

Communication & Publications Guide

A

abbreviations and acronyms

On a first reference use only widely recognized abbreviations and acronyms such as NASA and FBI. For others, list out the full name followed by the abbreviation or acronym in parentheses such as University Protection Agency (UPA) for the first mention and the acronym for subsequent references.

accessible parking

Parking for the disabled should be referred to as accessible parking. Handicapped parking is not appropriate terminology.

academic degree

Degrees are lowercase. Use an apostrophe in bachelor's degree, a master's, etc., but there is no possessive in Bachelor of Arts, Bachelor of Science, Master of Arts or Master of Science. Avoid using abbreviations such as B.A. or M.A. Capitalize only when referring to the official name of the degree.

Examples:

1. bachelor's degree in biology; master's degree in education
2. Bachelor of Arts in Journalism; Master of Science in Emergency Management and Homeland Security
3. an associate degree
4. She earned her doctorate.
5. five master's degree programs

academic titles

Academic titles should be capitalized when they precede a name but lowercased elsewhere. Spell out formal titles such as president.

Examples:

1. Arkansas Tech University President Dr. Robin E. Bowen will speak at the event.
2. Dr. Robin E. Bowen, president of Arkansas Tech University, will speak at the event.
3. The university president will speak at the event.
4. The university recognized Dr. John Doe, professor of biology, for his accomplishments.

addresses

For formal publications, spell out street, avenue, boulevard as part of addresses and also spell out “Arkansas.” For informal publications and stationery, official USPS abbreviations are acceptable.

admission/admissions

Use the singular form when referring to the admission process. Use the plural form when referring to the university office.

Example: The Office of Admissions helps students with the admission process.

adviser, advisor

While both adviser and advisor are acceptable spellings, ATU uses advisor.

alumni

Identify ATU graduates by the last two digits of their class years with an apostrophe before the year.

Example: Jane Doe '76, '86 was awarded Best Teacher of the Year by the Russellville School District.

alumna – feminine

alumnae – feminine plural

alumnus – masculine

alumni – male plural or male and female plural

alum – Do not use in formal publications

ampersands

Do not use for formal publications unless it is part of an official name. Spell out “and” for formal publications. Ampersands (&) are acceptable in social media and for informal publications. They are also acceptable for space restrictions in logos and stationery.

a.m./p.m.

Use lowercase with periods and no spaces. Avoid redundancies such as 6 p.m. tonight. If a.m. or p.m. occurs at the end of a sentence, use only one period at the end.

and

Use in formal publications unless the ampersand (&) part of the organization's official name.

annual

An annual event is one that has occurred at least twice and will continue. For the first occurrence of a planned annual event, use "inaugural."

Arkansas Tech University

Full name, Arkansas Tech, ATU or Tech. Never "Arkansas Technical University." Use the full name on the first reference.

Arkansas Tech University-Ozark Campus

Full name, Arkansas Tech-Ozark, or ATU-Ozark. Note the hyphen. Use the full name on the first reference.

associate degree

Not associate's and lower case.

Athletics

Lowercase for team names such as women's basketball and men's basketball. Capitalize athletic nicknames Golden Suns and Wonder Boys.

B

bachelor's degree

Note apostrophe placement and lower case.

biannual

Twice a year.

bimonthly

Bimonthly: every other month. Semimonthly: twice a month.

C

cellphone

One word.

class of

Do not capitalize class unless it begins a sentence.

classes/courses

A name of a class or course is not capitalized unless it is a proper noun such as English, Spanish, French, etc.

college

When using the proper name of a college, capitalize it. When using only the general term college or using college as a second reference, lowercase it.

Examples:

1. The College of Arts and Humanities participated in the event.
2. The college participated in the event.

commas

ATU does not use the serial or Oxford comma before “and” or “or” in a simple series. Include a comma in a series if it is needed for clarity.

coursework

One word.

D**dates**

When including dates in a news release, it should be time day, date, place. Follow this style when dealing with all events, including those happening within seven days.

Example: The event is at 7 p.m. Saturday, April 9, at the Hindsman Bell Tower.

days of the week

Never abbreviate days of the week unless they’re in a table or chart.

degree

See academic degree.

degree-seeking student

Hyphenate degree-seeking.

department

Consider the audience when referring to Arkansas Tech University departments. Capitalize the proper name of the department but not shortened versions. Capitalize words that are proper nouns or adjectives. When preparing news for media outlets, follow AP style and lowercase department names. See academic departments in the AP Stylebook.

Examples:

1. the Department of History; the department of history (AP style); the history department
2. the Department of English; the department of English (AP style); the English department

division

When using the proper name of a division capitalize it. When using only the general term division or using division as a second reference, lowercase it.

Examples:

1. Division of Advancement representatives attended the event.
2. The division participated in the event.

doctor

Do not use Ph.D. or Ed.D. in conjunction with the title Dr. when referencing a professor's name.

Examples:

1. Dr. Jane Doe, professor of chemistry
2. John Doe, Ph.D., professor of biology

dormitory

Use residence hall. In general, avoid using dormitory or dorm unless used in direct quotes. See residence hall.

E**email**

No hyphen.

F

food service

Two words.

fundraising, fundraiser

One word with no hyphen.

G

Golden Suns

Always two words and capitalized.

Graduate College, Graduate School

The official name of ATU's Graduate College should not be referred to as "Graduate School."

H

handicapped parking

Handicapped parking not appropriate terminology. See accessible parking.

hometown

One word.

Homecoming

Capitalize when referring to Arkansas Tech University's Homecoming. When using the general term, it should be lowercase.

I

internet

Always lowercase unless it begins a sentence.

J

Jerry the Bulldog

Full name at first reference and Jerry on second reference. ATU does not have a mascot. It has two nicknames (Golden Suns, women; Wonder Boys, men) and a campus ambassador (Jerry the Bulldog).

M

majors

Lowercase majors, disciplines, programs, specializations or concentrations of study unless the name is a proper noun.

Examples:

1. She studies physics.
2. He is studying education with a concentration in Spanish.

master's degree

Note apostrophe placement and lower case.

military titles

For military titles and ranks, see military titles in the AP Stylebook.

months

Capitalize the names of months in all uses. Abbreviate months when used with a specific date. Don't abbreviate March, April, May, June or July. When a phrase lists only a month and a year, do not abbreviate the month and do not separate the month and year with commas. When a phrase refers to a month, day and year, set off the year with commas. See months in the AP Stylebook.

N

non

Most "non" words are not hyphenated. See non- in the AP Stylebook or a dictionary.

nondegree-seeking student

Hyphenate nondegree-seeking.

nontraditional student

No hyphen. Do not use non-trad or untraditional student.

noon, midnight

Use noon or midnight. Do not use 12 noon or 12 midnight because they are redundant. Do not use 12 a.m. or 12 p.m. to avoid confusion.

numerals

Spell out the numbers one through nine. Use figures for numbers 10 and above. See numerals in the AP Stylebook.

AP style exceptions:

- Always use numerals for ages,
- Always use numerals when paired with a unit of measurement, such as, “It rained 2 inches last night.” But “I ate two apples last night” would be correct.
- AP style now says in the 2019 book to pair numerals with the percent sign, but in formal text ATU will continue to spell out “percent.”

O**office**

Consider the audience when referring to Arkansas Tech University offices. Capitalize the proper name of the office but not shortened versions. Capitalize words that are proper nouns or adjectives. When preparing news for media outlets, follow AP style and lowercase office names.

Examples:

1. the Office of Student Life; the office of student life (AP style); the student life office
2. the Office of the President; the office of the president (AP style); the president's office

on-campus, off-campus

Use a hyphen when acting as a modifier. Do not use a hyphen when acting as two words.

Examples:

1. on-campus housing, off-campus facilities
2. The hall is on campus. The building is off campus.

online, offline

One word without a hyphen.

P

periods

Do not add an extra space after periods to separate sentences within paragraphs.

Ph.D., Ph.D.s

The preferred form is to say a person holds a doctorate and name the individual's area of specialty. See academic degree and doctor.

pre-

Pre-law, pre-vet, pre-physical therapy, pre-med are all hyphenated. See pre- in the AP Stylebook.

president

Follow AP style for academic titles. Capitalize President when it precedes a name but lowercase it elsewhere.

Examples:

1. Dr. Robin E. Bowen, president of Arkansas Tech University, will attend the event.
2. The group includes President Dr. Robin E. Bowen.

programs

The titles of specific programs are capitalized. Titles of academic programs are not capitalized but capitalize words that are proper nouns. Avoid abbreviations of programs in running text. Abbreviations are acceptable in class notes and photo captions.

punctuation

Periods and commas go inside quotes. Use exclamation points sparingly.

When listing items, do not use a comma before “and” unless it is necessary for clarity.

R

registrar

Capitalize as a title before a proper name. Use Office of the Registrar on first reference and registrar's office on second reference.

residence hall

Use residence hall. In general, avoid using dormitory or dorm, but they are acceptable in direct quotes. See dormitory.

S

say/said

“Said” is preferred over “says” in most news writing.

state names

Follow AP stylebook on rules for abbreviations.

Use standard postal abbreviations when writing state name as part of a full address.

Unless used in a dateline, AP no longer abbreviates state names.

superscript

It is not necessary to apply superscript to ordinal numbers especially in addresses. Some word processing programs apply superscript automatically; this should be disabled.

T

Techionery

It is Techionery not Techionary.

theater/theatre

Use “theater” (AP style) when speaking generally of a theater for movies, plays, etc.

Only use “theatre” if it’s the proper spelling of a venue. For ATU, we spell the theatre program and references to it with the “theatre” style. For instance, Dr. David Eshelman’s title is professor of communication and theatre director.

time, date, place

In news stories, tell the time, date and place of an event in that order, for consistency.

titles, personal/job

Capitalize and spell out formal titles when they appear in front of a person's name.

Examples:

1. President Robin Bowen
2. Professor Emeritus John Doe
3. Dean Jane Doe

Lowercase these titles when they appear elsewhere.

Examples:

1. Dr. Robin Bowen, president at Arkansas Tech University, said ...
2. John Doe was a journalism professor at Arkansas Tech University.

today/tomorrow/yesterday/last night

Use "today" in press releases when talking about the day in which the release is being issued. (This should be clear on the release. Use an appropriate dateline style.)

Do NOT use "tomorrow," "yesterday" or "last night." Use specific dates instead for clarity.

Chancellor Ronnie Green said today he would give the State of the University address at 10 a.m. Sept. 6. NOT: "Chancellor Ronnie Green said today he would speak tomorrow.

U

U.S./United States

Abbreviate when using the term as an adjective only.

In headlines, it's "US."

Examples:

1. The U.S. flag flew over the field.
2. Spell out in other references.
3. The professor is traveling across the United States.

W

website

Lowercase, one word.

Website addresses

Place web addresses within the regular body copy. Do not place carats <> around a web address. Delete the “http” from the address. If a web address ends a sentence, use a period.

Wonder Boys

Always two words and capitalized.

Y

years

Always use numerals for years. Do not begin a sentence with a year.

I graduated in 2005.

For a decade span, do not use apostrophes.

NOT: The 90’s were a great decade.

BUT: The 90s were a great decade.

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