

# UW Style Manual

Institutional Communications

(Updated: 1-4-14 for magazine)

*UWYO Magazine differences and additions to the UW Style Manual are noted in red.*

The Division of University Public Relations, which includes Institutional Communications, University Marketing, Photo Services, and UWYO Magazine, provides standards for university style, consistency and accepted use in producing news, publications and copy for the Web.

Our goals in creating and maintaining this style manual are accuracy and completeness. However, because the university community is in a state of constant change, this guide can only be "by necessity" a work in progress. As such, we welcome your feedback. Feel free to submit any corrections, updates, suggestions or comments to: viscomm@uwyo.edu.

## Rationale

It's about consistency, not constraint. This style manual is a set of standards for use when you're unsure of how a word, term, or name should be spelled, referred to, or punctuated. Its goal is to provide consistency so readers won't be distracted from your message by variations in style or grammar.

This set of "guidelines" is not meant to curtail creativity. It is intended to increase accuracy, understanding, and readability when communicating both internally among the university community and externally with the press and public. Intended as an aid to writers, editors, and communicators on campus, not all points contained in the style manual may agree with style guidelines followed by some specific departments or disciplines on campus. For example, scientific, technical and legal communications all follow their own distinct standards. No matter what style is followed, however, the goal of Institutional Communications should be consistency throughout communications, presentations, publications or Web sites using AP style and, where necessary, Institutional Communications' style.

Whatever style you are using, consider these basic principles:

- Organize your thoughts.
- Write and rewrite for brevity, using short words, short sentences and short paragraphs.
- Write positively, not negatively. (Example: "UW is, rather than UW is not.")
- Use active, not passive, voice.
- Use contractions and second-person "you" in publication texts for a more conversational, less formal tone.
- When in doubt, look it up.

## Reference materials

When a style question arises, the UW Style Manual should be preferred over other reference materials (examples include building names). Within Institutional Communications, the branches use this style for most

writing and editing situations. However, AP style should take precedence in most cases. If the reference is not in the AP stylebook, refer to the latest edition of Webster's Dictionary.

Variations in style do exist among these divisions, and where they do vary, or on style points not covered in the UW manual, Institutional Communications and UWYO Magazine primarily follow the Associated Press 2012 Stylebook and Libel Manual.

In the event the answer is not provided in the AP Stylebook and Libel Manual, Merriam-Webster's Third New International Dictionary, Unabridged, is the preferred reference work for all three divisions on questions of spelling and hyphenation. University Public Relations doesn't necessarily expect everyone to have access to this dictionary or to prescribe to it as the standard. However, it is important to consult a current edition of whatever dictionary you choose, because usage changes rapidly.

Whether a term should appear as two words, two hyphenated words or one word is often determined by how long it has been in circulation. For example, fundraising used to be treated as two words with a hyphenated variant when used as an adjective. Now Webster's lists it as one word preferred, with the hyphenated variant as an alternative spelling.

### **Using the manual**

The main section of the style manual is arranged alphabetically by subject. Also included are three appendices with information on UW buildings, university presidents and bias-free language.

### **Equal opportunity clause**

Use of a nondiscrimination statement is required on all UW publications intended for external audiences. This use is not optional. Where space is restricted, use the short version. The long version must be used in the General Bulletin, Graduate Bulletin, Law Bulletin, Summer Bulletin and Outreach Bulletin. Do not alter the wording of these statements. For questions, contact the Employment Practices office at (307) 766-6721.

### **Short**

Persons seeking admission, employment or access to programs of the University of Wyoming shall be considered without regard to race, color, religion, sex, national origin, disability, age, veteran status, sexual orientation or political belief.

### **Long**

The University of Wyoming is an affirmative action/equal opportunity employer and institution and does not discriminate on the basis of race, color, religion, sex, national origin, disability, age, veteran status, sexual orientation or political belief in any aspect of employment or services. The institution's educational programs, activities and services offered to students and/or employees are administered on a nondiscriminatory basis and subject to the provisions of all civil rights laws and statutes. Evidence of practices that are not consistent with this policy should be reported to the Employment Practices Office at (307) 766-6721.

## UW Style

### A

**About, around** -- Use about when you mean approximately; around refers to location.

**Abbreviations** (including acronyms and initialed entities) -- Should be used only in contexts where their meaning is clear to the reader. Some are almost never used spelled out (IQ, DNA, NASA) and may be used without explanation. Others, though common in usage, are normally spelled out at first instance (HMO, UPS) and follow with abbreviation in parentheses: "health maintenance organization (HMO), Food and Drug Administration (FDA), School of Energy Resources (SER)." Use acronym on subsequent references. Do not use periods. Spell out most words commonly abbreviated in speech, such as "agriculture, laboratory, mathematics, physical education."

**Academic degrees, honors** -- If the mention of a degree or honor is necessary to establish someone's credentials, try to avoid using an abbreviation and instead use a phrase such as: "John Doe, who has a doctorate in psychology."

Use abbreviations such as B.A., B.S., B.S.N., Ed.D., J.D., M.A., M.B.A., M.E., M.F.A., M.P.A., LL.D., Pharm.D., Ph.D., and R.N. only when the need to identify many individuals by degree on first reference would make the preferred form cumbersome. Use only after a full name and never after a last name only. Set off by commas when used after a name: "John Doe, Ph.D., spoke." UW style is to use periods in these abbreviations. For a complete list of abbreviations, consult *The Chicago Manual of Style*.

Do not precede a name with a courtesy title for an academic degree and follow it with the abbreviation for the degree in the same reference. Wrong: "Dr. Jane Doe, M.D." Right: "Dr. Pam Jones, a physician." For more information, see "Dr." entry.

When academic degrees or honors are referred to in such general terms as "doctorate, doctoral degree, bachelor's degree, master of science," they are not capitalized.

Use an apostrophe in "bachelor's degree, a master's," etc.

Also: "Fulbright scholar Jane Doe; John Doe, Truman scholar; a Fulbright scholar."

Use "received" his or her degree for undergraduate degrees. "Earned" is OK for master's or doctoral degrees.

**Academic colleges, departments, offices, schools** -- Use lowercase except for words that are proper nouns or adjectives. Use uppercase when referring to a department's official and formal name: "the University of Wyoming College of Arts and Sciences, the College of Agriculture, UW Department of Atmospheric Science, or UW Office of Academic Affairs."

The name of the college, department, or office may be transposed to allow more flexibility, but in that case, lowercase both department and office: "the chemistry department, the admissions office, the English department, the agriculture college, the UW law school." Do not capitalize the words college, department, or office when used alone.

When used in a series, capitalize primary names only. “The UW colleges of Agriculture and Business or the departments of Family and Consumer Sciences and Renewable Resources.”

**Academic, professional titles** -- Capitalize and spell out formal titles such as “chancellor, chairman, dean,” etc., when they precede a name. Lowercase elsewhere. Lowercase modifiers such as “department” in “department Chairman John Doe.” Lowercase when used as a casual, temporary position: “meeting chairman Robert Jones.”

Named administrative positions, academic professorships and fellowships are usually capitalized wherever they appear, especially if they are accompanied by a personal name. Titles without names, however, are not capitalized: “the professor; Professor John J. Doe; Jane J. Doe, Alfred R. Wellman Distinguished Service Professor; Professor Doe; John J. Doe, Wellington Kingsley Professor Emeritus; a professor emeritus; Jane J. Doe, professor emerita; Jane Doe, professor of music.”

Also: “The president; the president’s office; University of Wyoming President Tom Buchanan; President Buchanan; Tom Buchanan, president of the University of Wyoming; President and Mrs. Buchanan; John Doe, president of DoeTech Corporation; DoeTech Corporation President John Doe; Mr. Doe; president of the corporation; Vice President Rick Miller; Rick Miller, university vice president; acting Dean of Agriculture John Doe; President-elect John Doe.”

See Appendix II for list of UW presidents.

**Academic years** -- Terms designating academic years are lowercased: “first-year student, sophomore, junior, senior.”

**Accept, except** -- Accept means to approve, believe, condone; except indicates exclusion, rejection.

**According to** – This is not in AP stylebook, but is often used when someone in a particular field cites numbers or statistics. The person is very knowledgeable in their area of expertise.

**Active voice** -- Use an active, rather than a passive, voice in sentences. Active: He drives the truck. Passive: The truck is driven by him.

**Address** -- Address a letter, not a problem. Instead, “deal with it, take it up, consider, tackle it.”

**Addresses** -- The United States Postal Service (USPS) requires a department number for University of Wyoming addresses (on-campus sample below). Do not use University Station or a post office box (P.O.) number. Always check with UW Postal Services (766-4297) for the latest requirements before printing a publication with a return address, permit, business-reply envelopes, or business-reply postcard. (Note: The only thing consistent about USPS is that the regulations change often.)

Name

College or Department

Dept. XXXX

1000 E. University Ave.

Laramie, WY 82071-2000

**Adviser** -- Not advisor.

**Affect, effect** -- Affect, as a verb, means to influence: "The game will affect our standings." Effect, as a noun, means result: "The effect was overwhelming."

**African-American** -- AP says "black" also is acceptable. I think we should only use African-American to fit the times.

**Afterward, backward, forward, toward** -- These words never end with an "s."

**All-American, All-America** -- Use All-American when referring to one individual; All-America when referring to a team: "All-American quarterback Joe Jones; Joe Jones was voted to the All-America team; Joe Jones earned All-America honors."

**All right** -- Never alright.

**A lot** -- Never alot.

**Also** -- Use "also is" rather than "is also."

**Alternately, alternatively** -- Alternately means every other one, by turns. Alternatively is one of two possibilities.

**Alumni (and other variations)** -- Follow AP style and avoid the more casual "alum."

**Ampersand** -- Use only if part of an official title: "Beetle & Bailey Co." Spell out otherwise. At UW, the College of Arts and Sciences uses an ampersand for the college abbreviation "A&S." With tables or detailed listings, set a consistent style regarding ampersand use and follow it throughout your publication.

**Author** -- An author writes a book. He or she doesn't author it.

**Attribution in magazine** -- Use "says" and "explains" present tense. Attribute after first full complete sentence when possible rather than at the end of a paragraph if a new person is speaking. Attribution up front works well in certain cases. Don't break up a sentence with an attribution. If quoting two people with the same last name, use first and last name on second reference to distinguish who is speaking.

## **B**

**Benefited** -- It is only one "t" under AP style. Comment has been made that it has been used with one and two "t's" in the past. We should use AP style.

**Between you and me** (or you and him) -- The preposition "between" requires an object, "me" or "him," not "I" or "he."

**Book, play, movie, magazine, journal and newspaper titles in magazine** -- Deviate from AP and UW style and use italics per longtime *UWYO Magazine* style.

**Buildings, auditoriums, gymnasiums, lounges, rooms** -- Uppercase building, auditorium, hall, center, complex, etc. when used in the full, formal name of the structure: "Arena-Auditorium, Agriculture Building, Centennial

Complex, Classroom Building, Fine Arts Center, Half Acre Gymnasium, UW Art Museum, UW Geological Museum.”

Lowercase room, ballroom, lounge and other generic building units: American Studies lounge, Arts and Sciences auditorium (same for Agriculture and Education), Fine Arts Center concert hall, Half Acre pool (same for Corbett), Wyoming Union ballroom.

Uppercase a named room within a building: the George A. Rentschler Room, the Brinkerhoff Earth Resources Information Center, the Wyoming Union’s Yellowstone Ballroom.

See **Appendix I** for list of major UW buildings.

**But (in phrases)** – The comma should be after “but” rather than the preceding word.

Example: The Scottsbluff, Neb., freshman was the regional leader at the end of the fall season but, like her Cowgirl teammates, has struggled down the stretch.

## C

**Can, may; could, might** -- Can and could express ability; may and might indicate permission or possibility.

**capital vs. Capitol** – Capital is the city where a seat of government is located. Do not capitalize. Capital is also used to mean “money.” Uppercase Capitol when referring to “U.S. Capitol” or state capitols. Example: The Wyoming Capitol is located in Cheyenne.

**Captions in magazine** -- If it’s a complete sentence, use a period. If it’s just an ID like “Professor James Perry and his wife Yolanda” don’t use a period.

**Casper College, University of Wyoming at** – University of Wyoming at Casper (UW-Casper)

**Centuries** -- Lowercase century, spelling out numbers less than 10: “the first century; the ninth century; the 20th century; 19th-century literature; first-century ruins.” For proper names, follow the organization’s practice: “20th Century Fox; Twentieth Century Fund; Twentieth Century Limited.”

**Chairman, chairwoman** – Use “chair” only, in both the case of males and females. Or, you can say, “Name, who chairs the committee.”

See “Academic, professional titles” entry for more information.

**Classic, classical** -- As an adjective, classic means excellent, of the highest class. As a noun it refers to something recognized as excellent, for example the “Laramie Classic Pro-Am” golf tournament or “That song is a classic.” Classical (an adjective) refers to the Greek and Roman eras, a traditional course of study (classical political theory), or classical music.

**Co. or Inc.** -- Do not separate by commas; rather, “Johnson Lumber Co., Consolidated Utilities Inc.” Exception: Use the comma if it is part of the formal title as seen in the printed version of the company’s letterhead or on the company’s Web site.

**Comma** – Use commas to separate elements in a series, but do not put a comma before a conjunction in a simple series. Example: The zoo included elephants, giraffes (no comma here) and zebras.

If part of a series that includes “and” in it, place a comma before the concluding conjunction in a series. Example: The man had orange juice, toast, and ham and eggs for breakfast.

Also, use commas to separate two thoughts in one sentence that can stand alone as individual sentences.

**Compose, comprise, constitute** -- Compose means to create or put together. It commonly is used in both the active and passive voices: “He composed a song. The United States is composed of 50 states.”

Comprise means to contain, to include all or embrace. It is best used only in the active voice, followed by a direct object: “The United States comprises 50 states. The jury comprises five men and seven women.” Avoid “comprised of.”

Constitute, in the sense of form or make up, may be the best word if neither compose nor comprise seems to fit: “Fifty states constitute the United States. Five men and seven women constitute the jury.”

**Conducted** – in many instances, it is better to use “conducted” than “did.” Example: “He conducted an experiment in his lab” is better than “He did an experiment in his lab.”

**Contact** -- Proper use means to touch. A more specific verb to fit a specific context can be: “write, phone, see, find, meet, approach, look up, call on, talk to, interview.” We find, however, the word contact covers a variety of methods of today’s communication, hence, “For more information, contact...”

**Continuous, continual** -- These two words are often confused and used inappropriately. Continuous refers to an “unbroken, uninterrupted” sequence. Continual means repeated often.

**Course listings** -- In an official listing, use caps (Introduction to Botany). Do not use quotation marks. For subject titles, use lowercase (art, botany, music, zoology).

**Credible, creditable** -- Credible means believable. Creditable means deserving praise.

## D

**Dangling modifier** -- The introductory phrase must refer to the subject of the sentence. “Looking at the memo, he thought he should respond quickly.”

**Dashes and hyphens** -- There are two types of dashes, with different lengths and different purposes, in addition to the hyphen. The em dash (—) is named for the amount of space a capital M once occupied in a line of lead type. It is used for parenthetical remarks, abrupt changes of thought, epigraphs, and datelines. Do not include spaces before or after the dash.

The en dash (–) represents the space a capital N took in a line of lead type. It is used for continuing or inclusive numbers or words. Do not include spaces before or after the dash. For example: 1995–96, 1998–2002, Monday–Friday, University of North Carolina–Charlotte, University of California–Laguna Hills.

[Using automatic formatting, when you type a space and one or two hyphens between text, Microsoft Word automatically inserts an en dash ( – ). If you type two hyphens and do not include a space before the hyphens, then an em dash ( — ) is created. Keystroke shortcuts are Ctrl+Alt+Num - for the em dash, and Ctrl+Num - for the en dash.]

**Dates** -- Separate by commas instead of parentheses: “Wednesday, Dec. 29, 1993.” Spell out when day stands alone. Omit the comma when using just the month or season and year: “December 1984; spring semester 1985; fall 1999.”

Media Relations style: When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov., and Dec. Spell out March, April, May, June, and July. Spell out all months when using alone (January) or with a year alone (January 2012).

**Decades** -- Use a letter “s” without an apostrophe to indicate the spans of decades or centuries: “the 1890s; the 90s.” Use an en dash (in place of “to”) to indicate a span of years, and within a decade use the style 1940–41; across decades, use the style 1943–1953.

**Degrees (abbreviations)** -- B.A., M.A., and Ph.D./Can also use bachelor’s degree, master’s degree and doctorate/Bachelor of Science or Master of Fine Art.

**Deks in magazine** -- Deks should be complete sentences with periods.

**Disperse, disburse** -- Disperse refers to breaking up: “The police dispersed the crowd.” Disburse means to pay out: “The accounting office disbursed the payroll.”

**Disabilities** -- Numerous persons in the UW community have disabilities. For in-depth guidelines on communicating with them and about them, please refer to the U.S. Department of Labor Web site: [www.dol.gov/odep/pubs/fact/comucate.htm](http://www.dol.gov/odep/pubs/fact/comucate.htm).

See **Appendix III** for more on bias-free language.

**Dr.** -- Use only if the individual is a health care professional. You may indicate advanced degree after the name, “Leonard Rush, Ph.D.” Never use more than one title, such as “Dr. Leonard Rush, M.D.” Refer to faculty members as professors in print.

## E

**Each other, one another** -- The first refers to two individuals; the second, to more than two.

**Eager, anxious** -- Eager represents positive anticipation; anxious indicates fear or apprehension. The use of anxious to indicate eagerness is widespread, but inappropriate.

**Ellipsis** -- A series of three dots in a row, used to represent omitted text in a quotation or to signify a dramatic pause for emphasis. UW publications style is to not use as space either before...or after an ellipsis. UW Media Relations style is to add a space before and after an ellipsis. (Keystroke: Ctrl+Alt+.) This is consistent with AP style.

**email** – do not hyphenate/recent AP change in last two years

**Ensure, insure, assure** -- Use ensure to mean guarantee. Use insure for references to insurance. Use assure to mean to make sure or give confidence.

**Entitled, titled** -- Distinguish between these words. Entitled involves a right (“You are entitled to equal opportunity.”) while titled involves a name (“The book is titled The Professional Journalist.”).

**Ethnicity** -- Use the following when referring to ethnic background: “African-American, Hispanic, Mexican American, Chicano, Latino; American Indian or Native American; Alaska Native; Asian American; Pacific Islander; white; biracial; multiracial.” Exception: UW’s African American Studies program does not use the hyphen in its title.

**Exhibit, exhibition** -- An exhibit is an item or collection of items in an exhibition. A misuse: “A photographic exhibit opens today.”

**Ex officio** -- No hyphen except when used as a modifier; refers to a member of a board or committee, seated by virtue of his or her office or position. Some bylaws give ex officio members voting privileges; some do not.

## F

**Farther, further** -- Farther is an adverb used to refer to distance, space. Further, an adjective, refers to time, quantity, or degree.

**Feel, believe, think** -- Feel means to touch. When writing about thoughts, use believe or think. Use of feel to express thoughts is widespread, but inappropriate.

**Fundraising, fundraiser** -- Each is one word; no hyphen.

## G

**Get** -- I notice this word is used a lot. “Obtain” and “receive” are often better words.

**Governor** -- Gov. Mead, former Gov. Freudenthal/same with presidents. Use President Obama. Former is lowercased when saying “former President Bush or former President Clinton.”

## H

**Headlines in magazine** -- Headlines should generally be two to four words. They should be catchy but also speak to what the article is about. Cap according to AP composition title capping rules.

**Health care** -- It is two words. This one pops up in our stories a lot. Can be used as one word only if it is part of an official title.

**Heavenly bodies** – This is in reference to the Canterna “Northern Rockies Skies” column. He often uses “big dipper.” It should be “Big Dipper” per AP style.

**High tech, high-tech** -- Use high tech as a noun; high-tech as an adjective.

**Historic, historical** -- Unlike the British, who use “an,” Americans use “a” to modify these words: “The moon walk was a historic moment.” A historic event is an important occurrence, one that stands out in history. Any occurrence in the past is a historical event.

**However** -- Most effective when used as a conjunctive adverb in a compound sentence, punctuated with a semicolon, and set off with a comma. Example: “He left for the meeting late; however, he was still able to give his report on time.”

## I

**Impact** -- Impact denotes a violent bump or crash. Instead of “have an impact,” choose a more appropriate verb, such as “affect, change, decrease, increase, heighten, lessen, persuade or sway.” Instead of impact as a noun, try “effect, change, consequence, result, repercussion, impression, influence or significance.”

**Implement** -- As a verb, implement, in the sense of “carry out” or “fulfill,” is old but, in the language of bureaucrats, it has all but replaced carry out and fulfill and has become a faddish word. Instead of automatically using the word implement, use a more specific word to fit a specific context, such as “accomplish, achieve, carry out, discharge, execute, fulfill, keep, make, observe, perform.”

**Inc.** -- When using the name of a company, such as Fuel Cell Energy, Inc., AP style does not include the comma before “Inc.”

**Include, including** -- Use “include” to introduce a series when the items that follow are only part of the total: “The price, including breakfast and lunch, seems reasonable. The zoo includes lions and tigers.” If items in the series are all-inclusive; use are or will be: “The participants are Sam Jones, Al Smith and Bill White.”

**Independent, dependent clauses** -- When two complete thoughts are separated by and, use a comma before the “and.” When one clause is independent and one dependent, do not use a comma. Examples: “John came to dinner, and he stayed for a long time. John came to dinner and stayed a long time.”

**Infer, imply** -- Infer means to conclude; imply means to insinuate or allude to something.

**Input** -- Technically, it should be used with reference to computers only.

**It’s, its** -- It’s is short for “it is.” Its is used as a possessive: “The vehicle has lost its tailpipe.”

**It, they** -- Use it when referring to a company. Use “they” when referring to a group of people.

## J

**Jr., II** -- UW style is to not separate with commas: “William Jones Jr., Thomas Smith II.”

## L

**Land-grant** -- Hyphenate when used as an adjective: "Wyoming's land-grant university."

**Lectern, podium** -- A speaker stands behind a lectern and on a podium.

**Lie, lay** -- Lie means to recline: "The little boy said he was tired and wanted to lie down." Lay means to put down or set: "I lay the book on the table."

**LLC** -- no commas or no periods

## M

**Meetings** -- A meeting can "take place." A meeting can be "scheduled." You can't technically "hold" a meeting. I see a lot of "The meeting will be held (day and date). We should avoid that."

**Mentor** -- When referring to a person who is the subject or beneficiary in the mentoring process, consider using protégé rather than "mentee."

**Money** -- Use figures and the \$ sign in all except casual references or amounts without a figure: "The book cost \$4. Give me a dollar. The gum costs 6 cents."

Use a singular verb: "He said \$500,000 is what they want."

For amounts of more than \$1 million, use the \$ and numerals up to two decimal places: "It is worth \$4.35 million. It is worth exactly \$4,351,242. He proposed a \$300 billion budget."

Amounts of less than \$1 million: "\$4; \$25; \$500; \$1,000; \$650,000."

**More than vs. Over** -- Examples: "ARod makes more than \$25 million a year" rather than "ARod makes over \$25 million a year."

**Multicultural and multinational** -- no hyphens

## N

**Numerals** -- Spell out numerals one through nine. Use numerals for 10 and above. This style is used by University Communications and is a variation from The Chicago Manual of Style: "The first century can't be compared to the 21st century. There were 10 students at the seminar." Exceptions: Use numerals when referring to age: "The boy is 5 years old. The boy turned 4 today." When the numeral is used as an adjective, use hyphens: "He is a 5-year-old boy." The skeleton is 6 million years old. In most cases, avoid large numerals to start a sentence. "Two boys played catch" is OK.

## O

**One-word words often mistaken for two** – daylong, handmade, headlong, lifelong, longtime, nonprofit, weeklong, website and wastewater.

**On (use of)** – avoid redundancy. Rather than “His birthday is on May 7,” write “His birthday is May 7.”

**Online** -- Do not hyphenate.

**Over** -- Proper use means a position in space above an object. Correct indication of figures, numbers is “more than.” Correct indication of passage of time is “during.” Print, radio, and television advertising consistently misuses this word. Examples: The climber hung on a rope over the canyon./The cow jumped over the moon.

## P

**Parallelism** -- Use parallel construction for words, phrases, sentences or paragraphs in a series. Example: If beginning a list of items with an action verb, use the same construction for all items in the list.

**Percent** -- One word, spelled out. Symbol (%) may be used in tables and lists of figures. Always use numerals with percents: 100 percent, 5 percent, 2.6 percent and 1 percent.

**Possessive** -- proper nouns Singular proper names ending in “s” only need an apostrophe to take the possessive form, while ones that end in an “s” sound need an apostrophe before the “s.” For example: Kansas’ wheat production, Marx’s theories, Texas’ tornado damage. Exception: Proper names that specifically use another construction, for example St. James’s Palace, St. Charles’s square.

When possible, find ways to phrase sentences using “of,” “in,” or “for” instead of the plural possessive: “Wheat production in Kansas was down last year.” Instead of: “Kansas’ wheat production was down last year.”

Also: Words not ending in a letter “s” but which end in an “s” sound followed by a word beginning with the letter “s” should use an apostrophe without an “s” when taking the possessive form. For example, “for conscience’ sake, for appearance’ sake.”

**Possessive gerunds** -- Verbs ending in “ing” used as nouns (gerunds), are preceded by possessive nouns or pronouns: “The audience did not approve of the man’s speaking first. I don’t mind your asking. The professor discouraged my singing.”

**Postdoctoral** -- One word, no hyphen (per NY Times, LA times and most other major news outlets and schools).

**Preschool** -- No hyphen. This word appears periodically in our stories because of our education affiliation.

**Pre-empt** -- Words that follow “pre” and start with an “e” should include hyphens. Other examples include “re-election” and “re-use.”

**Prestigious** -- This word is overused, as is unique. Use sparingly. And never use “very prestigious.”

**Pronouns**—Where possible, make clear who or what the pronoun references. Use “he” and “she” as close as possible to the name so it’s less confusing for the reader. This is especially true when multiple sources are cited in a story.

**Pull quotes in magazine** -- Use an en dash, no spaces, followed by the person's full name, a comma and their title. Follow AP on titles. i.e. "--Jane Doe, CEO of Big Co."

## Q

**Quotations** -- Place periods and commas within quotation marks. Place colons and semicolons outside quotation marks. Other punctuation, inside or outside quotation marks, depends on the sentence.

## R

**Receive** -- better to use "receive" than "get." The university will receive \$10 million from the state.

**Regardless** -- Not "irregardless."

**Regions** -- Uppercase Southwest, Northeast or the West/regions in states -- lowercase southeastern Wyoming

**Residence halls** -- Do not refer to them as dormitories or dorms.

## S

**Says** -- Although AP style is "said" and is customary use for magazines, newspapers and other publications, we will continue to use "says." "The Casper Star-Tribune makes my blood boil," says UW President Tom Buchanan.

**Season** -- Do not use "of" when referring to the academic semester and lowercase name of season unless it is the first word of a sentence: fall 2006, not fall of 2006.

**Semicolons** -- Use semicolons rather than commas to separate longer thoughts in a series of thoughts. Example: The teen was sent on a number of errands including getting groceries for his mother; picking up his father's dry cleaning; and stopping at the car wash. Use a semicolon before the final "and."

**Series (or Oxford) commas in magazine** -- *UWYO Magazine* does not use the series comma unless to avoid confusion. i.e. "I ate a sandwich with peanut butter, jelly and bananas." Not "I ate a sandwich with peanut butter, jelly, and bananas."

**Single quotes in magazine** -- Follow AP for quotes within a quote (use space between single and double like this ' ").

**Staff members** -- Refer to them as such to humanize them or give them a face.

**Startups** -- one word. This comes up in business stories (WTBC) and the construction report.

**State, city, town** -- Lowercase in all "state of" constructions: "the state of Wyoming, the states of Colorado and Wyoming." Apply the same principle to city and town. Do not capitalize when used as an adjective: "state education department." Instead, use the full title: "Wyoming Department of Education."

**State names** -- News uses AP abbreviations instead of United States Postal Service (USPS) designations: Wyo., Colo., Ill., Calif., etc. AP style is to spell out Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas, and Utah. Visual Communications spells out the words in text; both branches use USPS designations in addresses (WY, CO).

**Wyoming/Wyo. in magazine** -- Cheyenne, Laramie and Casper can stand alone without the "Wyo."; however all other Wyoming cities will need the "Wyo." as you would in AP. i.e. Dayton, Wyo., Burlington, Wyo., etc.

**Street references** -- Abbreviate when using an exact address – 1802 Harney St. (same with Blvd. and Ave.)/Spell out "street" in Harney Street./Drive, Road and Terrace are always spelled out.

**Student-athlete** -- Hyphenated

**Subheads in magazine** -- Use at least two subheads for every article over 800 words.

## I

**Telephone numbers** -- Both Media Relations and Visual Communications styles are "(307) 766-6708" for standard numbers and "1-800-375-8200" for toll-free numbers.

**That, which** -- That is used to introduce a restrictive or defining clause—one that defines the noun it is attached to and can't be omitted. Example: "The mountain that is the highest in the United States is Denali."

Which introduces a nonrestrictive or parenthetical clause—one that adds information but could be omitted without changing the sense of what is being said. For instance: "Denali, which is in Alaska, is the highest mountain in the United States." If you think you need commas around the clause, you can be sure it is a "which" clause. Rarely do people use that when the word should be which, but quite often they incorrectly do the opposite.

**That, which, who** -- Use who and whom when referring to persons and animals with names. Use that and which in referring to inanimate objects and to animals without names. The use of "that" when referring to persons is widespread, but inappropriate.

**Theatre vs. theater** -- The department uses theatre, so use that when referring to the proper name of the department, but AP is theater for general uses.

**This, that, these, those** -- Use these adjectives to modify a noun, giving your reader the proper reference, for example: "That professor was the one who arrived late. Those students turned in their exams early."

**Time** -- Omit ":00" when referring to a time of day: "1 p.m., 10 a.m.; but: 1:30 p.m., 9:15 a.m." Also: Use noon and midnight instead of 12 a.m. and 12 p.m. to avoid confusion. For time ranges, it is 9-10 a.m. noon-1 p.m. or 3-5 p.m./AP style called for "to" when going from a.m. to p.m. However, staff voted to continue using hyphens in all cases.

**Trustees** -- Officially, we use the University of Wyoming Board of Trustees, or Board of Trustees. Use trustees on subsequent references.

**Time duration** – no hyphens/Example: The meeting lasts two and a half hours.

## U

**Union** -- The Wyoming Union is the official name of the building and should be used in first references. In subsequent references within the same text, if you wish to drop the “Wyoming,” lowercase union. Do not use Student Union.

**Unique** -- Does not require a modifier; the word is an absolute. Use sparingly.

**University** -- When used as part of an official title, the University of Wyoming, uppercase. When used alone, lowercase (the university). This rule also stands for administrative titles, colleges, other units, trustees. Always include “University of Wyoming” in the first or second graph of all press releases.

**U.S.** -- Use as an adjective, but not as a noun, in place of United States: U.S. Senate, U.S. Court of Appeals, U.S. Army, U.S. Navy. Uppercase Army, Navy, Air Force, Marines, Coast Guard. when used without U.S. and referring to U.S. forces.

**Use, usage, utilize** -- Use is all you need.

**UW** -- No periods. When referring to the Laramie campus, use UW–Laramie. (I have not seen us use this reference. If a story referred to more than one campus, I could see the relevance.) The center at Casper College is University of Wyoming at Casper (UW-Casper).

**UW vs. University of Wyoming in magazine** -- Spell out University of Wyoming on first reference in body copy (OK to leave UW in dek and quotes and second body copy references).

## V

**Vice president** -- No hyphen. Uppercase before name. Lowercase after name.

## W

**Who, whom** -- In parts of speech, “who” is a subject, usually following the verb (but not always); whom, an object of the verb. Examples: Who threw that football?/For Whom the Bell Tolls

**World Wide Web, WWW, the Web, website** (now lowercase and one word), **Web page, Web feed, the Internet, the Net** -- The last six are common references to the first. In all uses, Web, Internet, and Net are uppercase. When listing an address for information, eliminate the understood prefix, “http://”. Instead, www.uwyo.edu should be used. **Magazine doesn’t include www in websites.**

**Also one word:** webcam, webcast and webmaster

Avoid using a website address at the end of a sentence where use of a period may be confusing. If the Web address must appear at the end of a sentence, be sure to include the closing punctuation.

The Web is not the same as the Internet, but it is a subset.

## Z

**Zip codes** -- No comma between state and zip code: Laramie, WY 82071.

## Appendix I

### **University of Wyoming Major Facilities**

**FACILITY** -- GROSS SQ.FT, COMPLETION

**Agriculture Building** -- 107,053, 1949; Addition -- 14,053, 1982

**Alumni House** -- 4,160, 1929; Renovation -- 1991

**Animal Science/Molecular Biology Building** -- 93,631, 1986

**Anthropology Building** -- 16,792, 1954

**Archaeological and Anthropological Resource Center** -- 53,000, 2007

**Arena-Auditorium (A-A)** -- 260,990, 1982

**Arts and Sciences Building** -- 106,076, 1934

**Aven Nelson Building** -- 32,764, 1924; named for nationally known botany professor (1887–1922) and UW president (1917–1922).

**Biological Sciences Building** -- 205,350, 1969; See G.D. Humphrey Science Center

**Buchanan Center for the Performing Arts** -- 120,000 gross square feet of renovation and 50,000 square feet of new construction (scheduled completion December 2014). On second reference, use Performing Arts Center/Performing Arts box office.

**Business Building** -- 61,081, 1960

**Centennial Complex** -- 126,200, 1993; The UW Art Museum and the Eleanor Chatterton Kennedy/Joe and Arlene Watt American Heritage Center are located in the complex.

**Central Energy Plant** -- 57,803, 1982

**Cheney International Center** -- Student Health Service is housed here.

**Classroom Building** -- 61,515, 1968; Renovation -- 2007; See G.D. Humphrey Science Center

**Cliff and Martha Hensen Indoor Livestock and Teaching Center** --On second reference, use Hensen Arena.

**Cooper House** -- 10,768, 1922; Named for Major Francis “Frank” Cooper, Englishman (1892–1952) whose father A.F.T. Cooper established one of Wyoming’s first oil fields, Cooper’s Cove, northwest of Laramie. The family built the house to establish Wyoming residency. Members of the family lived there until the university purchased the property in 1984. The building is on the National Register of Historic Places.

**Corbett Physical and Health Education Building** -- 33,646, 1975; Named for John Corbett, UW football coach (1915–1928).

**Crane Hall** -- 88,935, 1962

**Crane-Hill Dining Room** -- 49,622, 1962

**Downey Hall** -- 85,361, 1965; Named for June Etta Downey, psychology professor (1898–1936).

**Early Care and Education Center** -- 9,220, 2005

**Earth Sciences Building** -- 65,500, 1995/includes new High Resolution Transmission Electron Microscopy Facility (HRTEM).

**Education Building** -- 123,674, 1950. Education Building auditorium when referencing the auditorium.

**Education Annex** – 2006.

**Energy Innovation Center** -- 30,000 square feet; opened in December 2012. The building includes the following:

First floor -- Peabody Energy Advanced Coal Technology Laboratory, Arch Coal Research Offices, Cordillera Energy Partners Reception Area.

Second floor-- Shell 3-D Visualization Laboratory, BP Collaboration Center, Ultra Petroleum Corporation Student Area, Encana Auditorium, WPX Drilling Simulator Teaching Laboratory, Enhanced Oil Recovery Research Laboratory.

Third floor – Hess Reservoir Characterization Laboratory, Reservoir Characterization Suite, Marathon Oil Research Offices, ConocoPhillips Collaboration Rom, Questar Conference Room.

**Engineering Building** -- 330,980, 1926; Additions/renovations -- 1927, 1959, and 1983.

**Enzi STEM Facility** -- More than 98,000 square feet (scheduled completion June 2015).

**Fieldhouse North** -- 71,694, 1984.

**Fine Arts Center** -- 175,598, 1972; Addition -- 4,500, 2000. Performing Arts Center, renovation and expansion, scheduled completion December 2014. See Buchanan Center for the Performing Arts.

**Foundation House** -- 9,941, 1930; Renovation – 1985.

**G.D. Humphrey Science Center** -- Biological Sciences, Classroom, and Physical Sciences buildings constitute the center, named for George Duke Humphrey, UW president (1945–1964).

**George William Hopper Law Library** -- 17,000, 1993; Named for George William Hopper, a 1956 graduate of the college. While at UW, he served as editor-in-chief of the Wyoming Law Journal and was instrumental in founding the Omicron Delta national student leadership honorary society. He went on to practice securities law in Denver and throughout his career maintained ties to the college by organizing alumni meetings and reunions.

**Half Acre Gymnasium** -- 119,306, 1925; Renovation – 1980/Remodel existing 99,300-square-foot building and expansion of 35,550 square feet – start in spring 2013 with completion in fall 2014. Will be renamed the Half Acre Recreation and Wellness Center.

**Health Sciences Center** -- Renovation -- 130,056, 2005.

**Biochemistry Building** -- 42,951, 1914.

**Pharmacy Building** -- 52,397, 1969.

**Hill Hall** -- 88,935, 1962; Named for John A. Hill, nationally known agriculture professor and dean of the College of Agriculture (1907–1949).

**Honors House** -- 12,345, 1963.

**Hoyt Hall** -- 29,939, 1916; Named for John W. Hoyt, Wyoming Territorial governor (1878–1882) and UW's first president (1887–1890).

**Indoor Practice Facility** -- 80,000, 2007.

**Information Technology Building** -- Use IT Building on second reference.

**Jacoby Golf Park Clubhouse** -- 5,132, 1973; Named for Glenn Jacoby, athletic director (1946–1973).

**Knight Hall** -- 81,671, 1941; Renovations -- 1946, 1950; Named for Emma Howell Knight, Doc Knight's mother, who served as dean of women (1911–1921).

**Law Building** -- 49,824, 1977

**Louis O. and Terua P. Williams Botany Conservatory** -- 8,800, 1994; Named for donors Louis and Terua Williams. Botanist Louis Williams earned bachelors and master's degrees from UW and his doctorate from Washington University and the Missouri Botanical Garden in St. Louis.

**Lois C. Madrid Sports Complex and Memorial 8 Track** -- 2006

**Marian H. Rochelle Gateway Center** -- 60,000-plus square feet (Construction began in spring 2013. Opening planned for fall 2014). Use "Gateway Center" on second reference. Building includes The McMurry Foundation UW Legacy Hall and the McMurry Foundation Grand Atrium.

**McIntyre Hall** -- 132,226, 1966; Renovation -- 2005; Named for Clara Frances McIntyre, UW English professor (1913–1938).

**McWhinnie Hall** -- 26,625, 1928; Named for Ralph E. McWhinnie, UW registrar (1920–1963).

**Merica Hall** -- 17,651, 1908; Named for Charles Oliver Merica, UW president (1908–1912).

**Old Main** -- 34,098, 1887; UW's first building, now on the National Register of Historic Places.

**Orr Hall** -- 85,361, 1966; Named for Harriet Knight Orr, social sciences and education professor (1920–1945) and member of Board of Trustees (1903–1908).

**Outreach Building (Beta House)** -- 12,567, 1966

**Physical Sciences Building** -- 179,777, 1968; See G.D. Humphrey Science Center

**Red Buttes Environmental Research Laboratory** -- 10,125, 1983

**Rochelle Athletics Center** -- 45,200, 2001; Named for Curtis and Marian Rochelle, whose 1999 gift of \$4.2 million to the university —the largest in UW’s history to date—helped fund construction of the center that bears their names. A native of Lusk and a 1941 UW graduate, Curtis Rochelle served on the UW Board of Trustees (1986–1993).

**Ross Hall** -- 90,655, 1960; Named for Nellie Tayloe Ross, Wyoming’s (and the nation’s) first woman governor (1925–1937).

**Service Building** -- 1954; Renovation – 1980; Addition -- 81,268, 1960

**S.H. Knight Geology Building** – 1902; Addition -- 57,771, 1956; Named for Samuel Howell “Doc” Knight, nationally known geology professor (1914–1968) who was named Wyoming Citizen of the Century in 1999. For more information, see Earth Sciences Building entry.

**Student Health and Nursing Building** -- 30,513, 1960

**University Apartments** --

*Bison Run Village* --

*Single story* -- 151,640, 1955–59.

*Landmark Square* -- 73,128, 1964.

*Lewis Street Apartments* -- 9,500, 1947.

*River Village* -- 104,596, 1995.

*Spanish Walk Apartments* -- 74,715, 1968.

*Summit View Village* -- 104,596, 1995.

**University of Wyoming/Casper College Student Union** – Scheduled completion is November 2013.

**University of Wyoming Plaza** – 2006.

**UniWyo Sports Complex (in Fieldhouse North)** -- 16,264, 1984.

**UW Geological Museum** – The roots of the museum reach back to 1887, the year UW opened//Renovations and maintenance took place during 2012. It re-opened Jan. 12, 2013.

**Bim Kendall House** -- 3,930, 1958; Houses the Haub School of Environmental and Natural Resources.

**Visitor Center** -- 1,339, 1934; Originally the carriage house (later the squash court) for the Cooper House.

**Vocational Annex** -- 27,840, 1996.

**War Memorial Fieldhouse** -- 195,855, 1951; Named to commemorate World War II.

**War Memorial Stadium** -- 1951; Renovation -- 1980, 2004; Addition -- 153,742, 1971; Named to commemorate World War II.

**Washakie Center** -- 70,937, 1966; Renovation -- 2002; Named in honor of Chief Washakie, Eastern Shoshone tribal leader (1804–1900).

**White Hall** -- 134,518, 1967; Named for Laura A. White, history professor (1938–1945).

**William Robertson Coe Library** -- 205,066, 1958; Addition -- 85,676, 1978; Named for William Robertson Coe, benefactor of \$1.8 million endowment for American Studies, donations to War Memorial Fieldhouse, and the library (1869–1955).

**Wyoming Technology Business Center** -- 30,000, 2006.

**Wyoming Geological Survey** -- 59,579, 1954.

**Wyoming Hall** -- 69,579, 1950.

**Wyoming State Veterinary Laboratory** -- 131,819, 1939.

**Wyoming Union** -- 46,770, 1939; Addition -- 80,675, 1960; Addition -- 116,715, 1972; Renovation -- 26,485, 2002.

NOTE: Architectural renderings of 24 major buildings were originally created for UW's Centennial Celebration in 1986. They are available for your use from Marketing.

## Appendix II

### **University of Wyoming Presidents**

NAME: *DATES OF OFFICE*

John Wesley Hoyt: *1887–1890*

Albinus Alonzo Johnson: *1891–96*

Frank Pierrepont Graves: *1896–98*

Elmer E. Smiley: *1898–1903*

Charles Willard Lewis: *1903–04*

Frederick Monroe Tisdell: *1904–08*

James DeLoss Tower: *March 28–May 8, 1908*

Charles Oliver Merica: *1908–1912*

Clyde A. Duniway: *1912–17*

Aven Nelson: *1917–1922*

Arthur Griswold Crane: *1922–1941*

James E. Morrill: *1942–45*

George Duke Humphrey: 1945–1964

John T. Fey: 1964–66

John E. King Jr.: 1966–67

H.T. Person: 1967–68

William D. Carlson: 1968–1978

Hugh B. McFadden: 1978–79

Edward H. Jennings: 1979–1981

Donald L. Veal: 1981–87

Terry P. Roark: 1987–1997

Philip L. Dubois: 1997–2005

Thomas Buchanan: 2005–2013

Robert Sternberg: 2013-???

### Appendix III

#### **Bias-Free Language**

- Every attempt should be made to avoid stereotypes of women and men, minorities, and persons with disabilities.
- Stereotyping in regards to a person's lifestyle, economic status, employment, political affiliation or religion should also be avoided.
- It should not be implied that some interests or activities are intrinsically masculine or feminine.
- Women and girls should be portrayed participating in the same activities and with the same frequency as men and boys.
- Photographs, illustrations and graphic elements should contribute to a bias-free publication and should include a balanced representation of women, men, minorities, and persons with disabilities.
- Materials should not suggest that a particular group can be characterized by any isolated custom or lifestyle to the exclusion of others.
- Avoid implying that all families consist of a mother, father and children. Single parents, step-parents, grandparents, etc., can all make up a family unit.
- Avoid showing females in passive or supporting roles, especially when males are shown in active or leading roles.
- Avoid generic male pronouns. Sometimes you can simply delete the pronoun or you can pluralize the phrase so he or she becomes they.
- Avoid man or mankind. Instead use humanity, people, humankind ancestors, etc.
- Avoid man or master as parts of words or titles. For example, instead use words or phrases like mail carrier, workers, work hours, spokesperson, firefighter, police officer, etc.
- Be specific in referring to disabilities or handicaps by using the name of the condition.

- Do not describe or define people in terms of their personal relationships, and avoid describing them in terms of their physical appearance to the exclusion of other features.
- If it is considered relevant to include ethnic or racial information about a person or group, make sure that parallel information is provided for all groups.
- First-year student, not freshman. Freshmen are first-year students, but not all first-year students are freshmen. We need to differentiate. A first-year student at UW could be a transfer student or non-traditional student coming back to school after many years away from college.
- For further discussion on avoiding the use of offensive language, visit:  
[www.randomhouse.com/words/language/avoid\\_essay.html](http://www.randomhouse.com/words/language/avoid_essay.html).