- FYs2013–15 (three 12-month periods)
- FY2014 and FY2015
- AY2014–15
- AYs2013–15 (two years)

AWARDS

Capitalize only full, official names.

- the University Faculty Award for Outstanding Teaching in an Adjunct Position, but the university award for part-time teaching, the part-time teaching award
- the AU Scholar-Teacher of the Year Award, but the 2014 AU scholar-teacher award
- Academy Award, an Oscar
- Emmy Award, three Emmys
- Guggenheim Fellowship, Guggenheim Fellow, Guggenheim grant
- Fulbright Scholar Program, Fulbright Scholar, Fulbright Scholarship, Fulbright Fellow
- Morris K. Udall Scholarship Program, Udall Scholarship, Udall Scholar
- National Merit Scholarship awards, Merit Scholar
- Truman Scholar

CONFERENCES

Capitalize the full official names of conferences; lowercase an initial the. A descriptive conference title is put in quotation marks.

- Professor Irwin presented his talk, “Changes in Curriculum since 1950,” at the Second Annual Conference of the Curriculum Society.

COURSE TITLES

Use roman type, no quotation marks, for official course titles. Capitalize as you would a book title: first, last, and all other major words are capitalized; articles, conjunctions, and prepositions are not.

- Art and Architecture in Rome, but Roman art and architecture
- Introduction to Operating Systems, but intro to operating systems
- The Great Composers: Lives and Music, but lives and music of the great composers
- The United States from Emancipation through World War II, 1865–1945, but American history, 1865–1945

CREDIT HOURS

Use credit hours for first reference and credits or hours for subsequent references. Use numbers: 6 credit hours.

DEGREES, MAJORS, ETC.

Lowercase in running text; uppercase abbreviated forms, without periods.

- an undergraduate certificate in applied physics
- a bachelor’s degree, a bachelor’s in chemistry, a bachelor’s, two bachelor’s degrees
- the bachelor of arts degree, the bachelor of science
- a BA in literature, a BS in chemistry
- a master’s degree, a master’s in economics, a master’s, two master’s degrees
- the master of science in finance degree, the master of arts in theater
- the MS in finance degree, an MA in anthropology
- an MEd (master of education)
- a doctorate in economics, a doctoral degree, a doctorate
- a PhD in economics
- He is majoring in philosophy and minoring in English

Combinations of school, degree, discipline, and year:

- John Doe, SOC/MA ’15, . . .
- John Doe, MA ’15, . . .
- John Doe, MA chemistry ’15, . . .
- John Doe, SOC/BA, CAS/BS ’15
Lectures

Distinguish between a lecture's title and subject. For lecture titles, use roman type and quotation marks. For a lecture series, use roman type, no quotation marks (Chicago, 8.86).

She spoke about poverty in DC. (The subject of her speech was poverty in DC.)

Her talk, “Poverty in DC,” was well received. (The title of her talk was “Poverty in DC.”)

Her talk, “Poverty in DC,” was part of the university’s Looking at Poverty series.

Scholastic Grades

Use roman type, without quotes. No apostrophe for the plural (Chicago, 7.60).

A+, B, F

He got all Cs.

Semesters

Do not capitalize references to semesters or seasons (Chicago, 8.87).

fall semester

attending class in the summer session

leave of absence in spring 2015 or spring ’15

Titles of Books, Journals, Articles, Newspapers, Exhibits, Films, etc.

Titles of books, plays, films, blogs, journals, long poems, newspapers, radio programs, television series, games, exhibits, exhibit catalogs, and individual works of art are italicized, with no quotation marks. Capitalize the first and last word and all other words except articles, conjunctions, and prepositions (Chicago, 8.157).

An initial a, an, or the may be omitted if it doesn’t fit the sentence syntax.

The Girl with the Dragon T attoo

J. K. Rowling’s Chamber of Secrets

The Sound of Music (film)

The exhibit Georgia O’Keeffe: A Retrospective ran for four months.

An initial the in a journal title and in an English-language newspaper’s title is set in roman type, lowercased.

He pored over the research findings in the New England Journal of Medicine.

He reads the New York Times.

Titles of songs, articles, episodes in a television series, papers presented at conferences, book chapters, panel discussions, and most poems are set in roman type within quotation marks.

Millions of people tuned in to the first show of the Mad Men series, “Smoke Gets in Your Eyes.”

She reads the Economist and particularly enjoyed reading “The Arab Spring” in a recent issue.

She presented the paper “Faulkner’s Mythology” in April at the Fifth Annual Faulkner Society Conference.

Website addresses are set in roman type, no quotation marks.

american.edu

Capitalize only official names of forms.

AU Enrollment Agreement, the enrollment agreement

the application form, the application

Don’t confuse the subject and the title of a work.

Shakespeare told the story of Romeo and Juliet in his play Roman and Juliet.

Universities with Branches

Use an en dash rather than an em dash, a comma, or at.

University of California–Berkeley

Office and Position Titles

AU and Its Components

Capitalize the full official names and selected shortened names of units within AU, otherwise, lowercase them (Chicago, 8.67).

Office of the President; Office of the Provost; Office of Enrollment; Office of Finance and Treasurer; Office of the Dean; Office of Campus Life

American University, American, AU, the university

the Board of Trustees of American University, the Board of Trustees (this is an exception to Chicago), the board; the Faculty Senate, the senate; the President’s Cabinet, the cabinet

CAS, the college; the School of Communication (not Communication), the school; Kogod School of Business, Kogod, the business school; the Washington College of Law, the law school, AU’s School of Professional and Extended Studies (SPEaS), the school; the Department of History; the math and physics departments; the Department of Justice, Law and Criminology (no comma before and; this is an exception to the serial comma rule; see “Commas in a series, i.e., serial commas,” p. 15), the department

Washington Semester Program

AU’s Student Government

AU’s Staff Council

McKinley Building; Ward Circle Building

Bender Library, American University Library, AU Library, the university library

Cyrus and Myrtle Katzen Arts Center (first reference), Katzen Arts Center, the katzen

American University Museum at the Katzen Arts Center (first reference), AU Museum
Harold and Sylvia Greenberg Theatre, Greenberg Theatre
Founders Room; Butler Board Room; Abramson Family Recital Hall
Tenley Campus; AU’s main campus; East Campus

If indicating a physical location with the word office (for a unit whose name doesn’t include the word), lowercase it.

Go to the office of Alumni Relations.
She works in the Alumni Relations office.

For more information, contact University Publications.
For more information, contact the publications office.

PROFESSIONAL TITLES AND POSITIONS

Lowercase a title that stands alone or that follows a person’s name. Long titles should follow the name (Chicago, 8.27).

The president spoke.
Neil Kerwin, president of American University, . . .
Peter Starr, dean of the College of Arts and Sciences and professor of literature, . . .

Exception: Named professorships are capitalized (Chicago, 8.27).
University Professor Patricia Aufderheide; Patricia Aufderheide, University Professor, . . .
Robin Lumsdaine, Crown Prince of Bahrain Chair in International Finance, . . .
James Thurber, Distinguished Professor, . . .

Capitalize a title before a person’s name only when used as part of the name and not modified.

President Neil Kerwin, but AU president Neil Kerwin
Prime Minister David Cameron of the UK; but British prime minister David Cameron
Coach Mike Brennan, but AU coach Mike Brennan
Senator Barbara Mikulski, but US senator Barbara Mikulski or Barbara Mikulski, US senator

Words such as former, then, or designate modifying a title are lowercased, as is the title.

former prime minister Tony Blair, former British prime minister Tony Blair
then vice president Dick Cheney

Long titles, usually occupational or descriptive, are lowercased before and after the name.
special assistant to the provost Denise Wilkerson (preferred: Denise Wilkerson, special assistant to the provost, . . .)

A title used with a name in apposition, like a title used alone, is lowercased.
the dean of SIS, James Goldgeier, . . .

Additional examples illustrate these guidelines.

President Park Geun-hye of South Korea; Korean president Park Geun-hye; Park Geun-hye, president of South Korea, . . .
President Park Geun-hye, Park Geun-hye, president of South Korea, . . .
Vice President Gail Hanson; Gail Hanson, vice president, Office of Campus Life; Gail Hanson, vice president of campus life, Gail Hanson, . . .

LISTS

BULLETED AND NUMBERED LISTS

The guidelines below illustrate AU style.

Vertical lists may be bulleted or numbered and should
• contain, preferably, at least three items, never just one

• be used to highlight text or make it more easily accessible
• have text preceding it, never just a head

Use the following rules for vertical lists:
• End the lead-in text with a colon if it is a complete sentence, and use no punctuation if it is not.
• Use initial caps and terminal punctuation for items that are full sentences, like this one, but do neither for sentence fragments, including the final item.
• Make the items grammatically parallel, i.e., begin with the same grammatical construction, such as a verb phrase, as here.
• Use either sentence fragments or complete sentences; avoid mixing them in the same list.
• Avoid bulleted lists within bulleted lists; rewrite as necessary.
• Use numbers instead of bullets only when the sequence or the hierarchy of the items matters or when the items will be referred to (usually in the text) by number.
Run-in subheads for bulleted items may look like those below, but be consistent.

- Law Clinics. One of the greatest strengths of WCL.
- WCL’s law clinics are known for.

For lists that aren’t vertical, see “Commas in a series,” p. 15, and “Articles or prepositions in lists,” p. 19.

VERTICAL LISTS OF AU CONTACTS

List addresses from smallest component to largest.

- University Communications and Marketing
  American University
  4400 Massachusetts Avenue NW
  Washington, DC 20016
  Phone: 202-885-5970
  Fax: 202-885-5949
  Email: ucm@american.edu
  Web: american.edu

NUMBERS

AU’s treatment of numbers varies from Chicago.

SPELLING OUT NUMBERS

Except in charts and tables, spell out whole numbers one through nine, both cardinal (e.g., one) and ordinal (e.g., first), and common fractions. Use numerals for the rest, with exceptions below:

- nine books, 19 books, three boys, 50 boys, nine innings, 10 innings
- first book, ninth book, 30th boy, 10th inning, 15th, 22nd
- two-thirds of the voters. but 15/16
- three and one-half miles, three-by-five-inch index cards
- Second Congressional District, Court of Appeals for the 10th Circuit

EXCEPTIONS TO SPELLING OUT NUMBERS

CONSISTENCY

In running text (a paragraph or a series of paragraphs), if you have both numerals and spelled-out numbers for a category, use numerals for all numbers in that category.

- In the past three years, we have played 60 games of basketball. We have won 40, lost 15, and tied 5.

CREDIT HOURS

- 3 credit hours

PERCENTAGES

- only 4 percent, a 15 percent increase (Do not use the percent sign [%] in running text.)

ROOM NUMBERS

- Mary Graydon Center, room 1

LARGE NUMBERS

- 9,000 people, 100,000 books
- but five million people, 10 million men, nine billion stars, 10 billion stars, 1.3 million reindeer
  (Use about, approximately, or a similar term if you want to avoid the suggestion of a precise number.)

DATES AND EXACT TIMES (EXCEPT IN FORMAL INVITATIONS)

- 3 BC or 3 BCE, AD 5 or 5 CE
- the Class of ’18 (An apostrophe [’], not an opening single quote [‘], is used with an abbreviated year.)
- April 4, 2018, is . . . not April 4th, 2018, is . . . but not April 4, 2018 is . . . (needs second comma)
- but An indirect reference to a subsequent date is spelled out.
  On November 5, . . . , but by the morning of the sixth, . . .
- Seinfeld reruns start at 2:30 p.m.
- The workshop runs from 1 to 3 p.m.
- The workshop runs 1–3 p.m., not The workshop runs from 1–3 p.m.

When combining a whole and a fractional hour, use all digits.

- from 2:00 to 3:30 p.m., not from 2 to 3:30 p.m.

ABBREVIATED UNITS OF MEASUREMENT OR SYMBOLS

- 3 mi., 5 mph, 8 mm, 3½', 36” (use the prime [’] and double prime ["] symbols for foot and inch, not curly quotation marks and apostrophes), 36°, 4¢, $.04, $3 billion
- US$2 (no spaces, no periods, when needed to distinguish US dollars from other dollar currencies)
- from $6.75 to $8.00, but from $6 to $8 (use zeros after the decimal if other numbers are decimal fractions)

DECIMAL FRACTIONS

- an average family size of 3.8, a GPA of 2.5

PARTS OF A BOOK

Use arabic numerals for page numbers, except for front matter, which uses lowercase roman numerals.

  (For a full discussion of inclusive pages, see Chicago, 9.60.)

EXCEPTIONS TO USING NUMERALS

A NUMBER THAT STARTS A SENTENCE

Spell it out. If that’s cumbersome, rewrite the sentence.

- Sixty-two percent of the people . . .
Twelve of the 24 credit hours are . . .

Five thousand six hundred and fifty-two tickets were issued.

Revise to: Police issued 5,652 tickets.

CENTURIES AND DECADES

Twenty-first century, twentieth-century literature, twenty-first-century literature, but the 1900s, the 1920s, the ’20s

TIME

Spell out even, half, and quarter hours.

Meet at three and continue until half past three

Left at a quarter to four

Spell out numbers with o’clock.

Dine at seven o’clock, twelve o’clock

Spell out midnight and noon

Not 12 midnight or 12 noon

FORMS AND USES OF NUMBERS

PLURALS

Nines, sevens, 20s, 1920s, ’20s

COMMA

Use commas in numbers of one thousand or more—except for page numbers, years, addresses, and test scores.

32,789; 1,040,256

SAT: 1,350

INCLUSIVE NUMBERS

5–12 or from 5 to 12, not from 5–12

1590–1610 or from 1590 to 1610, not from 1590–1610

Inclusive numbers (e.g., dates, times, pages) take an en dash (not a single hyphen), no space before or after. See “En dashes and em dashes,” p. 16.

PHONE NUMBERS

Use a hyphen after the area code rather than enclosing it in parentheses.

202-885-5970, not (202) 885-5970

DIGITAL COMMUNICATIONS

THE INTERNET VERSUS THE WORLD WIDE WEB

The Internet is the networking infrastructure that connects computers across the world using languages known as protocols. The World Wide Web, or the web for short, is an information-sharing model built on top of the Internet that uses hypertext transfer protocol (http), one of languages spoken over the Internet, to transmit data.

TERMS

Eagle-secure wireless network, SafeConnect

Email list or listserv

Facebook

Flickr

Google+

Home page

Instagram

The Internet, the net

LinkedIn

Login (n), log in (v)

Myasu.american.edu

Online

Pinterest

Twitter, tweet (noun or verb)

User name

The web, website, web page, web browser, webmaster

YouTube

EMAIL ADDRESSES AND URLs

Break addresses, if necessary, after a slash, double slash, colon, or the symbol @; before a period, hyphen, tilde, comma, underline, question mark, number sign, or percent symbol; or before or after an equal sign or an ampersand. Never insert an end-of-line hyphen (Chicago, 7.42). Do not insert extra spaces.

Find the online forms to manage your TIAA-CREF retirement account at tiaa-cref.org/support/forms/index.html.

Find the online forms to manage your TIAA-CREF retirement account at tiaa-cref.org/support/forms/index.html.

Find the online forms to manage your TIAA-CREF retirement account at tiaa-cref.org/support/forms/index.html.

Include http:// or www in a web address only if required.
Do not underline web addresses in print publications.

WEBSITES AND LINKS

Capitalize titles of websites and the pages within them.

Go to the Academics page on the AU portal to find the survey link.

Capitalize the names of links.

Go to the Work@AU portal page and click on the Benefits link.

ABBREVIATIONS

AMPERSANDS

In running text, use and rather than an ampersand. Ampersands in company names and in titles of works are spelled out, but they may be used in expressions like & & or & & & and in usually abbreviated company names, such as AT&T. Ampersands may be used in lists, charts, and graphic elements. In titles of publications and names of organizations, departments, institutes, and centers, change ampersands to and Use with multiple authors.

She sold her AT&T stock because of the company’s R&D policies.

Black and Decker won the Clear Manual Award from Editor and Publisher.


Women and Politics Institute

a.m. AND p.m.

Use a space between the number and a.m. and p.m. Write a.m. and p.m. with periods, no spaces, lowercase.

6 a.m., 10 p.m., from 1 to 3 p.m., from 1:30 to 3:00 p.m., from 11:00 a.m. to 3:30 p.m.

e.g. AND i.e.

The abbreviations e.g. and i.e. are not interchangeable. The abbreviation e.g. means “for example,” whereas i.e. means “that is” or “namely.” Both are set off by commas in running text (Chicago, 5.220).

AU students serve as interns in a number of areas, e.g., government and business. (an example, not a comprehensive list)

AU students serve as interns to two important members of Congress, i.e., Senator Mikulski and Representative Van Hollen. (a comprehensive list)

POLITICAL AFFILIATIONS

Political affiliations in parentheses use postal code abbreviations.

Senator Charles Schumer (D-NY), Representative Chris Van Hollen (D-MD)

Senator Susan Collins (R-ME)

STATES

In running text, spell out state names when standing alone or following the name of a city. The District of Columbia may be spelled out or abbreviated when used alone, but use DC (no periods) after Washington. When a city name is followed by a state name or DC, use a comma after each.

Silver Spring, Maryland, is a suburb of Washington, DC.

Washington, DC, is the nation’s capital.

AU students serve as tutors in schools throughout the District of Columbia.

AU students serve as tutors in DC schools.

To avoid an excess of punctuation, rewrite sentences such as these:

Washington, DC–area schools are closed.

Rewrite: Schools in the Washington, DC, area are closed.

or Washington-area schools are closed.

or DC-area schools are closed.

Washington, DC–based law firms are busy.

Rewrite: Law firms based in Washington, DC, are busy.

or Washington-area law firms are busy.

For bibliographies, tables, lists, and mailing addresses with zip codes, states are usually abbreviated. Use the two-letter postal code (caps and no punctuation) (Chicago, 10.28).

American University is located at 4400 Massachusetts Avenue NW, Washington, DC 20016.

Capitalize the word state (and city) only if part of the official name (Chicago, 8.50–8.51).

Washington State

New York State; New York City; the city of New York

in the state of Maryland

PUNCTUATION

COMMAS

IN A SERIES

Use a comma before the conjunction (usually and or or) in a series of three or more.

She speaks French, Italian, and Arabic.

Do you prefer the red, the blue, or the green?
If even one element in the series contains a comma, separate the elements with semicolons.

He wrote a novel, which was on the bestseller list for 16 weeks; a book of short stories, which was critically acclaimed; and a collection of poems.

FOR PARENTHETICAL ELEMENTS

On January 1, 2015, . . . in Bethesda, Maryland, there are . . .

WITH Jr. AND Sr.

Do not use commas around Jr., Sr., and other generational designations.

John Smith Jr.
John Smith III

WITH ACADEMIC, PROFESSIONAL, OR RELIGIOUS DESIGNATIONS

Use a comma following a personal name.

John Smith, PhD
John Smith, Esq.
John Smith, MD
John Smith, OP

WITH ORGANIZATIONAL ACRONYMS AND ABBREVIATIONS

Do not use commas around Inc., Ltd., LLP, or similar abbreviations as part of a company’s name.

Kirkland and Ellis LLP
Verizon Communications Inc.

IN COMPOUND SENTENCES

Use a comma to separate the two parts of a compound sentence unless they are short.

He worked evenings and she worked days.

Do not insert a comma between the subject and a compound verb without good reason, e.g., a parenthetical.

John wrote every evening after work and painted portraits during the day.

EN DASHES AND EM DASHES

En dashes, longer than a hyphen, are most commonly used between inclusive numbers (Chicago, 6.78).

pp. 5–10, 1990–1995

En dashes are also used instead of hyphens in compound adjectives that come before the noun when the compound adjective contains a hyphenated compound or an open compound (Chicago, 6.80).

the mid-Atlantic–New England–Maritimes Working Group (mid-Atlantic is a hyphenated compound; New England is an open compound)

EXCLAMATION POINTS

Very few well-written sentences need an exclamation point.

She shouted, “Fire!”

PERIODS AND COLONS

Use only one space after a colon or terminal punctuation (period, question mark, exclamation point).

When a colon is used within a sentence, the first word following the colon is usually lowercased. When the colon introduces two or more sentences, the first word following it is capitalized (Chicago, 6.61).

QUOTATION MARKS WITH OTHER PUNCTUATION

Only periods and commas go inside quotation marks (Chicago, 6.9).

We turn “ideas into action and action into service.”

“I’ll meet you at the movie,” she texted.

Colons and semicolons go outside quotation marks (Chicago, 6.10).

Smith talked of “the bottom line”; Jones talked of the human cost.

Exclamation points and question marks that are part of the quoted material go inside quotation marks; otherwise, they go outside (Chicago, 6.10).

Did she say “please”?

He screamed “Help me!”

SLASHES AND HYPHENS

When possible, avoid slashes; they are ambiguous. When two nouns represent two different but equal functions, use a hyphen or, if one noun is compound, use an en dash.

student-athlete
scholar-teacher
work-study

Nobel Prize–winning poet (Nobel Prize is an open compound)
post–World War II
An em dash is roughly twice as long as an en dash and indicates a break in thought stronger than the break a comma offers (Chicago, 6.82). In print, do not use a space on either side of dashes.

He said—and I quote him exactly—that he “would never do that.”

mid-Atlantic–New England–Maritimes Working Group

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RESTRICTIVE AND NONRESTRICTIVE CONSTRUCTIONS

DEFINITIONS

A restrictive modifier limits or defines the word or phrase to which it is attached. It creates a subcategory of the subject. It is not set off by commas.

A nonrestrictive modifier provides additional and sometimes necessary information about the word or phrase to which it is attached. It does not identify a subcategory of the subject. It is set off by commas.

Restrictive: Pilots who drink too much are likely to crash.

Nonrestrictive: Pilots, who drink too much, are likely to crash.

Restrictive: The first alumni reception in October is crucial.

Nonrestrictive: The first alumni reception, in October, is crucial.

Restrictive: Her book Plants was an instant bestseller.


Restrictive: His son John came over.

Nonrestrictive: His son, John, came over.

Restrictive: She gave the talk “Nuclear Disarmament” to 50 children.

Nonrestrictive: She gave a talk, “Nuclear Disarmament,” to 50 children.

Restrictive: The area offers a wide range of internships in settings such as government offices.

Nonrestrictive: The area offers a wide range of internships in professional settings, such as government offices and law firms.

If you don’t know whether a construction should be restrictive or not, try recasting the sentence to avoid the problem.

John, his son, called our representative.

ARTICLES OR PREPOSITIONS IN LISTS

An article or a preposition that applies to all the items in a list may be used in either of two ways: before the first item only or before each item.

The FBI, the CIA, and the EPA

If some items take an article or preposition and others don’t, or the items require different articles or prepositions, use the appropriate article or preposition before each item.

The FBI, the CIA, and NASA

AS WELL AS

When as well as is used between a primary and a secondary subject, the number of the verb is determined by the primary subject. Note that commas are used before and after the secondary subject.

This student, as well as others, needs to understand the rules.

These students, as well as their teacher, need to understand the rules.

If the subjects are both primary, avoid ambiguity by changing as well as to and, deleting the commas, and making the verb plural.

Cotton candy and corndogs are popular at state fairs.

Plants that do well in the shade, such as azaleas, . . .

Plants which do well in the shade, such as azaleas, . . .

THAT AND WHICH

American English uses that for restrictive clauses and which for nonrestrictive clauses (Chicago, 5.220, 6.22).

Azaleas, which are acid-loving plants, do well in shady . . .

Plants that do well in the shade, such as azaleas, . . .

SOME TRICKY WORDS

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the FBI, the CIA, and the EPA

If some items take an article or preposition and others don’t, or the items require different articles or prepositions, use the appropriate article or preposition before each item.

the FBI, the CIA, and NASA

AS WELL AS

When as well as is used between a primary and a secondary subject, the number of the verb is determined by the primary subject. Note that commas are used before and after the secondary subject.

This student, as well as others, needs to understand the rules.

These students, as well as their teacher, need to understand the rules.

If the subjects are both primary, avoid ambiguity by changing as well as to and, deleting the commas, and making the verb plural.

Cotton candy and corndogs are popular at state fairs.

Plants that do well in the shade, such as azaleas, . . .

Plants which do well in the shade, such as azaleas, . . .

THAT AND WHICH

American English uses that for restrictive clauses and which for nonrestrictive clauses (Chicago, 5.220, 6.22).

Azaleas, which are acid-loving plants, do well in shady . . .

Plants that do well in the shade, such as azaleas, . . .

SOME TRICKY WORDS

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Plants which do well in the shade, such as azaleas, . . .
COMPRISE AND COMPOSE

The whole comprises the parts; it is not comprised of the parts. The whole is composed of its parts.

- The executive team comprises the president and all vice presidents.
- The executive team is comprised of the president and all vice presidents.
- The president and all vice presidents comprise the executive team.

CONCENTRATION

Use concentration, not concentrate when referring to academics.

- If you choose a concentration in business law, not If you concentrate in business law, . . .

INCLUDE

What follows include should be a partial, not a complete, list.

- She is fluent in five languages, including Greek and Farsi.

LATIN PLURALS

Merriam-Webster’s Collegiate Dictionary (11th edition) is the reference for words not in this guide. Use the first alternative listed.

- data: If data implies many separate items of information, it is a plural noun and takes a plural verb—
  - the data were collected. As an abstract noun, implying generalized information, data may take a singular verb—
  - No data was found.
  - but appendices, indexes, forums

NOT ONLY . . . BUT ALSO

Elements immediately after not only and but also should be parallel (Chicago, S.214).

- He won the election not only because of his oratory skills but also because of his strategic planning.
- He not only won the election because of his oratory skills but also because of his strategic planning.

Usually no comma is necessary in a short not only . . . but also construction. In a long sentence, use two commas—one before not only and one before but also.

- He not only apologized but also made restitution.
- He won considerable favor, not only because he apologized for his misdeeds, but also because he offered to make restitution.

PROGRAM

Program is an overused word. It is appropriate but not essential when referring to degrees.

- The MBA program may be pursued on a full- or part-time basis.
- The MBA may be pursued on a full- or part-time basis.

Often writing is strengthened either by eliminating program—

- not They strongly emphasize teaching, productive research programs, and participation in national scientific societies.
- but They strongly emphasize teaching, productive research, and participation in national scientific societies.
- not Students in the MS program can design a course of study that allows them to . . .
- but Master’s students can design a course of study that allows them to . . .
- not The Visiting Faculty in Residence program brings internationally recognized artists to campus for a semester.
- but Internationally recognized artists serve as visiting faculty in residence for a semester.

or by substituting more precise language.

- not Part-time students can pursue a flexible program.
- but Part-time students can pursue a flexible course of study.
- not Internships and cooperative education programs allow students to gain professional work experience while earning academic credit.
- but Internships and cooperative education placements allow students to gain professional work experience while earning academic credit.

Note that program is capitalized only when it is part of an official title, e.g., Jewish Studies Program, Washington Semester Program, MFA Program in Creative Writing.

THAT AND WHICH

See “That and which,” p. 19.

THE

Do not capitalize the as part of a name except in a legal context (Chicago, 8.67, 8.69).

- the Smithsonian Associates, not The Smithsonian Associates
- the University of Chicago, not The University of Chicago

For newspaper and periodical titles, set the in roman type, lowercased (Chicago, 8.168).

- He devours the New York Times.
- She, on the other hand, prefers the Economist.

For book titles, italicize the entire title, including an initial The.

- Dickens wrote The Tale of Two Cities.

Note that punctuation immediately following an italicized or boldfaced word or title is normally also italicized or boldfaced (a deviation from Chicago).

- Hemingway’s first book, Three Stories and Ten Poems, was . . .
- Neil Kerwin, right, president of American University . . .

But exceptions do exist.

- Who wrote Pygmalion? (The question mark isn’t italicized because it isn’t part of the title.)
Kate Mulgrew (Voyager’s captain) (The apostrophe and “s” are not italicized because they’re not part of the title. Parentheses and brackets are set in the same font—roman or italic—as the surrounding text, not the text they enclose.)

TRADEMARKS

Use a generic term rather than a trademarked term. If you use the trademark, it should be capitalized and followed by a generic term.

Kleenex tissues

Trademarks should not be made plural if singular or turned into verbs.

two Mac computers, not two Macs

photocopy this, not Xerox this

GENDER-NEUTRAL LANGUAGE

HIDDEN ASSUMPTIONS

Avoid terms that imply or specify male only. Instead, use appropriate titles and terms when writing about people in general or when the gender of the person involved is not known.

instead of write
chairman chair
businessman executive, manager, director, professional
cameraman camera operator
congressman representative
craftsman artisan, craftsperson
fireman firefighter
forefathers ancestors
mailman mail carrier
mankind humanity, humankind, humans, human beings, people
man in the street average person
manpower personnel, workers, employees, workforce
man hours work hours, staff hours
weatherman meteorologist, weather forecaster

TERMS FOR ALUMNI

alumnus—singular (m)
alumna—singular (f)
alumni—plural (m and f together)
alumnae—plural (f only)
alum(s)—informal reference (m and f)

*Alumni is widely used today for separate groups of men and women but is not correct.

GENDER-NEUTRAL PRONOUNS

Instead of using he, him, and his for both males and females, revise the sentence to eliminate both sexism and awkward constructions (he or she, s/he). See Chicago 5.225 for additional suggestions.

Use the plural.

not A good student keeps up with his assignments.
but Good students keep up with their assignments.

Eliminate the pronoun altogether.

not A good student keeps up with assignments.
but Good students keep up with their assignments.

Change the subject of the sentence.

not Keeping up with assignments is characteristic of a good student.
but Keeping up with assignments is characteristic of good students.

Substitute an article for the pronoun.

not Every student should bring his textbook to class tomorrow.
but Every student should bring the textbook to class tomorrow.

Write in the first or second person.

not Bring your textbook to class every day.
but You should bring your textbook to class every day.

not He believed that man’s intellect . . .
but He believed that our intellect . . .

THE SINGULAR THEIR AND THEY

The singular they is very common in speech and sometimes occurs in writing. However, it’s best to rewrite to avoid this usage in university publications.

not Anyone who does that will have their privileges revoked.
but If you do that, you will lose your privileges.
or Anyone who does that will suffer a penalty: revocation of privileges.

not Someone has lost their book.
but Someone has lost a book.

not A student looking for a job should have their résumé ready.
but If you are looking for a job, have your résumé ready.

MR., MS., MISS, MRS., AND DR.

University publications do not use these courtesy titles. For both men and women, the first reference gives first and last name and subsequent references the last name only. Use first initials or both first and last names in cases where two or more people have the same last name.
RACIAL AND ETHNIC TERMS

As a general rule, mention race or ethnicity only if it is relevant. Try to ascertain and use the terms preferred by those about whom you are writing. However, preferred terms can and do change and at any one time may vary from region to region. Our current guidelines are:

- African American, black
- Latino (Latina), Hispanic
  Be specific if possible, e.g., Mexican, Puerto Rican, Cuban, Central or South American
- Asian
  Use the specific nationality whenever possible, e.g., Pacific Islander, Filipino, Southeast Asian, Chinese, Japanese
- American Indian, Native American, Native
- white, Anglo, Caucasian

Avoid language that reflects stereotypes or that suggests a negative inherent nature.

PEOPLE WITH DISABILITIES

Avoid referring to people by their disability or any other physical attribute as though that attribute defines their essence.

- people with disabilities, visually impaired, hearing impaired, developmentally challenged

See “Accommodating people with disabilities notice,” p. 25.

UNIVERSITY STATEMENTS AND NOTICES

NONDISCRIMINATION STATEMENT

The following is for major university publications and the AU home page and should appear on the title page, inside front or back cover, or similar easy-to-locate position in such publications as the catalog, student handbook, annual report, viewbooks and applications, American magazine, schedule of classes, all student recruitment materials, all special university promotional books (e.g., capital campaign and other special or unique projects) with either limited or mass distribution to the public, and online or print newsletters.

American University is an equal opportunity, affirmative action institution that operates in compliance with applicable laws and regulations. The university prohibits discrimination and discriminatory harassment (including sexual harassment and sexual violence) against any AU community member on the basis of race, color, national origin, religion, sex (including pregnancy), age, sexual orientation, disability, marital status, personal appearance, gender identity and expression, family responsibilities, political affiliation, source of income, veteran status, an individual’s genetic information, or any other bases under federal or local laws (collectively “Protected Bases”). For information, contact the dean of students (dos@american.edu), assistant vice president of human resources (employeerelations@american.edu), or dean of academic affairs (academicaffairs@american.edu); or American University, 4400 Massachusetts Avenue NW, Washington, DC 20016; 202-885-1000.

The shorter versions, below, are for use in publications where space is limited, e.g., posters, ads, and flyers. You may use any of the following:

- An equal opportunity, affirmative action university.
- American University is an affirmative action, equal opportunity employer (or university).
- EO/AA

ACCREDITATION STATEMENT

The US Department of Education regulations that went into effect in 2011 require all institutions to make publicly available information about their accreditation and state licensing. As part of our compliance with these federal regulations, all AU marketing and recruitment materials must include the following sentence:

For information regarding the accreditation and state licensing of American University, please visit american.edu/academics.

The sentence should appear on all print materials, preferably on the back cover or page. The text can be small, but legible, and be placed either above or beneath the university’s logo and address depending on the layout of the publication.

CRIME AND ATHLETIC REPORTS

The law requires that text similar to the following be available to every student who applies to the university; therefore, such text should appear on admissions applications and in acceptance documents.

Keeping our campus safe is of vital concern to American University. Public Safety provides a security report that is available to all community members by September 1 each year. It contains information on safety and security, crime prevention, campus disciplinary procedures, and crime statistics for the most recent three-year period. A copy may be obtained by calling Public Safety at 202-885-2527. Also, by October 15 each year, the university publishes reports that include athlete participation and graduation rates. Copies of these reports may be obtained by calling 202-885-3046.

ACCOMMODATING PEOPLE WITH DISABILITIES NOTICE

Use a notice such as this on invitations, on event announcements, and in ads:

- To request accommodations for persons with special needs, contact (name, department) at (phone and email), allowing sufficient time to make arrangements.
section two

MARKETING & ADVERTISING
COPYWRITING
SOME BASIC RULES AND REFERENCES

Effective copy for advertisements and other marketing collateral grabs the intended audience’s attention, draws them in to learn more, and persuades them to take action. Copywriters follow rules of traditional style and usage found in section 1 unless they have good reason to break them to emphasize the messages they are trying to communicate. As The Belligerent Copywriters’ Guide states, “The main goal of copywriting is to communicate. . . . Play with grammar and punctuation so that the reader reads it as you want it to sound.”

The following are samples of the available copywriting references that can assist you:

- The Elements of Style, 4th ed., by William Strunk Jr. and E.B. White
- The Adweek Copywriting Handbook: The Ultimate Guide to Writing Powerful Advertising and Marketing Copy from One of America’s Top Copywriters, by Joseph Sugarman
- Copywriting Tips: The Belligerent Copywriters’ Guide at copywritingtipsguide.com

Consider some basic rules for writing ad copy and marketing collateral for American University:

- Write in active voice in a conversational tone appropriate for the audience you are trying to reach, also known as the target audience. Market research informs the strategy that determines this appropriate tone, and such information can be found in the creative brief.
- Write in present tense, so the audience experiences the message and begins to develop a relationship with the university.
- Write in second person. Using “you” and “we” invites the audience into the ad and makes them feel like they are part of the AU community.
- Avoid clichés. They are word crutches that hinder original expression of ideas.
- Write so that all of the elements—including photos, captions, headlines, body text, etc.—work together to support the creative concept. They must
  - grab attention by appealing to a need or concern
  - cultivate interest in the product or service by sharing its advantages and benefits
  - create desire by showing how those benefits will specifically help
  - drive the audience to take action by asking them to do something
- Write copy that
  - uses simple language, short sentences, and short paragraphs to be understood easily
  - makes its point in as few words as possible to keep attention
  - impresses on the memory because it is special or unusual
  - proves what it says through facts, statistics, quotations, or accompanying photos
- Follow the creative brief, a document of agreement with the client that guides and informs the creative work. The creative brief provides support for the strategy behind the creative and answers basic questions:
  - What is the project?
  - What work needs to be done? Who needs to do the work? When does it need to be done?
  - What is the project expected to accomplish (desired outcome)?
  - Where and how will it be used?
  - Who are the people we are trying to reach (target audience)?
  - What do we want these people to think?
  - Why should they think that?
  - What do we want them to do?
  - How should we speak to the audience?
  - How does the creative work align with the brand?
  - What information must be included?

COPYWRITING STYLE EXCEPTIONS

Copywriters should have good reason to stray from prescribed grammar and punctuation rules and the style and usage principles spelled out in section 1 of this guide and in The Chicago Manual of Style, and they should do so judiciously. Unless otherwise noted, below are advertising and marketing copywriting style guidelines that differ from The Chicago Manual of Style and those found in section 1. We will continue to build on this list in future versions of the style guide. Please email austyle@american.edu with questions or suggestions.

AMPERSANDS

An ampersand (&) as an abbreviation for “and” is acceptable in ad headlines, infographics, charts, and social media where space is limited. Ampersands are not acceptable in headlines and running text for fact sheets, brochures, and other types of promotional collateral per section 1 of this guide.

BULLETS

Write bullets in ads as if they are mini-headlines. Each bullet must express a benefit to the reader. Keep bullets parallel by beginning each with the same part of speech and maintaining the same grammatical function. Bullets do not have to be complete sentences, and the first word should be capitalized in either case.

- Increase leadership competencies through meaningful feedback
- Collaborate with a network of peers
- Work with leading experts in their fields
- Implement change through experiential learning
COMMAS

As stated previously in section 1 of AU Style and Usage, use the serial comma in all instances as this comma before the conjunction “and” in a list eliminates confusion.

Alumni volunteers help the university with recruiting, chapter programming, reunion planning, and much more.

CONTACT INFORMATION AND ADDRESS STYLE

All print ads must include the appropriate website address so that the reader can find further contact information. Print ads for prospective students also should include a telephone number and email address. It is acceptable to bold the website address and separate it from the other elements to emphasize it. If all three items are on the same line without an introductory phrase, a vertical line with a space on each side (|) could appear between the first two items.

For more information
202-885-3857
key@american.edu
american.edu/spa/key

For more information
202-885-3857
key@american.edu
american.edu/spa/key

202-885-3857 | key@american.edu | american.edu/spa/key

HEADLINES

Capitalize principal words in headlines, including prepositions and conjunctions of four or more letters.

Living (Room) With Art
Working Over Time
A Must-Read About How We Read
Seeing I: A View Beyond the Veil

Capitalize hyphenated words in a headline.

Full-Throttle Wonk
Full-Time and Part-Time Options Are Available

Do not end headlines with periods even if the headline has a subject and a verb.

Take Your Career Higher
Lead the Change
Be Your Own Success Story

HYPHENS

Hyphenate a modifier unless it includes “-ly.” See Chicago Manual of Style, 7.82.

American University is a nationally recognized leader . . .
American University is internationally known for . . .

NUMBERS

Ordinal numbers (first, second, third) may be abbreviated (1st, 2nd, 3rd) in headlines, infographics, charts, and social media where space is limited. However, as stated previously in section 1 of AU Style and Usage, whole numbers one through nine, both cardinal and ordinal, are spelled out in body copy.

Ranked 5th worldwide
3rd in the US
1st in Washington

Never use an ordinal number in a date.

The open house is from 9 a.m. to 2 p.m., September 19 (not September 19th)

Cardinal numbers of any amount do not have to be spelled out in headlines, infographics, charts, and social media where space is limited.

1-year executive degree program

As stated previously, spell out numbers one through nine in body copy. Use numerals for 10 and above. If a sentence has a mix of single-digit and double-digit numbers, use numerals for all numbers in the sentence.

The Frederick Douglass Distinguished Scholars program is five years old in 2014.
The 15th Annual Human Rights Film series begins October 1.
The 2014–2015 AU men’s basketball team has 18 players on the roster though only a team of 5 start a game.

Capitalize the word prior to a number that identifies a location.

Mary Graydon Center, Room 200
Bender Arena, Section 103

PERCENTAGES

The percent sign (%) in lieu of using the word “percent” is acceptable in headlines, infographics, charts, and social media where space is limited.

AU Wonks Are Going Places: 88% of AU Students Complete at Least One Internship Before Graduation
American University Wonks Go Further: 89% of AU Undergrads Land Jobs or Pursue Grad School Within Six Months of Graduation
AU Wonks Travel With Purpose: 72% Travel Abroad
PHOTO CAPTIONS

Photos in ads often do not require captions because the headline(s) and text make the pitch. However, photos in marketing collateral often need captions to identify the persons, places, or actions to enrich the story. Follow these guidelines when writing captions:

Write a sentence in active voice that describes the action or sets the context for the photo and, if possible, identifies the individuals in the photo. If there is more than one person in the photo, identify the individuals in the photo from left to right.

If two people are in the photo, use the directional qualifier left to identify the person on the left.

If three or more people are in the photo, start a sentence with “From left to right are . . .”

- Chante Harris ’15 takes full advantage of AU’s community-based learning options, getting to know about the many issues facing DC residents by volunteering.
- Whitney Louchheim, left, and Penelope Spain are in the H Street Corridor blocks from the Mentoring Today office in Northeast Washington.
- The documentary series Stand Up Planet demonstrates it’s possible to use humor to shed light on complex social issues, such as global poverty. School of Communication executive in residence Caty Borum Chattoo is one of the collaborators behind the series. From left to right are Carl Reiner, Chattoo, and Norman Lear.

PROFESSIONAL TITLES

Capitalize professional titles after a person’s name in advertising, where the name and title act much like a headline.

- Neil Kerwin, President, American University
- Scott Bass, Provost and Professor of Public Administration and Policy, American University
- Carola Weil, Dean, School of Professional and Extended Studies, American University
- Amitav Acharya, School of International Service Professor and UNESCO Chair in Transnational Challenges and Governance, American University

PERIODS

It is acceptable to use periods in advertising to pace the rhythm of copy to create a conversational tone that engages the reader. It’s okay. Really. It is. Okay.

Though most headlines do not have periods, they are acceptable when used thoughtfully to emphasize a point.

SENTENCE FRAGMENTS

Incomplete sentences or sentence fragments make copy conversational and less formal. They are acceptable in advertising to punch it up, but they should be used sparingly and judiciously to expand upon the ad’s concept.

UNIVERSITY NAME

AU is an acceptable first use in a banner or social media advertisement with minimal space. The ad must include the university logo.

WEB ADDRESSES

In print ads and marketing collateral, rewrite sentences with web addresses appearing at the end, so as not to have to put a period after a web address.

•••• Visit american.edu to learn more.
not Learn more at american.edu.
This list documents frequently used words or terms at AU and how they are capitalized or lowercased, italicized, hyphenated, spelled, or otherwise treated across all AU print and online publications. For questions about words not listed here, please email austyle@american.edu.

**ABC**
- Abramson Family Recital Hall
- acknowledgment
- advisor
- African American (always open)
- American Indian
- American University Museum
- appendix, appendices
- artist in residence (no hyphens)
- bachelor’s degree, two bachelor’s
- Battelle-Tompkins Building
- biweekly
- black (as ethnicity, always lowercase)
- Butler Board Room
- the cabinet
- Class of ‘XX
- cochair
- coeducation(al)
- congressional (lowercase unless part of a proper noun)
- consortium of university libraries
- co-op
- copyedit
- copyeditor
- copywriter
- cosponsored
- course work
- credit hour; 1 credit hour; 12 credit hours
- cross-cultural communication
- cross-functional teams
- cybersecurity
- cyberspace

**DEF**
- database
- daylong
- DC
- decision maker (n)
- decision making (n)
- decision-making (adj before n)
- disk
- (the) District
- dual-degree program
- EagleBucks
- eagle-secure
- East Quad Building
- Ed Bliss Broadcast Newsroom
- email
- fall semester classes
- field study
- fieldwork
- firsthand (adj and adv)
- first-year students
- forum, forums
- Founders Day
- full-time (adj before n; otherwise no hyphen)
- fundraiser
- fundraising (adj)

**GHI**
- Global South
- grassroots (adj)
- groundwork
- health care (n)
- health-care (adj)
- high-quality (adj before n; otherwise no hyphen)
- high school
- high tech (n)
- high-tech (adj)
- Hispanic
- home page
- hour-long (adj before n)
- Hurst Hall
- in-depth
- index, indexes
- in residence (e.g., artist, executive, scholar, writer)
- international student
- (not foreign student)
- the Internet

**JKL**
- the Katzen Arts Center or the Katzen (after first mention as the Cyrus and Myrtle Katzen Arts Center)
- Kogod (always spelled out, not KSB)
- Latino (m), Latina (f)
- lawmaking
- learning disabled (adj open after n; avoid using as a noun)
- learning-disabled (adj before n)
- left-hand (adj)
- lifelong
- lawmaking
- learning disabled (adj open after n; avoid using as a noun)
- learning-disabled (adj before n)
- left-hand (adj)
- lifelong

**MNO**
- Mac
- master’s degree, two master’s
- McKinley Building
- Metro station
- middle class (n)
- middle-class (adj before n)
- midterm
- monthlong
- lawyer
- lawyerly
- lawmaking
- learning disabled (adj open after n; avoid using as a noun)
- learning-disabled (adj before n)
- left-hand (adj)
- lifelong

**POR**
- part-time (adj before n; otherwise no hyphen)
- PC, PCs
- phonathon
- PO Box
- policy maker (n)
- policy making (n)
- policy-making (adj before n)

**STU**
- scholar in residence (no hyphens)
- Scholar-Teacher of the Year
- scriptwriter
- scriptwriting
- SES Building
- smartphone
- Social Security (US program reference)
- sociopolitical
- startup (n)
- stock market
- strategic plan
- student-athlete (always)
- study abroad
- team-taught (adj before n)
- team teach
- team teaching
- teamwork
- theater

- listserv
- log in (v)
- login (n)
- log on (v)
- logon (n)
- longtime
third-party (adj before n; otherwise open)
time frame
T-shirt

vice chair (no hyphen)
Ward Building
Washington, DC, area
the web
web page
webmaster

Web page
website
weeklong
Wi-Fi
wiki
work-study (always)

worldwide
writer in residence
(no hyphens)
yearlong

NUMBERS
2nd and 3rd
(not 2d and 3d)

84-acre campus
10th, 11th, 12th, etc. (use regular letters for ordinal numbers; do not use superscript letters)

DEGREES
BS, BA, BSBA (no punctuation)
MA, MS (no punctuation)
MEd
JD, LLM (no punctuation)
MSOD
PhD (no punctuation)

LATIN PLURALS
alumnus, alumni
alumna, alumnae
consortium, consortia
curriculum, curricula
ememitus, emeriti
emepita, emeritae
 millennium, millennia
symposium, symposia

APPENDIX B: Proofreading and Copyediting Marks

Proofreading marks can be made in just the text or in both text and margins; legibility and visibility are the guidelines for placement. The marks below are those most commonly used on paper proofs. An editor might use a style that differs slightly but is based on the marks listed.

MARKS IN TEXT
MARKS IN MARGINS
(Note: A slash is used to separate marks and, if needed, to highlight marks that might otherwise be missed.)

OPERATIONS
Delete letter
The pen is mightier

Delete word
The pen is mightier

Delete, close up
The pen is mightier

Insert
The pen is mightier

Insert (for a long omission of text)
The sword.

Insert, close up
The pen is mightier

Replace letter
The pen is mightier

Replace word
The pen is mightier

Transpose words
The pen is mightier

Transpose letters
The pen is mightier

SPECIAL MARKS
Message ring
Text circled in margin is an explanation or query; don’t set it in type

Let it stand
Ignore marked correction

Query to author
The pen is mightier

Counting slashes
(make same correction as many times as there are slashes)

Spell out
in the US we have 6%

For a dollar sign "$"
SPACE AND POSITION

Close up space
The pen is mightier

Insert space
The pen is mightier

Lessen space
The pen is mightier
or
The pen is mightier

Insert line space
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Take out line space
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Move right
The pen is mightier

Move left
The pen is mightier

Move down
The 21st pen is mightier

Move up
The pen is mightier

Center
The pen is mightier

Align
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed volutpat est vel erat efficitur.

LINE BREAKS

Run on
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Break
Lorem ipsum dolor sit amet contrar.

Run down
Lorem ipsum dolor sit amet, consectetur adipiscing elit.
or
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Run back
Lorem ipsum dolor sit amet, consectetur adipiscing elit.
or
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

New paragraph
Lorem ipsum dolor sit amet conseq

Correct word division
The pen is alw-