

Wayne State University Alumni Association Style Guide

Updated: September 2005

A

Academic/Administrative Building, not Administration: Use slash. A/AB is acceptable in subsequent references.

Acronyms: Avoid putting acronyms after the full name. Example: *The Student Alumni Association*. Do not put SAA in parenthesis after the first reference. Acronym is usually appropriate on second reference.

Ages: Always use figures. Adjectives receive hyphens; nouns do not: The *5-year-old* program; the program is *5 years old*.

Alumni/Alumna/Alumnae/Alumnus: Designate all alumni appearing in the magazine: *Peter Gibbons, FPCA '67*. Gender usage: *Alumna* is the feminine singular form. *Alumnae* is feminine plural. *Alumnus* is non-gender singular. *Alumni* is mixed-gender plural.

Alumni House: Capitalize both words.

Alums: Avoid using this term.

a.m., p.m.: Acceptable in all uses. Never *9 a.m. in the morning*.

Athletic teams: Use *men's* and *women's* in reference to athletic teams: *The Wayne State University men's and women's basketball teams are ranked in the top 20 nationally*.

@ Wayne State: The alumni association's monthly e-newsletter is written this way in print materials.

B

bachelor of arts/bachelor of science: also appropriate is *bachelor's degree* or B.A. or B.S.

Baseline: Imaginary line, under a line of type, used to align characters in magazine layouts.

Biweekly or bimonthly: Biweekly means every other week; semiweekly means twice a week; bimonthly means every other month; semimonthly means twice a month.

Board of Governors: This is acceptable on first reference, *board* on subsequent references. No caps on *board*.

Boilerplate: Include at the end of alumni association press releases. Current boilerplate is as follows:

The Wayne State University Alumni Association is celebrating its 70th year of building loyalty and support among alumni. No matter where they are in life or in the world, alumni association members stay connected through special events, personal and professional development, exclusive discounts, member-only publications and many other benefits. For more information about the Wayne State University Alumni Association, visit www.alumni.wayne.edu or call (313) 577-2300.

C

Campus events: Capitalize the name of recurring university events when they are used in a specific sense: *This year's Homecoming was great.* Lower case events when they are used in a general sense: *She attended several parent weekends.*

Centers and institutes: Spell out on first reference: *Center for Urban Studies.* Initials are allowed on subsequent references, but *the center* or *the institute* is preferred. Capitalize such terms as *office, department, division, program* and *institute* in official titles on first reference: *the Office of Accounting.* Lower case when not part of a proper name: *the accounting office.*

Cities and states: Follow AP style rules for out-of-state cities. For cities in Michigan, there generally is no need to include the state unless the majority of readers might be unfamiliar with it: *Farmington Hills* or *Ice, Mich.*

College and school names: When the full and correct name of a college or school is given, capitalize: *College of Nursing.* Lower case if the proper name is not used. Wayne State University has 12 colleges and schools:

- School of Business Administration
- College of Education
- College of Engineering
- College of Fine, Performing and Communication Arts
- Graduate School
- Law School
- College of Liberal Arts and Sciences
- Library and Information Science
- School of Medicine
- College of Nursing

- Eugene Applebaum College of Pharmacy and Health Sciences
- School of Social Work

College Hockey America: Wayne State men's hockey team belongs to this conference. Use CHA in all references after the first. The women's hockey team is an independent.

Courses: The full title of an academic course should be capitalized. No quotation marks are used. Use italics: *20th Century American History*.

Credits: Credit hours is redundant; use credits.

cum laude: italicized, lowercase.

D

Dashes: Typographic marks with various meanings, depending on the application. An em dash is longer than an en dash and much longer than a hyphen.

Dates: Always used with Arabic numbers. Do not use st, th, or nth: *Sept. 28*, not *Sept. 28th*. Do not write out the month with a numeric date unless the month is April, May, June or July: *April 19* vs. *Nov. 12*.

David Adamany Undergraduate Library: Spell out on first reference. On further references, use *Adamany Library* or *the undergraduate library*.

Degree abbreviations: Use the following degree abbreviations in *Wayne State* magazine:

- Bus. or M.B.A.
- Ed. or M.Ed.
- Engin. or M.Engin.
- FPCA or M.A.
- Law
- Lib.Arts or M.Lib.Arts
- M.D.
- Nurs. or M.Nurs.
- Pharm./H.S.
- Sci. or M.Sci.
- Soc.Work or M.S.W.
- Urb.Labor or M.Urb.Labor
- Lib.Sci.
- Lib.Arts/Sci. (after fall 2004)
- Life.Learn.

Department: At Wayne State University, departments refer to academic areas and should be capitalized in official titles on first reference: *Department of History*. Lower case when not part of a proper name.

Divisions: Wayne State divisions include Academic Affairs, Computing & Information Technology, Development and Alumni Affairs, Finance and Administration, General Counsel, Government and Community Affairs, Marketing and Communications, Research, Student Development and Campus Life. Use full name in first reference: *Division of Academic Affairs*. In subsequent references, *Academic Affairs* is acceptable.

Division of Computing & Information Technology: Spell out full title on first reference. *C&IT* is acceptable in subsequent references.

Dr. titles: Use Dr. before a person's name when he or she has a medical degree: *Dr. Joe Smith*. Avoid redundancy: *Dr. Joe Smith, M.D.*

Doctoral: An adjective referring to academic degrees: Doctoral degree.

Doctorate: Do not use doctorate to refer to academic degrees. It is a noun that refers to the degree, title or rank of a doctor.

E

e-mail: not email or E-mail.

Em dash: When using an em dash in a sentence, there is always a space before and after it. An em dash with a space before and after is also when separating different months: July 30 – August 10. Em dashes should be used instead of hyphens in all print materials.

Emeritus: A Wayne State designation bestowed on retired faculty after recommendation from the president and approval of the dean and provost. When used, place emeritus after the formal title. Use *emerita* in reference to a woman.

E

Facilities Planning and Management: Note, no commas.

Faculty/Administration Building: Use slash. *F/AB* is acceptable on subsequent references.

G

Gordon Scott Hall of Basic Medicine: *Scott Hall* is acceptable on subsequent references.

Government Affairs: not Governmental Affairs.

Grades: Do not italicize letter grades or place them within quotation marks: He received one A and five Bs.

Grade-point average: The abbreviation for grade-point average is GPA. For grade-point averages, the preferred form to use figures to one decimal point: 3.9.

Great Lakes Intercollegiate Athletic Conference: Wayne State belongs to this conference in all sports except hockey. Use *GLIAC* in all references after the first.

Green & Gold Getaways: The alumni association's travel program always should be italicized in print materials. Note the ampersand.

H

Headlines: Lowercase all words except first word in magazine headlines in 441 Ferry and On Campus. In @ Wayne State, words in headlines are all capped with the exception of certain articles (an, a, etc.) In layout, begin second line with preposition whenever appropriate. In addition, headlines should be no more than two lines. Use single-stroke quotation marks for double quotes in all headlines.

Health care: two words.

I

I-94 or I-75: Appropriate in all references to these interstates.

K

Kerning: Improving the appearance of type by adjusting the spacing between selected pairs of letters. Kerning becomes of greater importance as type size increases or all caps are used. Pairs of letters commonly in need of attention are AV, AY, FA, AW, PA and AT.

L

Last names: On second reference, refer to a person by his or her last name. Pay close attention to people with hyphenated or two surnames; those who do not hyphenate are referred to by their last name on second reference, but those with hyphenation take both names throughout the copy. Examples: *Kim White-Jenkins* (*White-Jenkins* on second reference) and *Michelle Franzen Martin* (*Martin* on second reference). When in doubt, doublecheck with your source.

Leading: Space between lines of type expressed as the distance between baselines, usually in points. Pronounced “leading” because the term originated with strips of metal (lead) used to separate lines of hot type.

M

magna cum laude

master of arts/master of science: also appropriate is master’s degree or M.A.

McGregor Memorial Conference Center: Use full name on first reference. Use *McGregor Center* or *the center* on subsequent references.

Midtown: Capitalize this area of Detroit.

Millions: Never use a hyphen, even when used as an adjective: *\$5 million gift*.

N

Non-members. Hyphenate.

O

Office: Non-academic areas of Wayne State University are referred to as offices. They should always be capitalized in official titles on first reference: *Office of the General Counsel*. Lower case when not part of a proper name.

P

Ph.D.

Postsecondary: one word, no hyphen.

Professor: Capitalize in official titles on first reference: *Professor of Neurology*. Lower case when not part of a proper name.

Phone numbers: Use parentheses: *(800) 555-1212*.

Photo captions: Spot directions, such as *from left* or *from right*, in captions are separated by parentheses. If there are only two people in a photo, it is not necessary to use both *left* and *right* spot directions. A caption should never begin with a spot direction. First sentence of caption should be written in present tense.

Purdy/Kresge Library: Do not use either name separately. Include dash.

Q

Quark coding: Should be included in all copy sent to layout team. Examples include:

@HEAD:Headline

@SUBHEAD:Subhead goes here

@BYLINE:By John Doe

@BODY:Text starts here.

<I>Italics</I>

Bold

S

Semesters: References to semesters should be lowercased: the spring 1994 semester.

Streets and avenues: Examples: *Cass Avenue* or the corner of *Cass and Palmer avenues*.

Student Center Building: *Student Center* is acceptable on subsequent references.

summa cum laude

T

Table of Contents: Subheads should always end with a period.

TechTown – Always capitalize “T” in Town. Also known as the Wayne State University Research and Technology Park.

Theater and Theatre: Use *theater* unless “re” spelling is part of the name. Example: *Hilberry Theatre*.

The South End: Always capitalize and italicize Wayne State's student newspaper.

Titles: Within commas, follow names and are not capitalized. If used before name, always capitalize; if used after, no capitalization is needed: *Executive Director Marguerite Rigby* or *Marguerite Rigby, executive director*.

U

University Cultural Center: This is the complete formal title. *Cultural center* is acceptable on subsequent references.

W

Wayne State magazine, not *Wayne State Magazine*

Wayne State or Wayne State University, never WSU: In magazine articles, use Wayne State.

Wayne State University Alumni Association: not Wayne State Alumni Association.

Wayne State University athletic department, Wayne State University Athletics.

Wayne State University President Irvin D. Reid.

Wayne State University Press: can use *the Press* on second reference.

WDET-FM: Use *WDET-FM (101.9)* on first reference and *WDET* on further references.

Web site: Use full Web site address name. Example: *www.alumni.wayne.edu*, not *alumni.wayne.edu*

Widows: Never leave a word dangling at the end of a paragraph in a layout.