



SOUTHEAST MISSOURI
STATE UNIVERSITY · 1873

Editorial Style Guide

August 2016

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Introduction

The Southeast Missouri State University News Bureau distributes hundreds of news releases a year. Individual colleges, departments and offices publish even more material. With the proliferation of materials published on campus, the need for consistency in style and usage is more important than ever.

Please refer to the information in the following pages when preparing text for publication, either in print or on the Web, to ensure you are following the official editorial style of Southeast Missouri State University. This guide is a work in progress and will be updated regularly as the need arises. Please feel free to call the University News Bureau at (573) 651-2552 with any questions you may have concerning University style.

Aug. 8, 2016

News Dissemination Process

The News Bureau regularly distributes news releases to the media – radio and television stations, and daily and weekly newspapers – by email and online. Official University news releases are available to news media at <http://news.semo.edu>. The News Bureau suggests that news about the University be distributed by this office. If you would like information distributed to the media in the form of an official University news release, please contact the News Bureau at (573) 651-2552 to assist you with this process. The News Bureau has lists of local and regional media contacts and has processes in place for disseminating news to them about the University on a regular and timely basis.

Formatting News Releases

1. News releases distributed by the University News Bureau must be accurate, grammatically correct and well written.
 2. Do not send out a news release with misspelled words. Proofread carefully and **spell check** every story before turning it in to the director of the News Bureau. If you are in doubt about the spelling of a word, look it up.
 3. Start all news releases on the news release template. (This is available from the News Bureau director.) Use 12-point Times New Roman font.
 4. Headlines should be flush left, bold and in 12-point font with the first letter of each major word capitalized.
 5. Start story with appropriate dateline after paragraph indent.
 - ie. “CAPE GIRARDEAU, Mo., April 8, 2015 – The Southeast Missouri State University Board of Regents today voted to . . .

or

When Southeast stories originate from another city, modify as follows:

“MALDEN, Mo., April 8, 2015 – The Southeast Missouri State University Board of Regents today met in the Harry L. Crisp Bootheel Education Center at Southeast Missouri State University-Malden to discuss . . .”

Refer to “The Associated Press Stylebook” for names of major cities that stand along in datelines.
6. The lead paragraph of every story should make reference to “Southeast Missouri State University,” thus tying the story to the University.

7. Follow steps 8 and 9 only when the intent is to distribute hard copy news releases at an event. Following steps 8 and 9 are not necessary for stories to be published only online and distributed to media via email.
8. When news releases will be printed in hard copy format, use “-more-” at the bottom of first and subsequent pages of a multiple-page news release. The word “-more-” should be bold and centered. Use “# # #” at the bottom of the final page of a multiple-page story or at the bottom of a single-page story. This signifies the end of the news release. The pound signs “# # #” should be centered as well.
9. Pages of a hard copy news release, after the first page, should carry a slug in the Upper left-hand corner. The slug should be one to three words that summarize the story in bold capital letters. Single spaced underneath of it should be in bold: --Add (One, Two, Three ...).
 - ie. On the second page of the story:
BLACK HISTORY MONTH
--Add One
 - ie. On the third page of the story:
BLACK HISTORY MONTH
--Add Two
 - ie. On the fourth page of the story:
BLACK HISTORY MONTH
--Add Three
10. Email drafts of stories to the faculty/staff source for your story. Get their approval and make suggested changes prior to submitting it to the News Bureau director for review.
11. Do not distribute any story to media until it has been approved by the News Bureau director. The News Bureau director must review all stories and will make necessary edits prior to distribution.
12. If a story is sent to one media outlet in a market, the same story must be sent to all competing media, if appropriate. (Exception: The News Bureau Director sends hometowners only to local media outlets in a particular student’s hometown – not to all regional media.)
13. When copying news releases, the first page of news releases should be copied on University letterhead. Subsequent pages should be copied on plain copy paper.

Style

News writers are expected to be familiar with accepted journalistic style. Please refer frequently to “The Associated Press Stylebook” when preparing stories for release to the news media. Following is a list of some of the most commonly referred to rules. Please refer to “The Associated Press Stylebook” for items not covered here. “The Associated Press Stylebook” may be purchased at Southeast Bookstore.

ABBREVIATIONS

1. Do not abbreviate United States when used as a noun; only when used as an adjective.
2. Use the abbreviations Ave., Blvd. and St. only with a numbered address. (ie. **520 Normal Ave.**, but **Normal Avenue**) Do not abbreviate words **alley, drive, terrace, circle, road** and similar address designations. Spell out and capitalize First through Ninth as street names; use figures with two letters for 10th and above.
3. Abbreviate compass points when part of a numbered street address. Spell out if number is not given.
ie. **603 N. Henderson**, but **North Henderson**.
4. Eight state names are never abbreviated. These are **Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas** and **Utah**.
5. Spell out the names of the 50 U.S. states when used in the body of a story, whether standing alone or in conjunction with a city or town. No state name is necessary if it is the same as the dateline.

EIGHT NOT ABBREVIATED: The names of eight states are never abbreviated in datelines or text: **Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas** and **Utah**.

ABBREVIATIONS REQUIRED: Use the state abbreviations listed below:

--In conjunction with the name of a city or town **in most datelines**.

Ala.	Md.	N.D.
Ariz.	Mass.	Okla.
Ark.	Mich.	Ore.
Calif.	Minn.	Pa.
Colo.	Miss.	R.I.
Conn.	Mo.	S.C.
Del.	Mont.	S.D.
Fla.	Neb.	Tenn.
Ga.	Nev.	Vt.
Ill.	N.H.	Va.

Ind.	N.J.	Wash.
Kan.	N.M.	W.Va.
Ky.	N.Y.	Wis.
La.	N.C.	Wyo.

Do not use the two-letter postal abbreviations, except when being used with full addresses, including ZIP Code.

PUNCTUATION: Place one comma between the city and the state name, and another comma after the state name, unless ending a sentence or indicating a dateline.

6. Capitalize the names of months in all uses. When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov. and Dec. Spell out when using alone or with a year alone.

When a phrase lists only a month and a year, do not separate the year with commas. When a phrase refers to a month, day and year, set off the year with commas.

- ie. January 1972 was a cold month.
- Jan. 2 was the coldest day of the month.
- His birthday is May 8.
- Feb. 14, 1987, was the target date.

ACADEMIC MATTERS

1. On first reference, the University should be referred to as **Southeast Missouri State University**.

On second reference, the **University**, **Southeast** or **Southeast Missouri State** is acceptable. **SEMO** is unacceptable, except in references to the Southeast athletic teams.

2. Use an apostrophe in **bachelor's degree**, **master's degree**, etc.

ie. He has a bachelor's degree in criminal justice.

3. When stating the full degree, capitalize the name of the degree, but not the discipline. Also, do not use the word "degree" in these references as it is repetitive. The only disciplines that should be capitalized are names of foreign languages, such as English.

ie.

Correct: He holds a Bachelor of Science in biology
She has a Bachelor of Arts in English.

Incorrect: She holds Bachelor of Arts degree in psychology.

4. The Master of Business Administration or Master of Business Administration program is referred to on second reference as the MBA (no periods) program.

5. Use **doctoral degree** or **doctorate**. Do not use doctorate degree.
ie.

Correct: He holds a **doctoral degree** in physics.

He holds a doctorate in physics.

Incorrect: He holds a doctorate degree in physics.

6. **Course work** is two words.

7. In references to academic departments, they should be called “**Department of (discipline)**”
The words “Department” and the discipline (ie. Music) should both be uppcased.

Correct:

Department of Polytechnic Studies

Department of English

Department of Music

Incorrect:

Music Department

English Department

When referring to multiple departments in the same reference, lowercase the word “departments” and the discipline, except when the discipline is a proper noun, such as English.

ie. “The **departments of math and biology** are cosponsoring a conference today.”

ie. “The **departments of English and psychology** are cosponsoring a conference today.”

8. Lowercase names of disciplines, except in reference to languages.

ie. He is studying **mathematics** and **English**.

ie. She is majoring in **Spanish** with a minor in **history**.

9. **Healthcare** is **one** word when used in reference to degree programs and courses incorporating the word healthcare, such as:

Bachelor of Science in **Healthcare** Management

Master of Science in **Healthcare** Management

Healthcare Economics

10. **Capitalize college when part of a proper name:** “The College of Science, Technology and Agriculture is planning a field trip to visit Boeing in St. Louis,” but “The college currently has six departments.”

11. Please refer to the following list for the proper names of Southeast's Colleges and Schools:

College of Education
College of Health and Human Services
College of Liberal Arts
College of Science, Technology and Agriculture
Donald L. Harrison College of Business
Earl and Margie Holland School of Visual and Performing Arts
School of Graduate Studies
School of University Studies
School of Extended Learning
Online Learning

12. Please refer to the following list for the proper names of Southeast's academic departments.

Donald L. Harrison College of Business

Department of Accounting
Department of Economics and Finance
Department of Management and Marketing

College of Education

Department of Educational Leadership and Counseling
Department of Elementary, Early and Special Education
Department of Middle and Secondary Education

College of Health and Human Services

Department of Aerospace Studies
Department of Communication Disorders (**note the s on Disorders**)
Department of Criminal Justice and Sociology
Department of Health, Human Performance and Recreation
Department of Human Environmental Studies
Department of Nursing
Department of Social Work

College of Liberal Arts

Department of Communication Studies
Department of English
Department of Global Cultures and Languages
Department of History
Department of Mass Media
Department of Political Science, Philosophy and Religion
Department of Psychology
Department of Art (Earl and Margie Holland School of Visual and

Performing Arts)
Department of Music (Earl and Margie Holland School of Visual and
Performing Arts)
Department of Theatre and Dance (Earl and Margie Holland School of
Visual and Performing Arts)

College of Science, Technology and Agriculture

Department of Biology
Department of Chemistry
Department of Computer Science
Department of Mathematics
Department of Physics and Engineering Physics
Department of Agriculture
Department of Polytechnic Studies

13. The Jane Stephens Honors Program is always referred to as such on the first reference. On second reference, "Stephens Honors Program" may be used.
14. The word "theatre" should always be spelled as such, both in reference to a facility or the art.

ACRONYMS

1. In general, avoid alphabet soup. Do not use abbreviations or acronyms which the reader would not recognize. Acronyms should be used only in second and subsequent references. On first use in a story, use the full name of the organization, followed by parentheses containing the abbreviation you intend to use thereafter.

First reference:

ie. Center for Scholarship in Teaching and Learning (CSTL)

Second reference:

ie. The CSTL will hold training sessions Jan. 10-13.

Commonly used University acronyms:

ACE NET – American Council on Education
AFROTC - Air Force ROTC
CAC - Cultural Arts Center
CAP – Certified Administrative Professional
CBEC - Crisp Bootheel Education Center
CEU - Continuing Education Unit
CIE – Douglas C. Greene Center for Innovation and Entrepreneurship
CSTL - Center for Scholarship in Teaching and Learning
CPA - Certified Public Accountant

CTS - Clerical Technical Service Employee Staff Council
 CBHE - Coordinating Board for Higher Education
 DICE – Dollars for Innovative Campus Events
 DPS - Department of Public Safety
 FFR - Funding For Results
 IFC – Interfraternity Council
 IRIE - Institute for Regional Innovation and Entrepreneurship
 ITV—Instructional Television
 MBA—Master of Business Administration
 MSW—Master of Social Work
 MAP—Missouri Assessment Program
 MMTF – Multi-Modal Transfer Facility
 MOBIUS—Missouri Bibliographic Information User System
 NAC – National Alumni Council
 NPC – National Panhellenic Council
 NPHC – National Pan-Hellenic Council
 OVC – Ohio Valley Conference
 PHEC—Perryville Higher Education Center
 RPDC—Regional Professional Development Center
 RHA—Residence Hall Association
 SAA – Student Alumni Association
 SAC—Student Activities Council
 SBTDC—Small Business & Technology Development Center
 SGA – Student Government Association
 SEK -- Southeast Missouri State University-Kennett
 SEM -- Southeast Missouri State University-Malden
 SES -- Southeast Missouri State University-Sikeston
 TRIO – TRIO Programs
 UC—University Center

****Note that SEMO is unacceptable in all forms except in references to Southeast athletic teams.**

2. Omit periods in most acronyms of three letters or more, unless the result spells an unrelated word. Use periods for abbreviations of two letters. (ie. CIA, FBI, U.S.)

AGE

Always use figures. When the context does not require *years* or *years old*, the figure is presumed to be years. Ages expressed as adjectives before a noun or as substitutes for a noun use hyphens.

ie. A 5-year-old boy, but the boy is 5 years old. The woman, 26, has a daughter 2 months old. The law is 8 years old. The race is for 3-year-olds. The woman is in her 30s (no apostrophe).

ALUMNI

On first reference, use “**Southeast Missouri State University Alumni Association.**” On second and subsequent references, “**Alumni Association**” is acceptable. “Alumni Services” is the name of an office only and should not be used.

Correct

Homecoming is sponsored by the Southeast Missouri State University Alumni Association.

Incorrect

Homecoming is sponsored by Alumni Services.

alumnus - a male graduate

alumna - a female graduate

alumni - plural form for a group of male and female graduates or a group of male graduates

alumnae - plural form for a group of female graduates

ATHLETICS

1. Men’s and women’s athletic teams at Southeast are known as the Redhawks.
2. “SEMO” is acceptable on second reference as it concerns Southeast athletic teams.
3. The “R” of Redhawks should always be capitalized.
4. Use “Redhawks” as a noun (i.e. “the football Redhawks”).
5. Use “Redhawk” as an adjective (i.e. “Redhawk football”).
6. Redhawk/Redhawks is one word
7. Names of sports, used in combination with athletic teams, are lowercased.
 - ie. The football Redhawks knocked off Murray State in their home opener last night.
 - ie. The softball Redhawks will take on Southern Illinois University at 2 p.m. at the Southeast Softball Complex.
8. “Halftime” is one word.

BOARD OF REGENTS

1. Capitalize “Board of Regents.”
2. Regent should be capitalized in the following usage:
Regent Donald LaFerla
3. On second reference, the Board of Regents may be referred to as “the Board” or “the Regents.”

BOARD OF DIRECTORS

In all references, lowercase “board of directors.”

ie. He serves on the board of directors of Saint Francis Medical Center.

BOX OFFICES

When writing about the purchase of tickets, use **Show Me Center Box Office** or **River Campus Box Office**.

BUILDINGS/FACILITIES/CENTERS/OPERATIONS

When referring to buildings, facilities, centers and others operations on the Southeast campus and on Southeast’s satellite campuses, please refer to the following list for the proper terminology.

Abe Stuber Track and Field Complex
Academic Hall
Academic Hall Auditorium
Aleen Vogel Wehking Alumni Center
Art Building (houses Department of Global Cultures and Languages)
The Arrow
Baptist Student Center
Barbara Hope Kem Statuary Hall
Brandt Hall of Music
Business Incubator
Campus Health Clinic
Capaha Field – home field for Southeast baseball Redhawks
Carnahan Hall
Catholic Campus Ministry (encompasses Chapel of St. Thomas Aquinas,
Newman Center and Marquette Center)
Center for Economic and Business Research
Center for Entrepreneurial Studies and Small Business
Center for Environmental Analysis
Center for Faulkner Studies

Center for International Studies
Center for Regional History
Center for Scholarship in Teaching and Learning
Center for Speech and Hearing
Center for Student Involvement
Center for Writing Excellence
Central Receiving
Charles Hutson Horticulture Greenhouse
Charles Nemanick Alternative Agriculture Garden
Cheney Hall
Child Care Resource & Referral
Cottonwood Treatment Center
Cultural Arts Center (CAC) (new construction adjacent to Seminary Building at River Campus)
David M. Barton Agriculture Research Center
Dearmont Hall
Dempster Auditorium (located in Rosemary Berkel Crisp Hall of Nursing)
Department of Public Safety (campus police)
Donald C. Bedell Performance Hall (Bedell Performance Hall on second reference)
Douglas C. Greene Center for Innovation and Entrepreneurship (CIE on second reference)
Earl and Margie Holland School of Visual and Performing Arts (Holland School of Visual and Performing Arts on second reference)
Facilities Management Service Center
Forrest H. Rose Theatre (*note the spelling of Theatre)
General Services 1
General Services 2
General Services 3
Geronimo's
Girardot Center
Grauel Building
Group Housing
Harrison-Huhn East Wing (at River Campus)
Harry L. Crisp Bootheel Education Center (*note: Use this when specifically referring to the building that houses the Malden regional campus.)
Henderson Hall
Hoover Eldercare Center
Horizon Enrichment Center
Houck Field House – home to Southeast gymnastics and Southeast volleyball
Houck's Place
Houck Stadium
Human Resources
Information Technology
Institute of Gerontology
John and Betty Glenn Auditorium (located in Robert A. Dempster Hall)

John and Betty Glenn Convocation Center (located at River Campus)
 Johnson Faculty Centre (***note** the spelling of Centre)
 Johnson Hall
 Kala M. Stroup Fountain on the Plaza
 Kenneth & Jeanine Dobbins River Campus Center
 Kent Cafe
 Kent Library
 KRCU Radio
 KSEF Radio
 Learning Assistance Programs and Disability Support Services
 Lutheran Chapel of Hope
 Magill Hall
 Mark F. Scully Building
 Memorial Hall
 Multi-Modal Transfer Facility (park and ride lot)
 Myers Hall
 Otto and Della Seabaugh Polytechnic Building
 Pacific Hall
 Parker Hall
 Power Plant
 Rare Book Room
 Redhawks Market
 Rhodes Hall of Science
 River Campus
 River Campus Box Office
 Robert A. Dempster Hall (***note**: Glenn Auditorium is in Robert A. Dempster
 Hall. Dempster Auditorium is in Rosemary Berkel
 Crisp Hall of Nursing.)
 Robert F. and Gertrude L. Shuck Music Recital Hall
 Rosemary Berkel Crisp Hall of Nursing (***note**: Dempster Auditorium is in
 Rosemary Berkel Crisp Hall of Nursing
 and is **not** in Robert A. Dempster Hall)
 Rosemary Berkel and Harry L. Crisp II Museum
 Rosengarten Athletic Complex
 Rowdy's
 Sadie's Place
 Seminary Building (old historic red brick building on River Campus)
 Serena
 Show Me Center
 Show Me Center Box Office
 Skylight Terrace
 Small Business and Technology Development Center
 Southeast Bookstore
 Southeast Law Enforcement Academy
 Southeast Missouri Music Academy

Southeast Missouri State University Autism Center for Diagnosis and Treatment
(Southeast Missouri State University Autism Center or University Autism Center
on second reference)
Southeast Missouri State University - Kennett
Southeast Missouri State University - Malden
Southeast Missouri State University - Sikeston
Southeast Online
Southeast Softball Complex
St. Louis Outreach Office
St. Vincent's Commons
Starbucks
Student Financial Services
Student Publications
Student Recreation Center
Subway
Technology Resource Center
Telecommunications
Textbook Services
The Missouri Research Corporation (*note: "The" is part of the official title)
Towers Café
Towers Complex
Transitway
University Center
University School for Young Children
We Proudly Serve Starbucks
Wendy Kurka Rust Flexible Theatre
Wesley House
Willard Duncan Vandiver Hall
William A. and Christene Merick Residence Hall
Wildwood

COMMAS IN A SERIES

Use commas to separate elements in a series, but do not put a comma before the conjunction in a simple series.

- ie. The flag is red, white and blue.
- ie. He would nominate Tom, Dick or Harry.

Put a comma before the concluding conjunction in a series, however, if an integral element of the series requires a conjunction.

- ie. I had orange juice, toast, and ham and eggs for breakfast.

Use a comma also before the concluding conjunction in a complex series of phrases.

- ie. The main points to consider are whether the athletes are skillful enough to compete, whether they have the stamina to endure the training, and whether

they have the proper mental attitude.

COMMON HOUR

The Common Hour (both words uppercased in all references) is the period of time each Wednesday during the academic year from noon to 1:15 p.m. when no classes are scheduled across the campus. The purpose of the Common Hour at Southeast is to provide the opportunity for students, faculty and staff to develop a sense of community by participating in a variety of intellectually stimulating, socially relevant activities.

COMPOSITION TITLES

1. Titles of books should have quotation marks around them on all references. Principal words in a title should be capitalized. Articles such as *the*, *a*, *an* or words with fewer than four letters should be capitalized if they are the first or last words in a title.

ie. "Of Mice and Men" is a literary classic.

ie. "Against All Enemies" is a New York Times best seller.

The only composition titles that should not include quotation marks are the Bible and books that are mainly catalogs of reference materials, such as dictionaries, encyclopedias, directories, etc.

2. Put quotation marks around song titles, play titles, titles of lectures and speeches, television programs and movie titles.

ie. Selections on the concert program will include "Fantasia in G," "Folk Song Suite," "Irish Tune from County Derry," "Shepherd's Hey" and "First Suite in E flat, Opus 28, No. 1."

CONTACT INFORMATION

When including contact information in University publications, the standardized closure should follow this format:

Office of XXXXXX
Southeast Missouri State University
One University Plaza MS NNNN
Cape Girardeau, MO 63701-4799
(573) NNN-NNNN
(573) NNN-NNNN fax
department@semo.edu
semo.edu (this may link to the department's page)

Here is the format, using the Office of Admissions as an example:

Office of Admissions
Southeast Missouri State University
One University Plaza MS 3550
Cape Girardeau, MO 63701-4799
(573) 651-2590
(573) 651-5936 fax
admissions@semo.edu
semo.edu (Note the url should be black and should not be underlined.)

DATELINE

Stories should begin with a dateline following this format:

ie. “CAPE GIRARDEAU, Mo., Sept. 1, 2016 – The Southeast Missouri State University Board of Regents today voted to . . .

or

When Southeast stories originate from another city, modify as follows:

“MALDEN, Mo., Sept. 1, 2016 – The Southeast Missouri State University Board of Regents today met in the Harry L. Crisp Bootheel Education Center at Southeast Missouri State University-Malden to discuss . . .”

Refer to “The Associated Press Stylebook” for names of major cities that stand alone (without state abbreviations) in datelines.

DATES

1. Always use Arabic figures, without *st*, *nd*, *rd* or *th*.
ie. Dec. 1 not Dec. 1st
2. When referring to a span of time, hyphenation is acceptable.
Correct
The carnival is scheduled for Sept. 23-26.
Incorrect
The carnival is scheduled for Sept. 23 to Sept. 26.
3. When referring to the time of an event use the following sequence
1) time
2) date
3) place
ie. The concert is scheduled for 6:30 p.m. Oct. 4 in the Show Me Center.

4. Capitalize the names of months in all uses. When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov. and Dec. Spell out when using alone, or with a year alone.

ie. Jan. 5

ie. June 23

ie. Spring semester classes at Southeast Missouri State University begin in January.

ie. The cybersecurity program began in August 2011.

5. When a phrase lists only a month and a year, do not separate the year with commas. When a phrase refers to a month, day and year, set off the year with commas.

ie. Registration for student parking permits opens in July 2016.

ie. Commencement is planned for May 14, 2016, in the Show Me Center.

DOLLARS

1. Always lowercase the word “dollars.”
2. Use figures and the “\$” in all except casual references or amounts without a figure.
 - ie. The book cost \$4.
 - ie. The student used a dollar to buy candy at Southeast Bookstore.
 - ie. Dollars are flowing in the local economy.
3. For specified amounts, the word takes a singular verb.
 - ie. Southeast Missouri State University-Kennett's fund-raising goal is \$400,000.
4. For amounts of more than \$1 million, use the “\$” and numerals up to two decimal places. Do not link the numerals and the word by a hyphen.
 - ie. The project is budgeted at \$35.6 million.
 - ie. It is worth exactly \$35,605,432.
 - ie. He proposed a \$42 million budget.
5. The form for amounts less than \$1 million: \$4, \$25, \$500, \$1,000, \$650,000

FISCAL YEARS

The University’s fiscal year runs from July 1 to June 30. When referring to fiscal years, “FY” or “fiscal” is acceptable.

Correct: FY2017 (note no space between FY and 2017)

Correct: fiscal 2017

Incorrect: fiscal year 2017 (the word “year” is repetitive in this context because 2017 represents the year.)

Incorrect: Fiscal Year 2013

7FOUNDATION

The official name of the foundation is the **Southeast Missouri University Foundation** and should be used on first reference. The word “State” is **not** part of this title. “University Foundation” is acceptable on second and subsequent references.

GOVERNING BOARDS

The Governing Board for the University is called the **Board of Regents**. Uppercase on first reference. On second and subsequent references, use “the Board” or “the Regents.”

The Governing Board for the Show Me Center is the **Show Me Center Board of Managers**. Uppercase on first reference. Use “board of managers” on second and subsequent references.

The Governing Board for the River Campus is the **River Campus Board of Managers**. Uppercase on first reference. Use “board of managers” on second and subsequent references.

The **Coordinating Board for Higher Education (CBHE)** oversees the Missouri Department of Higher Education. Uppercase on all references. Use CBHE on second and subsequent references.

Executive Staff refers to the president of the University and his senior administrative team. Lowercase except when the term starts a sentence.

Administrative Council is a campus organization whose membership comprises University administrators. Uppercase on all references.

Faculty Senate is the leadership body for the Southeast faculty. Uppercase on first reference. Use “the Senate” on second and subsequent references.

Professional Staff Council is the leadership body for University employees classified as professional staff. Uppercase on first references. Use “the council” on second and subsequent references.

Clerical-Technical-Service (CTS) Employee Staff Council is the leadership body for University employees classified in clerical, technical or service positions. Uppercase on first reference. Use “CTS” on second and subsequent references.

GREEK LIFE

1. **Interfraternity Council (IFC)** serves as the governing body of the entire Southeast fraternal system.

Use “Interfraternity Council” on first reference and “IFC” on second and subsequent references. On first use in a story, use the full name of the organization, followed by parentheses containing the abbreviation.

Members of Southeast's IFC are:

Delta Chi
Lambda Chi Alpha
Pi Kappa Alpha
Phi Delta Theta
Sigma Chi
Sigma Nu
Sigma Phi Epsilon
Sigma Tau Gamma
Theta Xi
Tau Kappa Epsilon

2. **Panhellenic Council (PC)** is the governing board of the six sororities at Southeast.

Use Panhellenic Council on first reference and PC on second and subsequent references. On first use in a story, use the full name of the organization, followed by parentheses containing the abbreviation.

Members are:

Alpha Chi Omega
Alpha Delta Pi
Alpha Phi
Alpha Xi Delta
Delta Delta Delta
Gamma Phi Beta
Sigma Sigma Sigma

3. **National Pan-Hellenic Council (NPHC)** is an organization that fosters the goals and objectives of the nine national fraternities and sororities that are historically African-American. Use National Pan-Hellenic Council on first reference and NPHC on second and subsequent references. On first use in a story, use the full name of the organization, followed by parentheses containing the abbreviation.

Sororities and fraternities holding membership in NPHC at Southeast are:

Alpha Phi Alpha Fraternity, Inc.
Delta Sigma Theta Sorority, Inc.
Sigma Gamma Rho Sorority, Inc.
Iota Phi Theta Fraternity, Inc.
Zeta Phi Beta Sorority, Inc.

MAGAZINE TITLES

Magazine titles should be capitalized but should not be placed in quotes. Lowercase magazine unless it is part of the publication's formal title.

ie. Harper's Magazine

ie. Newsweek magazine

ie. Time magazine

MINORITY TERMINOLOGY

1. Use African-American in most references. Use black only in reference to Black History Month, which is in February. The name of the campus office serving minorities is called the Office of Minority Student Programs.
2. Native American is the preferred term in reference to American Indians. Where possible, be precise and use the name of the tribe. ie. He is a Navajo commissioner. In news stories about American Indians, such words as *wampum*, *warpath*, *powwow*, *tepee*, *brave*, *squaw*, etc., can be disparaging and offensive. Be careful and certain of their usage.
3. Hispanic is the preferred term for those whose ethnic origin is in a Spanish-speaking country. *Latino* is acceptable for *Hispanics* who prefer that term. Use a more specific identification when possible, such as *Cuban*, *Puerto Rican* or *Mexican-American* or the name of an indigenous group in a Latin American country. Avoid *Chicano* as a synonym for *Mexican-American*. Refer to people of Brazilian and Portuguese origin as such, not as Hispanic.

MUSIC TERMINOLOGY

*Note that the title "Dr." should not be used with music faculty members.

**Titles of selections to be performed at concerts should have quotation marks around them and should not be italicized.

1. Chamber Choir

Use “Chamber Choir” on first reference. Use “the choir” on second and subsequent references.

2. Choral Union

Use “Choral Union” on first and all subsequent references. Do not use an abbreviated title. (“The Union” is incorrect.)

3. Clark Terry/Phi Mu Alpha Jazz Festival

Use the full title on first reference. Use “jazz festival” on second and subsequent references.

4. Concert Band

Use “Concert Band” on first reference and “the band” on second and subsequent references.

5. Iota Psi chapter of Phi Mu Alpha Sinfonia

Use “Iota Psi chapter of Phi Mu Alpha Sinfonia” on first reference and “the Iota Psi chapter” on second and subsequent references.

6. Jazz Lab Band

Use “Jazz Lab Band” on first reference. Use “the band” on second and subsequent references.

7. Jazz Sultans

8. Opera Workshop

Use “Opera Workshop” on first reference. Use “the workshop” on second and subsequent references.

9. Percussion Ensemble

Use “Percussion Ensemble” on first reference. Use “the ensemble” on second and subsequent references.

10. Southeast Baroque Ensemble

Use the full name on first reference. Use “the ensemble” on second and subsequent references.

11. Southeast Chamber Winds

Use “Southeast Chamber Winds” on first reference. Use “chamber winds” on second and subsequent references.

12. Southeast Guitar Ensemble

Use “Southeast Guitar Ensemble” on first reference. Use “guitar ensemble” on second and subsequent references.

13. Southeast Missouri Music Academy

Use “Southeast Missouri Music Academy” on first reference and “the Music Academy” on second and subsequent references.

14. Southeast Missouri State University Color Guard

Use “Southeast Missouri State University Color Guard” on first reference. Use “the guard” on second and subsequent references.

15. Southeast Missouri State University Marching Band

Use “Southeast Missouri State University Marching Band” on first reference. Use “Southeast Marching Band” on second and subsequent references.

16. Southeast Missouri Symphony Orchestra (previously University Orchestra)

Use the full name on first reference. Use “the orchestra” on second and subsequent references.

17. Southeast Show Band

Use “Southeast Show Band” on first reference. Use “the show band” on second and subsequent references.

18. Steel Drum Band

19. Studio Jazz Ensemble

Use “Studio Jazz Ensemble” on first reference. Use “the ensemble” on second and subsequent references.

20. Southeast Wind Symphony

Use “Southeast Wind Symphony” on first reference. Use “wind symphony” on second and subsequent references.

21. University Choir

Use “University Choir” on first reference. Use “the choir” on second and subsequent references.

NEWSPAPER NAMES

Newspaper titles should not be placed in quotes. Capitalize *the* in a newspaper's name if that is the way the publication prefers to be known.

ie. The New York Times

ie. the Southeast Missourian

Where location is needed but is not part of the official name, use parentheses.

ie. St. Louis (Mo.) Post-Dispatch.

NUMERALS

1. Spell out whole numbers below 10; use figures for 10 and above.
ie. They had three sons and two daughters
ie. They had a fleet of 10 station wagons and two buses.
2. Spell out *first* through *ninth* when they indicate sequence in time or location: *first base, the First Amendment, he was first in line*. Starting with *10th* use figures.
3. Spell out a numeral at the beginning of a sentence. If necessary, recast the sentence. There is one exception – a numeral that identifies a calendar year.
i.e.
Incorrect
993 freshmen entered Southeast last year.
Correct
Last year, 993 freshmen entered Southeast.
Correct
1976 was a very good year.
4. With proper names, use words or numerals according to an organization's practice: *3M, Twentieth Century Fund, Big Ten*.

ON CAMPUS/OFF CAMPUS

Hyphenate “on campus/off campus” only when using these as adjectives. When using these terms as adverbs, they do not require hyphenation.

Adjectives

- ie. The sorority members live in an off-campus house.
- ie. The smoke detectors are being provided to off-campus students.

Adverbs

- ie. Journey magazine is hosting a poetry reading on campus today.
- ie. The concert is being held off campus in Old St. Vincent's Church.

PERCENT

One word. It takes a singular verb when standing alone or when a singular word follows an *of* construction:

- ie. The teacher said 60 percent was a failing grade.
- ie. He said 50 percent of the membership was there.

It takes a plural verb when a plural word follows an *of* construction.

- ie. He said 50 percent of the members were there.

PERCENTAGES

Use figures

- ie. 1 percent
- ie. 2.5 percent (use decimals, not fractions)
- ie. 10 percent

For amounts less than 1 percent, precede the decimal with a zero.

- ie. The cost of living rose 0.6 percent.

Repeat *percent* with each individual figure.

- ie. He said 10 percent to 30 percent of the electorate may not vote.

PHONE NUMBERS

All long distance phone numbers should be written in the following format:

- ie. (573) XXX-XXXX

All local phone numbers, when the text is being directed to the local (Cape Girardeau) audience, may be written as:

- ie. XXX-XXXX.

When referring to extensions on campus, the proper format is:

- ie. ext. 232.

PUBLICATIONS

Southeast's student newspaper is called The Arrow. "The" is part of the title.

Southeast's literary magazine is called Journey.

RESIDENCE HALLS

When writing about on-campus living, Southeast students live in **residence halls**, not **dorms**. A complete listing of on-campus living facilities follows.

Towers Complex (contains Towers North, Towers South, Towers East, Towers West)

Cheney Hall

Dearmont Hall

Donald G. and Gloria King LaFerla Hall

Group Housing (where Greek students are housed)

Henderson Hall

Kenneth & Jeanine Dobbins River Campus Center

Myers Hall

Willard Duncan Vandiver Hall

William A. and Christene Merick Residence Hall

SEASONS/SEMESTERS

Do not capitalize seasons of the year or semesters, but do capitalize events of the collegiate year.

ie. Family Weekend, Homecoming

ie. fall semester, spring semester

STUDENTS

When referring to a student in a news release, please look up the student's name on Banner to determine if the student has requested a confidentiality hold. If there is a hold, news releases about the student cannot be issued. If there is no hold, look up the student's hometown, year in school and major, and use this information on first reference.

i.e. Mary Smith of Perryville, Missouri, a junior political science major, is coordinating the voter registration drive.

or

Mary Smith, a junior political science major from Perryville, Missouri, is coordinating the voter registration drive.

TECHNOLOGY TERMS

blog

Blu-ray (note the uppercase B and always use a hyphen; do not uppercase the "r")

CD-ROM (note all letters are uppercase and always use a hyphen)

cellphone (lowercase and one word)

cyber (lowercase)

dot-com (lowercase and always use a hyphen)

DVD (all letters should be uppercase)

email (lowercase and one word) Acceptable in all references for electronic mail. Use a hyphen with other e-terms: e-book, e-commerce.

homepage (lowercase and always one word)

http:// (use only when needed for clarification)

internet (always lowercase the "i")

iPod (Note the “i” is lowercase and the “P” is uppercase. iPod is one word.)

iTunes (Note the “i” is lowercase and the “T” is uppercase. iTunes is one word.)

JPEG (or JPG) (all letters should be uppercase)

Facebook (Note this is one word, and the “F” should be uppercase.)

listserv (Note the “l” is lowercase, and there is no “e” on the end.)

log in (action) (Note this is two words.)

login (noun) (Note this is one word.)

online (one word in all references)

PDF (Note all letters are capitalized.)

podcast (one word and lowercase in all references)

portal (Lowercase in all references.)

smartphone (one word and lowercase in all references) An advanced cellphone that allows for email, Web browsing and downloadable applications.

Twitter (The “T” should be uppercase.)

Web should be capitalized in all references.

webcast (Note this is one word, and the “w” is lowercase.)

webinar (This is one word and should be lowercase in all references.)

website (This is one word and should be lowercase in all references.)

Wi-Fi (Note the “W” and “F” should be capitalized; always include a hyphen.)

wiki (Note all letters are lowercase.)

World Wide Web (Note this is three words, and each “W” is uppercase.)

YouTube (Note both the “Y” and “T” are uppercase, and this is all one word.)

TERMINOLOGY

accreditation – is an often misspelled word

book launch – is two words

book signing – is two words

course work -- is two words

executive staff – refers to the president of the University and his senior administrative team. Lowercase except when the term starts a sentence.

groundbreaking -- is one word

halftime – one word

Homecoming – capitalize on all references

long-term, long term – Hyphenate when used as a compound modifier: (ie. “We will win in the long term. He has a long-term assignment.”)

multicultural – is one word

ribbon cutting – is two words

short-term, short term - Hyphenate when used as a compound modifier: (ie. “The University plans to accomplish the goal in the short term. This is a short-term issue.”)

under way – is two words

THAT

Use the conjunction “that” to introduce a dependent clause if the sentence sounds or looks awkward without it. There are no hard and fast rules. However, if you use “that,” go back and reread the sentence. If the sentence makes sense without it, drop “that” from the sentence.

Unnecessary Use of “That”: Reinagel plans to hone his international business skills so that he can succeed in the job market.

Correct: Reinagel plans to hone his international business skills so he can succeed in the job market.

TIME

1. Use “Monday, “Tuesday,” etc., for days of the week within seven days before or after the current date. Use the month and a figure for dates beyond this range. Avoid such redundancies as “last Tuesday” or “next Tuesday.” The past, present or future tense used for the verb usually provides adequate indication of which Tuesday is meant.
 - ie. He said he finished the job Tuesday. She will return on Tuesday.

2. When referring to the time that an event will take place, the preferred order of the elements is 1) time 2) day 3) place.
 - ie. The concert is scheduled for 8 p.m. Sept. 23 in Academic Auditorium.

3. Use figures except for “noon” and “midnight.” Use a colon to separate hours from minutes. Do not use “00” in reference to times at the top of the hour.
 - Correct
11 a.m., 1 p.m., 3:30 p.m.

 - Incorrect
11:00 a.m., 1:00 p.m.

TITLES

1. Names of faculty members, on first reference, should be **preceded by Dr.** (when appropriate) and followed by a **comma, their academic title, and another comma**. Note that the title “Dr.” should not be used with the music faculty. Please refer to the back of the *University Bulletin* for current faculty titles.
 - ie. Dr. Gerald McDougall, associate provost for Extended Learning and dean of the Donald L. Harrison College of Business, recently commented on the national economic downturn.

 - ie. Dr. Jeremy Barnes, professor of health, human performance and recreation, spoke to the group about the benefits of aerobic exercise.

 - ie. Sara Edgerton, director of the Southeast Missouri Symphony Orchestra, said the fall concert season will open with a spectacular performance.

2. Titles, in general, should be **lowercased** when they follow a name and **uppercased** when they precede a name.
 - ie. Barack Obama, president of the United States

 - ie. President Barack Obama

3. Names of staff members, on first reference, should include first and last name, followed by a **comma, their title and another comma**. Please refer to the back of the University Bulletin for current staff titles.
 - ie. Lenell Hahn, director of Admissions, spoke at Show Me Day.

4. Titles containing **official names of units** should be uppercased. **Functional titles or titles that contain offices within units** should be lowercased.
 - ie. Tom Hadler, project manager with Facilities Management, said construction on the project should begin in November.

 - ie. Trudy Lee, **assistant vice president of planned giving**, commented on the University's Horizons Program.

 - ie. Dr. Bruce Skinner, **assistant vice president of advancement services**, said students should begin moving into residence halls on Aug. 21.

5. On second reference, faculty and staff members should be referred to by their last names.
 - ie. **Mangels** said higher education in Missouri is plagued by budgetary issues.

6. Middle initials are never used, except when referring to major donors for whom buildings have been named.
 - ie. Harry **L.** Crisp Bootheel Education Center

 - ie. Donald **L.** Harrison College of Business

 - *Exception also is made for **Pamela A. Vargas**, wife of Dr. Carlos Vargas, president of Southeast Missouri State University, who prefers her middle initial be used on all references.

7. First initials are used only when a person uses their first initial but is known by their middle name.
 - ie. M. Juan Crites, director of Publications/Public Services

8. When referring to the president of the University in **formal, external correspondence**, use Dr. Carlos Vargas, president of Southeast Missouri State University. In **internal and more casual references**, use, **Carlos Vargas**, president of Southeast Missouri State University, or **Dr. Carlos Vargas**, president of Southeast Missouri State University.

When referring to Dr. Carlos Vargas' wife, use **Pamela A. Vargas**.

9. In referring to heads of academic departments, the proper terminology is **“department chair”** or **“chair.”**

ie. Dr. Judy Wiles is currently serving as department chair.

ie. Dr. Judy Wiles, chair of the Department of Management and Marketing, led a discussion on branding at a national conference.

Lowercase **department** and uppercase **Chair** in references such as:

ie. department Chair Judy Wiles

10. In referring to heads of colleges and schools, the proper terminology is **dean**.

ie. Dr. Chris McGowan, **dean** of the College of Science, Technology and Agriculture

ie. Dr. Frank Barrios, **dean** of the College of Liberal Arts and School of University Studies

Current Deans and Associate Deans

--Dr. Francisco Barrios, dean of the College of Liberal Arts and School of University Studies

--Dr. Sophia Scott, associate dean of the College of Science, Technology and Agriculture

--Dr. Allen Gathman, dean of Online Learning and interim dean of the School of Graduate Studies

--Dr. Morris Jenkins, dean of the College of Health and Human Services

--Dr. Gary Johnson, associate dean of the Donald L. Harrison College of Business

--Dr. Gerald McDougall, associate provost for Extended Learning and dean of the Donald L. Harrison College of Business

--Dr. Chris McGowan, dean of the College of Science, Technology and Agriculture

--Dr. Michael Parker, associate dean of the College of Health and Human Services

--Dr. Diana Rogers-Adkinson, dean of the College of Education

--Barbara Glackin, dean of Kent Library

--Rhonda Weller-Stilson, associate dean and director of the Earl and Margie Holland School of Visual and Performing Arts

11. Lowercase modifiers such as **history** in **history** Professor Steven Hoffman.

12. Do not precede a name with Dr. and follow it with their academic degree, as in Dr. John Kraemer, Ph.D. Preferred usage is Dr. John Kraemer, who has a doctoral degree in biology/environmental science.

TRIO PROGRAMS

Southeast has two federal TRIO programs on campus. They are:

1. Student Support Services
2. Ronald E. McNair Postbaccalaureate Achievement Program

YEAR

1. Use figures, without commas: “1975.” Use an “s” without an apostrophe to indicate spans of decades or centuries: the 1970s, the 1800s. Years are the lone exception to the general rule in numerals that a figure is not used to start a sentence.

ie. 1976 was a very good year.
2. When referring to a date within the current year, it is not necessary to state the year. References such as “last year” or “next year” also are adequate without stating the year.
3. When using a specific date, the year should be preceded and followed by a comma.

ie. On Sept. 11, 2001, tragedy struck this country.