

Gannon University Style Guide

This abbreviated editorial Style Guide contains some of the most frequently asked questions regarding grammar and punctuation and serves as a quick reference for those producing memos, letters, brochures, fliers, publications and other documents. For a more comprehensive guide, please refer to the 2006 edition of *The Associated Press Stylebook*, which is available in an html format on Gannon's Website at www.gannon.edu/pr. The official AP Stylebook also contains guidelines for business writing on pages 301-320, as well as guidelines for sports writing on pages 278-299.

This abbreviated Style Book is intended to provide clear guidelines for composing and editing University documents and publications so that our writing, communications, and branding and marketing messages are accurate and consistent. Please note that the University does permit the use of the MLA and/or APA Styles when other organizations require use of those formats in the preparation of grant applications and/or for research submissions and/or publications, etc.

Abbreviations

When in doubt, spell the word out.

Abbreviate

1.1 The following titles when they precede a name: Dr., Rev.

All military titles can be found on pages 157-159 of the *AP Stylebook*

1.2 Use the ampersand (&) only if used by a company in its official name

Johnson & Johnson

1.3 The degrees "bachelor of science," "bachelor of music," "master of science," "master of arts," "doctor of philosophy," etc., may be abbreviated as B.S.,

B.M., M.S., and Ph.D.

Do not abbreviate

1.4 Names of cities, or countries, other than U.S. or U.S.A.

1.5 Never use the percent sign (%) except in scientific, technical and statistical copy. Write out the word percent in copy.

1.6 Assistant and associate when used in a title.

Assistant professor of history

1.7 President, Professor, Father (priest), Monsignor, Sister. For a list of all military titles refer to pages 157-159 of the *Associated Press Stylebook*.

Capitalization

When in doubt, do not capitalize.

Capitalize

2.1 Proper nouns, days of the week, months, but not the seasons unless referring to a specific season at Gannon such as *Fall 2006 Semester*.

2.2 All words, except articles, conjunctions and prepositions in the titles of books, plays, lectures, musical compositions, etc., including "a" and "the" if at the

beginning of the title. Note: prepositions and conjunctions of four more letters should be capitalized.

2.3 All educational, occupational, and business titles when used specifically in front of the name; do not capitalize these titles when they follow the name.

President Antoine M. Garibaldi or Antoine M. Garibaldi, president of Gannon University

Dean Timothy Downs or Timothy Downs, dean of Humanities, and Education Professor Shawn Clerkin is director of the department of theatre, or Shawn Clerkin, department director and associate professor of theatre

2.4 Knight With Scholars, Homecoming, Springtopia, etc., when referring to the official names of Gannon University events.

2.5 A specific course, or subject, such as *Biotechnology 101 or Physical Therapy Instruction*

2.6 Names of all races and nationalities, such as Spanish, African-American, Caucasian, Irish, and Chinese.

2.7 The word “room” when used to designate a particular room

Room 333, Zurn Hall

2.8 The word “class” when referring to a specific class

The Class of 2007

2.9 The word “university” when referring to Gannon University specifically

2.10 The word ‘catholic’ when it’s describing or referring to Gannon specifically, or to our Mission and Tradition. The word “Mass” is always capitalized when referring to a religious celebration.

2.11 The word “Internet” and “Web: site should always be capitalized (site is lower-case).

Do not capitalize

2.13 Names of majors, or academic programs (except for proper names)

Spanish, German, English communications, electrical engineering

The words or abbreviations:

a.m.

federal

p.m.

state

baccalaureate

government

master’s degree

dean’s list

page

2.14 Official college degrees when spelled out, except when abbreviated.

B.A., B.S., M.A., Ph.D., Ed.D.

bachelor of arts, master of arts

Do capitalize a full title such as Master of Business degree

Figures

Use figures for

3.1 Number 10 and over, including ordinal numbers (14th, 21st). Use numerals, even if the number is below 10, when indicating the following ages, Figures containing decimals, statistics, percentages, sums of money, times of day, days of month, latitude and longitude, degrees of temperature, dimensions, measurements, and proportions.

3.2 A million or more, but spell out the word “million.”

\$30 million comprehensive campaign

3.3 Spans of years are written as follows:

1861-65, 1898-1902, 1903-04, 1985-86

3.4 Hours of the day (7 p.m. or 7:30 p.m.); never 7:00 p.m.

3.5 Amounts of money with the word “cents” or with the dollars sign: \$3 (not \$3.00), \$5.09, or 77 cents, unless tabulated in columns.

When using numbers in sentences, zero to ten should be written out. 11 and above can be written numerically with the exception of the beginning of a sentence. For example, “Thirty-nine students made the dean’s list.”

Punctuation

Comma

You may use a comma before the words “and” and “or” in a series.

3.6 Do not place a comma between the month and year when the day is not mentioned.

July 1986

3.7 Punctuate year of college classes with an apostrophe

Class of ‘95

Karen Smith ‘95

3.8 Master’s and doctor’s degrees should always be written with an apostrophe before the “s.” Never write masters’ degrees. An associate degree is never possessive and use doctorate or doctoral degree, not doctor’s degree.

Hyphen

3.9 Do not hyphenate the words “vice president” or “Coed.” Only hyphenate the word ‘fund-raising’ when used as a compound modifier such as “The fund-raising brochure.”

3.10 Do not hyphenate words beginning with “non,” except those containing a proper noun.

Non-German, nontechnical

3.12 Do hyphenate the words student-athletes and first-year students

Quotation mark

3.13 Use single quotation marks in headlines

3.14 Periods and commas should be set inside quotation marks; colons and semicolons should be set outside.

3.15 All titles of plays, songs, articles, chapters, or divisions of a publication should be noted in quotation marks.

However, italicize titles of books and magazines.

Spelling/Usage

4.1 Adviser, not advisor.

4.2 Alumni, when referring to two or more graduates; alumnus, when referring to a male graduate; alumna, when referring to a female graduate; alumnae, when referring to two or more female graduates.

4.3 Emeriti, when referring to two or more retired professors or Board Members holding emeritus rank; emeritus, when referring to a male; emerita, when referring to a female.

4.5 Gannon's programs are: Sport and Exercise Science and Sports Management and Marketing.

4.6 When using the phrases "compared with" or "compared to," use "compared with" when referring to numbers or when juxtaposing two or more items to illustrate similarities and/or differences. Use "compared to" when the intent is to assert that two or more items are similar.

4.7 Use of who/whom/that/which. Use who and whom for references to human beings and to animals with a name. Use that and which for inanimate objects and animals without a name.

4.8 Use of accept/except. Accept means to receive and except means to exclude.

4.9 Use of among/between. Between introduces two items and among introduces more than two items.

5.0 Use of affect/effect. Affect, as a verb, means to influence. Affect, as a noun, is best avoided.

Effect, as a verb, means to cause. Effect, as a noun, means result.

Titles

5.1 After referring to individuals by using their full (first and last names), refer to them by their last name only.

5.2 Department heads are referred to as "chairpersons" or "chairs."

5.3 Do not precede a name with a courtesy title for an academic degree and follow it with an abbreviation for the degree in the same reference:

Correct and Preferred title for Dr. Garibaldi: President Antoine M. Garibaldi, Ph.D.

Incorrect: Dr. Antoine M. Garibaldi, Ph.D., President.

Correct and Preferred title for Bishop Trautman: Most Rev. Donald W.

Trautman, STD, SSL (*Note, an exception, there are no periods within the Bishop's degree titles.)