

Editorial Style Guide

This style guide is meant to establish a cohesive image of Linfield University and to provide readers with consistent, clear communications. This guide provides direction on capitalization, spelling, punctuation and how we talk about Linfield University. As a general rule, Linfield follows The Associated Press Stylebook, or AP style. This style is designed to be easily read and understood by people from a wide variety of backgrounds. Exceptions to AP style are indicated as such. For style questions not addressed here, refer to AP style and Webster's New World Dictionary. Questions may be directed to Kathy Foss, assistant director of strategic communications, at kfoss@linfield.edu or 503-883-2396.

A

a, an: Use the article 'a' before consonant sounds, and the article 'an' before vowel sounds.

- *He earned an NSF grant.*
- *It was a historic event.*

abbreviations, acronyms: Linfield uses a lot of abbreviations and acronyms in its internal communications. While useful, be aware that readers might not automatically understand what they mean and their use should be limited in editorial copy. In general, always write a name or term in full on first reference, and use a parenthetical to indicate the acronym. An acronym then can be used in subsequent references. If the acronym does not appear later in the content, there is no need to add it as a parenthetical. Do not use periods in an acronym.

- Elections are planned for the Associated Students of Linfield University (ASLU). Mack Wildcat served as last year's ASLU president.

academic degrees: In editorial copy, spell out the full degree name on first reference. On second reference, use "bachelor's," "master's," "doctorate," etc.

- Avoid abbreviating degree names in copy: He earned a B.A. in physics.
- Use an apostrophe in bachelor's, master's but not associate degree.
- When used after a name, an academic degree abbreviation is set off by commas: Mack Wildcat, Ph.D., spoke.

- If mention of degrees is necessary to establish someone's credentials, the preferred form is to avoid an abbreviation and use instead a phrase such as: Fatima Kader, who has a doctorate in psychology.
- Academic degrees should only be cited after a name if it is a terminal degree (Ph.D., J.D., etc.) or specialist certification, if its relevant to the content, or upon request from the subject.
- The use of "Dr." as a courtesy title is reserved for medical and veterinarian degrees only.
- A person earns a degree, they do not receive a degree.
- Degrees offered at Linfield:
 - Bachelor of Arts
 - Bachelor of Science
 - Bachelor of Science in Nursing
 - Master of Science
 - Master of Science in Nursing

academic titles: Capitalize and spell out formal titles such as chancellor, chair, etc., when they precede a name. Lowercase elsewhere. For instructors, use the corrected earned title or rank; do not use "Professor" as a courtesy title.

- President Miles K. Davis
- Miles K. Davis, president
- The president said...
- The class was taught by Assistant Professor Mack Wildcat.
- Mack Wildcat, assistant professor of biology, led the seminar.

academic year: Write as 2020-21, omitting the century in the second year.

advisor: Preferred spelling for one who advises. This is an exception to AP style.

afterward, backward, forward, toward: These words do not end in s.

ages: Always use numerals. Use a hyphen when the age precedes the subject.

- The student turned 21.
- The Wildcat is 5 years old.
- The 5-year-old Wildcat.

alumnus, alumni: The forms shown are the singular and plural. Do not use gender-specific options of alumna or alumnae. Do not shorten to “alum” or “alums” in official communications. Class year is denoted after the name of the alumnus. Maiden names appear in parentheses before married name.

- She is an alumnus of Linfield University.
- Linfield alumni gave a record amount.
- Mack Wildcat '20
- Jane (Wildcat) Doe

a.m., p.m.: See *Time*.

ampersand (&): Avoid using ampersands in editorial copy unless part of a company's formal name or composition title: House & Garden, Procter & Gamble, etc. It is okay to use the & in display type, such as headlines or invitations.

annual: An event cannot be described as annual until it has happened at least two consecutive years. Do not use the term “first annual.”

Associated Students of Linfield University: Write out full name on first reference. Use ASLU on second reference.

athletic facilities: Use formal names on first use. Abbreviated versions may be used on further reference. Capitalize formal names.

- Health, Human Performance and Athletics Complex (HHPA Complex on second reference)
- Joe Dancer Park
- Paul Durham Lobby and Foyer

- Roy Helser Field at Jim Wright Stadium (Helser Field on second reference)
- Linfield Aquatics Center
- Linfield Tennis Center
- Michelbook Country Club
- Maxwell Field
- Memorial Stadium
- Rutschman Field House
- Del Smith Stadium
- Hal Smith Fitness Center
- Soccer/Lacrosse Field
- Ted Wilson Gymnasium (Wilson Gym acceptable on second reference)

B

baccalaureate, Baccalaureate: No capitalization when describing a bachelor's degree or the exam intended to qualify a candidate for higher education. Capitalize in reference to the event held on Commencement Weekend.

bachelor's degree: Informal form of Bachelor of Science or Bachelor of Arts degree. See *also Academic Degrees*.

Board of Trustees: Uppercase only when used in its entirety, lowercase in other uses. Capitalize trustee or governor only when used before a name as a title, but lowercase after a name.

- The Board of Trustees meets regularly.
- The trustees agreed to the measure.
- The speaker was Trustee Mack Wildcat.
- Mack Wildcat, a trustee, spoke.

book titles: See *Composition Titles*.

bookstore, Linfield University Bookstore: Capitalize the formal name. Lowercase in all other references.

building names: When referring to the official name of the building, capitalize all principal words. When using a generic name, don't capitalize. On the new Portland campus, proper names of buildings are "Building" (capitalized) followed by the appropriate numerical.

See also Athletic Facilities, Hewlett-Packard Apartments and Residence Halls.

- University Advancement is located in Melrose Hall.
- I'll meet you in the auditorium.
- The nursing class is held in Building 3.

Buildings owned by the university include:

- Vivian A. Bull Music Center
- Cook Hall
- Cozine Hall
- T.J. Day Hall
- Dillin Hall
- Emmaus House
- Facilities
- Kenneth W. Ford Hall
- Graf Hall
- Health, Human Performance and Athletics Complex
- Mac Hall
- Malthus Hall
- Melrose Hall
- Michelbook House
- James F. Miller Fine Arts Building
- Murdock Hall
- Jereld R. Nicholson Library
- Observatory
- OCE Admission
- Pioneer Hall
- Potter Hall
- President's House
- Renshaw Hall
- Riley Campus Center
- Taylor Hall
- W.M. Keck Science Center
- Walker Hall
- Withnell Commons

C

campus: Linfield has two campuses in McMinnville and Portland. The word campus should not be capitalized unless it is being used in the proper name of the campus, i.e. Linfield University Portland Campus or Linfield University McMinnville Campus. All other references should be lowercase.

campus-wide: Hyphenated as a modifier. Exception to AP style. *See also -wide.*

'Cats: Use Wildcats on first reference. 'Cats should be written with the apostrophe tail going to the left.

CatAlert: One word.

Cat Connect: Two words.

CatZone: Student section at home football, men's basketball and women's basketball games. One word with 'z' capitalized.

centuries and decades: Lowercase. Spell out numbers under 10. In using spans of decades, use an s, not an 's. *See also Years.*

- The first century
- The 21st century
- He was raised in the 1980s.

chair: Use the gender-neutral "chair," not chairman or chairwoman (exception to AP style). Also vice chair, not vice-chair. Co-chair is hyphenated. Capitalize if it precedes the name as a formal title.

- Committee Chair Mack Wildcat
- Mack Wildcat, committee chair

class: Capitalize when referring to a specific class. Otherwise lowercase.

- The Class of 2021
- The classes of 1985, 1995 and 2005 were celebrated at the event.

class year: Students and alumni are identified with the last two numbers of their class year after their names. An apostrophe should be placed before the class year, facing away from the remaining two numbers. Do not use a comma after a name and graduation year in editorial content.

- Mack Wildcat '64
- Mack Wildcat '64 ate in the Oak Grove.

co-: Retain the hyphen when forming nouns, adjectives and verbs that indicate occupation or status. Use no hyphen in other combinations.

- co-author, co-chair, co-host
- coed, cooperate, coexist

coast: Lowercase when describing the physical land and uppercase when it's a formal region.

- The class studies aquatic mammals on the coast.
- The Oregon Coast is home to a variety of wildlife.

college, school: Uppercase when part of a proper name. Lowercase when used alone. Approved acronym for College of Arts and Sciences (CAS) and shortened "School of Nursing" may be used on second reference.

- College of Arts and Sciences (CAS)
- School of Business
- Linfield-Good Samaritan School of Nursing
- The college hired a new instructor.
- The school offers classes in accounting.

commas: Linfield does not use the serial or Oxford comma in a simple series, except where needed to clarify meaning.

- We bought pens, paper and pencils.
- He enjoys reading, mowing the lawn, and his neighbors. (So as to not imply one would enjoy mowing their neighbors).

In a complex list, semicolons or dashes can be used to avoid confusion.

Commencement: Capitalize as a formal name of the event. Lowercase in all other references.

- This year, the commencement ceremony falls on a Friday.
- More than 300 graduating seniors participated in Commencement.

Commencement Green: Capitalized. Singular, no 's.

Commencement Weekend: the entire weekend surrounding Commencement, comprised of many different events, including:

- Commencement
- Baccalaureate (*see also Baccalaureate*)
- Grad Finale (*see also Grad Finale*)
- Spring Pinning Ceremony
- Senior Awards Celebration
- Athletic Stole Ceremony
- Latinx Senior Dinner
- Lavender Ceremony
- Black Excellence Event

committee names: Capitalize when the full, formal name is used; lowercase when not using the full name.

- The Technology Advisory Council met Tuesday.
- The vice president search committee suggested hiring the first candidate.

composition titles: Put titles of creative works such as books, plays, poems, TV shows, songs, lectures, speeches and movies in quotation marks. Do not use italics. Do not use quotes or italics for holy books, magazines or reference works such as newspapers, dictionaries, handbooks or software.

- The marching band played "Eye of the Tiger" at halftime.
- The class discussed "Star Wars"...
- She wrote her paper in Microsoft Word.
- The New York Times article....

convocation: Capitalize as part of the formal name of the event, "Opening Convocation." Lowercase in all other references.

- This year, the convocation ceremony opened with a benediction from the chaplain.
- The campus community attended Opening Convocation in the Oak Grove.

course numbers and titles: Use numerals and capitalize the subject when used with a numeral. Capitalize the official name of a course. Otherwise, lowercase. If including the course title and number, a colon should follow the course number.

- He took Philosophy 209.
- She registered for Sports in Society.
- The world history class...
- She is teaching ARTS 330: Topics in Ceramics.

coursework: One word.

curriculum vitae: Spell out on first reference. CV is acceptable on second reference. “Curricula vitae” or “CVs” for plural.

D

dashes: In editorial copy, use a long dash – or em dash – to set off clauses when not using a comma. AP style calls for a space on both sides of a dash. Hyphens should be used to show spans of time or dates.

- Everyone – students and faculty alike – get to know each other.
- The conference runs Jan. 3-6, 2021.
- The hours are 9-11 a.m.

dates: Spell out all months when they stand alone or with a year, such as May 2021. Abbreviate months when paired with a date as shown below. Do not use ordinal numbers on dates.

- January to Jan. 12 (not 12th)
- February to Feb. 1
- August to Aug. 2
- September to Sept. 3
- October to Oct. 4
- November to Nov. 5
- December to Dec. 6
- When using month, date and year, a comma always follows the year.
 - On Dec. 31, 2020, campus will be closed.
- When a phrase lists only a month and year, do not separate with a comma.
 - It debuts in December 2020.

Dean’s List: Considered a formal award name; capitalize. Exception to AP style.

decades: See *Centuries, Decades*.

degrees: See *Academic Degrees*.

departments: Capitalize with the office’s official name. All other references should be lowercase. Does not require “Linfield University” to precede the name.

- Department of History or history department
- Office of Strategic Communications or communications office
- International Programs Office

doctor, Ph.D.: Refer to someone as a doctor only when he or she holds a medical or veterinary degree. If the subject wishes to designate their doctorate, set it off with commas after the name. When referring to doctorate degrees, only use Ph.D. after a name. Do not use it to refer to the degree.

- Mack Wildcat, Ph.D.
- Mack Wildcat has a doctorate in biology. (Not: Mack Wildcat has a Ph.D. in biology.)

doctoral, doctorate: Doctorate is a noun, referring to the degree, title or rank of Ph.D. Doctoral is an adjective, “relating to or designed to achieve a doctorate.”

- She has a doctorate in physics.
- His doctoral dissertation is in physics.

dorm, dormitory: See *Residence Hall*.

double major: Two words as either a verb or noun. Using “double major” is not necessary in most cases. Consider rewriting to avoid use.

- She is majoring in English and science.
- She is pursuing majors in English and science.
- Instead of: She is double majoring in English and science.

E

E-Cat: Linfield’s electronic newsletter for alumni.

email: No hyphen and lowercase.

emeritus, emeriti: The forms shown are singular and plural. Always place emeritus after the formal title.

- Mack Wildcat, professor emeritus of journalism
- Professor Emeritus Mack Wildcat

Evenstad Center for Wine Education: Write out the full name on all references.

F

faculty: A singular collective noun. Add the word “members” to make it plural.

- He joined the faculty.
- All the faculty members agreed.

financial aid: Capitalize in formal reference to the department.

- The student received his financial aid package today.
- If you have any questions, check with the Office of Financial Aid.

first-generation student: Spell out. Do not abbreviate to “first gen” in editorial content.

first-year student: Preferred term for freshman. Hyphenate first-year as a modifier.

fiscal year: FY21 or fiscal year 2021 are both acceptable when talking about budgets.

full-time (adj. and adv.) or **full time** (noun) Exception: If *full time* is placed after a verb or a noun, a hyphen is not necessary.

- The employee works full time.
 - The full-time employee clocked out.
-

G

geographic references: Capitalize when referring to region. Lowercase when using as direction.

- Pacific Northwest, West Coast
- western Oregon, southwest Washington

Grad Finale: formal name of an event. Shortened use of grad is acceptable.

grade point average(s): GPA or GPAs acceptable in all references. No dashes in long form. Use zero after decimal if GPA is a whole number. Do not use a zero in the hundredths place if the GPA totals to an even tenth.

- A 3.95 grade point average
- A GPA of 4.0

Greek organizations: Capitalize sorority and fraternity when used as part of the organization’s proper name. In all other instances, use a lowercase. Linfield University has seven fraternities and sororities, two governing councils and one honor society.

- Fraternities:
Delta Psi Delta (Delta)
Pi Kappa Alpha (PIKE, members are Pikes)
Theta Chi (Theta)
- Sororities:
Alpha Phi (APhi)
Phi Sigma Sigma (Phi Sig)
Sigma Kappa Phi (Sigma)
Zeta Tau Alpha (Zeta)
- Interfraternity Council
- Panhellenic Council
- Order of Omega

Examples:

- Alpha Phi International Fraternity or Alpha Phi sorority
 - Pi Kappa Alpha Fraternity
-

H

health care, healthcare: Use two words to describe the act of improving a patient’s health. Use one word in reference to the industry, a specific facility or the system. Linfield’s MSN program uses one word. Exception to AP.

Hewlett-Packard Apartments: Write out on first use. HPs acceptable on second reference.

homepage: One word.

hometown: One word.

I

Ice Auditorium: Richard and Lucille Ice Auditorium on first reference. Ice Auditorium for subsequent uses. Do not use the building code ICE in written copy.

interoffice: All one word with no hyphen. Describes functioning or communicating between the offices of an organization or company.

- The interoffice memo...

internet, intranet: Lowercase.

J

January Term: Academic offerings during January Term are considered a class or course, never referred to as a trip. The abbreviated “Jan Term” may be used on second reference.

- Students in the January Term course studied coral reefs in the Bahamas.

junior: Abbreviate as Jr. only with full names of persons and do not precede by a comma.

- John F. Kennedy Jr.
-

K

L

lectures: Capitalize the title and put in quotations. See *Composition Titles*.

- Tonight’s History Pub features Rich Schmidt presenting “Linfield’s First 100 Years.”

Linfield Curriculum: Capitalize both words since it refers to the proper name of the university’s general education program.

Linfield Libraries: Formal name is plural and consists of Nicholson Library in McMinnville and the Portland Campus Library.

Linfield University: Formal name used on first reference. Linfield may be used on second reference. Do not capitalize university when used alone.

Linfield University Portland Campus: Written out on first reference. Portland campus can be used on second reference. See *also Campus*.

login, logon, logoff: Use as one word for nouns. For verbs use two words. Do not hyphenate.

- The login changes every 30 days.
- I log in my hours each week.

long term, long-term: Hyphenate when using as a modifier.

- He will win in the long term.
- He has a long-term assignment.

long time, longtime: One word when used as a modifier.

- They have known each other a long time.
 - They are longtime Linfield supporters.
-

M

majors: Lowercase in all instances, unless it is a proper noun. If referring to the formal name of a program, capitalize.

- She is an economics major.
- He is an English major.
- She is in the Asian Studies Program.

magazine names: Capitalize the initial letters of the name, but do not put in quotes. Lowercase “magazine” unless it is a part of the publication’s formal title.

master’s degree: See *Academic Degrees*.

McMinnville campus: See *Campus*.

more than, over: Over refers to location and is not interchangeable with more than. More than refers to figures.

- The cow jumped over the moon.
- More than 2,000 students attended the event.

months: See *Dates*.

N

names: Preferred use is first and last name, followed by title or position on first reference. Last name only on second reference. Use of middle name(s) and maiden names optional. The use of courtesy titles (Dr., Mr., Mrs.) is discouraged.

- Miles K. Davis, Linfield University president, spoke today.
- Linfield University President Miles K. Davis spoke today.

nonprofit: One word in all cases.

numbers: Generally, spell out numbers below 10 and numbers at the start of a sentence. Use figures for 10 and above. Use figures for age. *See also Age, Centuries and Decades, Dates and Class Years and Years.*

- They had three children.
- She was the first in her family to graduate.
- Twenty-one students attended.
- Nearly 100 students attended.
- The girl is 3 years old.

O

Oak & Vine Society: Capitalize and use ampersands in official name. Exception to AP style.

offices: *See Departments.*

off campus, on campus, off-campus, on-campus: Two words after a noun and hyphenated before a noun.

- He lived in an off-campus apartment.
- The event will happen on campus.

on: Do not use “on” before a date or day of the week when its absence would not lead to confusion, except at the beginning of a sentence.

- The meeting will be held Monday.
- He will be inaugurated Jan. 20.

online: One word in all cases.

Oregon cities: Stand alone in publications written for Linfield University alumni, faculty, staff or students. Out-of-state towns and cities should be followed by a comma and the state.

- Rick Smith of Hillsboro received the scholarship.
- Rick Smith of Layton, Utah, received the scholarship.

Oxford comma: *See Commas.*

P

Partners in Progress: Annual community fundraising campaign; PIP is allowed on second reference.

percent: Percentages should be expressed in numerals even if below the number 10, with *percent* spelled out.

Right: *5 percent increase*

Wrong: *5% increase*

phone numbers: Always include area code with phone numbers. Format with hyphens. Do not include “1” before the area code. Do not use parentheses around the area code.

Portland campus: *See Linfield University Portland Campus and Campus.*

president: Capitalize president only as a formal title used directly before an individual’s name. Lowercase in all other uses.

professor: *See Academic Titles.*

Q

R

residence halls: Preferred term is residence hall. Capitalize the formal name of the hall. University owned residence halls are:

- Anderson Hall

- Campbell Hall
- Elkinton Hall
- Frerichs Hall
- Grover Hall
- Hewitt Hall
- Jane Failing Hall
- Larsell Hall
- Latourette Hall
- Mahaffey Hall
- Miller Hall
- Pioneer Hall
- Potter Hall
- Terrell Hall
- Whitman Hall

resume: No accent marks.

rooms, room numbers: Number should follow the name of the building. Abbreviated building names are acceptable when referencing specific room locations. Capitalize names of specifically designated rooms.

- Riley Hall 105
- Fred Meyer Lounge

RN to BSN: No hyphens or periods.

S

said, says: Said is the preferred attribution in all articles, both print and online. Generally, quote attribution should be subject verb unless attribution contains a long title or description.

- “I like apples,” Mack the Wildcat said.
- “I like apples,” said Mack, the Linfield University mascot from McMinnville.

seasons and semesters: The four seasons are lowercase. Do not capitalize the word semester. Only exception is if it is part of an official event name.

- The campus is beautiful in the fall.
- This fall, she is enrolled in four courses.
- He will attend Linfield for the fall 2021 semester.

social media platform titles: Always capitalized

spacing: Use only one space between sentences and after colons.

sports scores: Game scores should be written in numerals, even if fewer than ten.

- The final score was 33-3.

state names: The names of the 50 U.S. states should be spelled out when used in the body of a story, whether standing alone or in conjunction with a city, town, village or military base. No state name is necessary if it is the same as the dateline.

- Mack, a student from Tacoma, Washington, ...

street names: Write out street names such as Third Street.

Student Symposium: Write out the full name of the event on first reference – 29th Annual Linfield University Student Symposium. Student Symposium is acceptable after first reference. Use of “symposium” alone is lowercase.

T

theatre: Use theatre. Only use -er spelling if it is the formal name and is capitalized. Marshall Theatre on the McMinnville campus is -re. Exception to AP style.

time: Use figures except for noon and midnight. Use a colon to separate hours from minutes: 11 a.m., 1 p.m., 3:30 p.m. Avoid redundancies such as 10 a.m. this morning, 10 p.m. tonight. Never use :00 for the top of the hour. When a time spans a.m. to p.m. use “to”.

- Noon is preferred to 12 p.m.
- The meeting is at 3:30 p.m.
- The class runs from 11 a.m. to 2 p.m.

time-date-place: It is preferred that events be listed in time-date-place format. For clarity, list the day of the week and date with event listings.

- The performance is at 7 p.m. Friday, March 3 in Ice Auditorium.

titles: Titles that serve primarily as occupation descriptions should be written in lowercase. See *also Academic Titles*.

- astronaut John Glenn

- mascot Mack Wildcat

TopCat Club: TopCat is one word with a capital C.

U

upper division, lower division: No hyphen in all uses.

URLs, web addresses: In printed material, it is acceptable to leave off the `http://www`. For internal web addresses, such as `linfield.edu`, only type out `http://` if not doing so prevents the link from working. For web content, it is preferred to hyperlink relevant words rather than type out a URL.

university: Uppercase only when part of a formal name. Lowercase when used alone, even when specifically referencing Linfield.

- He was accepted to Linfield University.
 - The university announced...
-

V

vice president: No hyphen. Capitalize only when used as a formal title.

voicemail: One word. Add “messages” to make plural.

W

webpage, website: One word in all cases.

-wide: No hyphen on most words. Campus-wide and university-wide are hyphenated (exception to AP style).

- citywide
- campus-wide
- university-wide

Wildcats: Capitalize if referring to college mascot.

Wildcat Events Board: Created by the Associated Students of Linfield University to coordinate social, cultural and recreational activities. WEB is appropriate on second reference.

wines: Wine names for grape varietals, such as chardonnay and shiraz, are not capitalized. Wines named regions, such as Champagne or Chianti, are capitalized.

X

Y

years: Use numerals for years, even at the beginning of a sentence. When a phrase lists only a month or season and a year, do not separate the year with commas. *See also Dates and Numbers.*

- 2020 was full of unexpected events.
 - The event will be held in March 2009.
-

Z

Zoom: Capitalize first letter of software product only. Not ZOOM.