

# Viterbo University Communications Style Guide

(Revised October 2018)

This Style Guide is designed to help you better understand the style guidelines that help our internal and external publications remain consistent. Viterbo University's unique communications style was developed to suit our publication and communication needs. Among the publications consulted in developing this style are the *Associated Press (AP) Stylebook and Libel Manual* and the fourth edition of the *New American Heritage Dictionary*.

In an effort to keep non-academic writing styles consistent communications has put the Viterbo University style together for use by all campus administration, faculty, and staff. If you have questions about the Viterbo University style, contact communications at 608-796-3048 or [communication@viterbo.edu](mailto:communication@viterbo.edu).

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**A or an:** Use 'a' before consonant sounds ("a historic event"), ("a one-year term"). Use 'an' before vowel sounds ("an MBA")

**Abbreviations and acronyms:** To avoid confusing the reader, use abbreviations and acronyms sparingly and do not use ones that your readers would not understand. Spell out the first reference of words with acronyms. The acronym can follow in subsequent references. Example: *Some of our administrative staff belong to the Council for the Advancement and Support of Education (CASE). CASE is a national organization for advancement and communications professionals.*

## Academic degrees:

- Only use academic degrees and abbreviations when it is necessary to establish someone's credentials. In most cases, mentioning academic degrees and title is not needed for internal communication. It is most appropriate for new hires, promotions, and for use in professional, academic circles. Use appropriate punctuation when you need to refer to a degree, avoid an abbreviation and use, instead, a phrase such as: *Mort Morehouse, who has a doctorate in psychology.*
- When you need to list several people with advanced degrees in material for use in professional circles, you may use abbreviations. Example: *Apryl Denny, Ph.D.; Keith Knutson, Ph.D.; and Marlene Fisher, Ph.D.*
- Never precede a name with a courtesy title and follow it with the degree abbreviation in the same reference. Wrong: *Dr. Mike Collins, Ph.D.* Correct: *Dr. Mike Collins, a chemist.*
- AP style specifies that the title *Dr.* should only be used in conjunction with a medical degree. Exceptions are permitted when it is necessary in professional circles and when the discipline is identified. See **President**.
- Regarding capitalization of degrees: the complete and formal name of a degree should be capitalized. Example: *Master of Science in Nursing degree*. If an abbreviated version, or an incomplete form of a degree is being used it is not capitalized. Example: *Ann Doe received a master's degree in nursing.*

(Academic degrees: continued on next page)

- When listing a degree after a person's name, it should be done as follows: *Sue Smith, who earned a Master of Science in Nursing degree from Viterbo University, is working at Mayo Clinic (no 's' on Master). Or, Ann Doe, who has a bachelor's degree in chemistry, is pursuing her medical degree. Or, John Doe, who has a master's in educational leadership (with an 's) was promoted.*
- Use a period when abbreviating degrees: B.A., M.A., M.F.A., Ph.D. However, while M.B.A. and C.P.A. are correct with or without periods, Viterbo's style is to use it without periods, MBA, CPA.
- Master of Arts in Education is: M.A.E.
- Master of Science in Education is: M.S.Ed. (no space)

**Accepted Student Visit Day** (the event): – No 's' on student

**Addresses:** When referring to numbered addresses, i.e., 900 Viterbo Dr., use abbreviations (Ave., Blvd., and St.). Spell out the words and capitalize them when they are a formal street name without a number (Winnebago Street). Lowercase and spell out the word when used alone or with other street names (Winnebago and Jackson streets).

Numbered streets should always be written out – whether a numbered address or not: *210 Ninth Street South, Eighth Street*. Note that when streets have north, south, east, and west attached, they should be located at the end of the address.

Postal state abbreviations for use only with addresses are (see **States**): AL, AK, AZ, AR, CA, CO, CT, DE, FL, GA, HI, ID, IL, IN, IA, KS, KY, LA, ME, MD, MA, MI, MN, MS, MO, MT, NE, NV, NH, NJ, NM, NY, NC, ND, OH, OK, OR, PA, RI, SC, SD, TN, TX, UT, VT, VA, WA, WV, WI, WY.

**Admissions:** The proper reference for the Viterbo University Office of Admission is plural (with an s). Admissions, Transfer and Adult Admissions, International Admissions, Graduate Admissions. Do not use Office of .... (Admissions, etc.) for any of these.

**Adult-Gerontology:** Use a hyphen and capitalize both the A and G.

**Advisor:** Advisorer, (not 'er')

**Ages:** Always use figures. The girl is 15 years old; the law is 8 years old; the 101-year-old house. Use hyphens for ages expressed as adjectives before a noun or as substitutes for a noun. Examples: A 5-year-old boy, but the boy is 5 years old. The boy, 7, has a sister, 10. The woman, 26, has a daughter 2 months old. The race is for 3-year-olds. The woman is in her 30s (no apostrophe).

**All-you-can-eat:** Use hyphens

**Alphabetizing names:** Alphabetize by the first letter of the last name. A hyphenated name is treated as one element and is alphabetized by the first letter of the first last name. For non-hyphenated names alphabetize by the second last name. The following is in correct alphabetical order: *Mary T. James, Susan Moore Johnson, John Klein, Ann Marshall, Jane Moore-Johnson*.

**Alumnus, alumni, alumna, alumnae, alum:** Alumnus refers to a man who has attended a school; alumni is the plural version. Use alumna in references a woman who has attended a school; alumnae in the plural. Use alumni when referring to a group of men and women who attend a particular school. Alum may be used to casually refer to an individual or group who attend a particular school.

**Amie L. Mathy Center for Recreation and Education:** This is the correct spelling and official name for the building.

**Ampersand (&):** Use the ampersand when it is part of a company's formal name: *AT&T, Baltimore & Ohio Railroad, Boys & Girls Clubs of Greater La Crosse*. The ampersand should not otherwise be used in place of the word *and*.

**Trustee Annual Opportunity Fund:** Correct wording and spelling (per President's Office 2/2/18).

**Anytime or Any time:** Use one word as an adverb meaning "at any time" (*You're welcome to visit anytime*). But use two words if including the word *at* (*You're welcome to visit at any time*.) or when it is an adjective modifying a noun (*I will not have any time until Thursday*.)

**Apostrophe 's:** Example: *the hostess's invitation* or *the witness's answer*. (This is a change from previous guidance calling for just an apostrophe if the next word begins with an s.)

**Athletics:** Note the use of athletics as plural in reference to the Viterbo athletics department and the director of athletics. See **NAIA**.  
Viterbo has 19 intercollegiate sports (as of Sept. 2018).

**Bachelor of Arts in Education; Master of Arts in Servant Leadership:** Arts is with an 's'.

**Black Box Theatre:** No caps on black box theatre unless the theatre is named formally, *Sr. LaCroix Black Box Theatre*.

**Board Room:** Two words. Capitalize both words when used in conjunction with the building. Example: *The meeting is in the board room*. Or, *The meeting is in the Reinhart Center Board Room*.

**Book signing:** Two words

**Book titles:** See **Composition titles**.

**Boys & Girls Clubs of Greater La Crosse:** This is the correct title and way to write it.

**Bright Star Season:** Capitalize all three words.

**Broad field:** Two words

**Brophy Center:** This is the correct name of the building. It is not the Dahl School of Business building, nor should it be referred to such.

**Building names:** The proper names of buildings should be capitalized; capitalize the word *building* if it is part of the formal name, *School of Nursing Building*.

**Cellphone:** One word

**Century:** Lowercase, spelling out numbers less than 10: *the first century, the 20<sup>th</sup> century.*

**Chair:** Capitalize as a formal title before a name (*Biology Committee Chair Jane Doe*); lowercase when it follows a name (*Jane Doe, Biology Committee chair*). Do not use chairman, chairwoman, or chairperson.

**Charles D. Gelatt Finance Simulation Lab:** This is the correct name and spelling. It is in Brophy Center room 106.

**Class rank:** In common usage, use either example: *Freshman John Smith is a math major at Viterbo. John Smith, freshman, is majoring in math at Viterbo.* Do not use *freshmen* unless referring to more than one person. See **Freshman/Freshmen**.

In table formats, you may use the following abbreviations: *Fr. (freshman), So. (sophomore), Jr. (junior), Sr. (senior).*

**Class year:** For Viterbo University alumni, refer to the year of graduation following the person's name whenever possible in the first or second mention of their name. Acceptable references are: *Stan Smith '75; Stan Smith, who graduated in 1975; or Stan Smith, a 1975 graduate of Viterbo.*

**Clubs and organizations:** Capitalize the full name of clubs and organizations: *Connect Club, Agape, Wisconsin Association of Independent Colleges and Universities (WAICU)*, etc. Second references may use *the club, the organization*, or the group's acronym, e.g., *WAICU*.

**College and university names:** Capitalize when part of the proper name: *Viterbo University*. Lowercase university in less formal reference when it stands alone: *The university recently established new admission criteria.*

Capitalize schools within the university: *The School of Education, the School of Nursing.*

Refer to the University of Wisconsin-La Crosse by its full name on first reference and as UW-La Crosse on subsequent references. Refer to Western Technical College by its full name on first reference and Western, on subsequent references. In internal publication, you may refer to them as UW-L and Western on all references.

For colleges and universities outside of La Crosse, refer to them by their complete name and follow with the state if outside of Wisconsin. Include the city if it's not part of the college or university name. Example: *University of Wisconsin-Eau Claire* or *University of Iowa-Iowa City* does not need city or state because they're included in the title. However, *Harvard University, Cambridge, Mass.* or *Carleton College, Northfield, Minn.* needs to reference the city/state.

**Collins Auditorium:** Use Collins Auditorium, not room 196, when referring to that room, which is located in the School of Nursing Building.

**Committees:** Capitalize the complete name of a committee when using it: the Administrative Assembly, the Humanities Committee, or the Recognition Committee. However, do not capitalize if you use the word committee only in reference. Example: *The committee agenda is lengthy.*

**Complement, Compliment:** **Complement** is a noun and a verb denoting completeness or the process of supplementing something: *The ship has a complement of 200 sailors and 20 officers. The tie complements his suit.* **Compliment** is a noun or verb that denotes praise or the expression of courtesy: *The captain complimented the sailors. She was flattered by the compliments on her project.*

**Composition titles:** Italicize all titles of literary, musical, and theatrical works, performances, and recordings. Example: books, TV shows, plays, CDs, movies, operas, song titles, works of art, sculptures, art exhibits, record albums, and poetry.

**Co-sponsor/Co-sponsored:** Use a hyphen and a lower case 's'.

**Courses:** Capitalize the proper name of courses: *Educational Psychology 215 is held in the Brophy Nursing Center.* Lowercase all references that do not use the proper title: *He picked up a course in psychology.*

**Crossroads:** This is the correct name and spelling.

**Dashes:** See **Punctuation**.

**Dates:** Use Arabic numbers but without the st, nd, rd, or th. Wrong: *June 30<sup>th</sup>.* Correct: *June 30.* See **Months and year**.

**Days of the week:** Capitalize them. Spell out the day of the week when both day and date are used together. Example: Monday, July 15. Do not abbreviate, except when needed in a tabular format: Sun, Mon, Tue, Wed, Thu, Fri, Sat (three letters, without period, to facilitate tabular composition).

**D.B. Reinhart Institute for Ethics in Leadership:** This is the correct name and spelling of the D.B. Reinhart Institute for Ethics in Leadership (often referred to as the Ethics Institute) is located within the *D.B. and Marge Reinhart Center for Ethics, Science, and Technology*. Do not use spaces between D.B.

**Decision making/Decision-making:** Use a hyphen when it is describing something, *decision-making resources*. Do not use a hyphen if it is something you're doing, *I have some decision making to do on the new job*.

**Departments and offices:** Use lowercase except for words that are proper nouns: *the department of history, the history department, the department of English, the English department, the registrar's office, etc.*

**Dietitian:** Use this spelling; not with a 'c'.

**Diseases:** Do not capitalize arthritis, emphysema, leukemia, pneumonia, etc. When a disease is known by the name of a person identified with it, capitalize only the individual's name: Alzheimer's disease, Parkinson's disease, etc.

Avoid such expressions as: He is battling cancer. She is a stroke victim. Use neutral, precise descriptions. He has stomach cancer. She is a stroke patient.

**Do's and don'ts:** This is the correct spelling.

**Doctor of Nursing Practice (DNP):** Do not use periods in DNP.

**Earth wise:** Two words.

**Educational Doctorate in Counselor Education and Supervision:** This is the correct wording for this degree. Also, **Ed.D.** is the correct way to abbreviate Educational Doctorate.

**E.g.,:** There should always be a comma after it. This is the abbreviation for the Latin words *exempli gratia* meaning “for example.” Example: *There are a number of different species of fish that are “bottom dwellers,” e.g., catfish and carp.*

**Einstein Bros. Bagels at Franny’s:** This is the correct name and spelling. (Einstein’s opened August 2013.)

**Email:** Written as one word in Viterbo University publications and materials. No hyphen and a small ‘e.’ Correct: *email*. When typing out an email address always put it in italics. Correct: *pgkerrigan@viterbo.edu*.

**Emeritus** (singular male or female), **emeriti** (plural male and female): The formal title of certain retiring faculty members who have retained their rank. Emeritus should be used after the formal title. Example: *Professor Emeritus Tim Crane*.

**Ensure, insure, assure:** Use **ensure** to mean guarantee. Example: *Steps were taken to ensure accuracy*. Use **insure** for references to insurance. Example: *The policy insures his life*. Use **assure** to mean to make sure or give confidence. Example: *She assured us the statement was accurate*.

**Fr. Conrad Targonski, OFM:** This is the official wording and way to write his name.

**Feast of St. Francis:** Celebrated on Oct. 4. Do not use Founder’s Day (see below).

**Fine Arts Center Gallery:** Not Fine Arts Center Art Gallery.

**Fine Arts Center’s recital hall:** (See Nola)

**First class, first-class:** Hyphenate as a modifier before a noun. *The restaurant was first class. It was a first-class restaurant.*

**First come, first served:** With no hyphens and a comma as is.

**First generation student:** No hyphen in ‘first generation’.

**Firsthand:** One word, no hyphen.

**First-year student:** Use a hyphen with a lower case ‘y’.

**Founder’s Day:** Written with an apostrophe before the ‘s’. However, do **not** use Founder’s Day in regard to the Feast of St. Francis (Oct. 4).

**Freewill:** Freewill offering. Freewill is one word, no hyphen.

**Freshman/Freshmen:** Freshman is the singular noun: *Betty is a freshman at Yale.* Freshmen is the plural: *Patty and John are freshmen at Viterbo.* But the adjective is always singular: *Sally had an interesting freshman seminar on Romanesque architecture at Stanford.* If you are unsure whether to use ‘an’ or ‘en,’ in your mind substitute the word for ‘sophomore’ or ‘sophomores’ to help you decide the proper usage.

**FSPA:** Periods are not needed when using the acronym for the Franciscan Sisters of Perpetual Adoration. See **Religious titles** for more information. Note: FSPA is already plural so there is no need to add an ‘s’ to it.

**Full time/Full-time and Part time/Part-time:** Hyphenate when used as a compound modifier: *She works part time. She has a part-time job.*

**Fundraising:** Use fundraising and fundraiser as one word.

**Grade point average:** Abbreviate as GPA, no periods.

**Gundersen Health System:** This is the correct name and spelling.

**Hawk’s Nest:** With an apostrophe ‘s.

**Health care:** Two words

**Home page:** Two words; lower case the ‘p’.

**Hometowns:** Generally, in news releases and in articles where it’s applicable, we include a student’s hometown. Example: *Jack Jones, from Gotham, placed first in the competition.* Do not include the state if the city is located in Wisconsin. Only use the state name when the city is not located in Wisconsin: *Shirley Smith, from Springfield, Ill., graduated with honors.* However, you may use the state name if you are clarifying a city name that also exists in another state: *Osseo, Wis. or Osseo, Minn.; Rochester, Minn. or Rochester, N.Y.* There is no need to use a state name with major metropolitan cities like Chicago, Minneapolis, Miami, Los Angeles, New York, etc.

**Honorary degrees:** All references to honorary degrees should specify that the degree was honorary: *Patrick Williams received the Honorary Doctorate of Humane Letters last year.* Or, *Patrick Williams received an honorary degree last year.* Do not use Dr. before the name of an individual whose only doctorate is honorary.

**Honors Program:** Capitalize both words. Do not use an apostrophe on Honors.

**Howard and Lorraine Dahl:** Lorraine has two ‘r’s.

**Hyphens:** Use a hyphen when it modifies a noun (“a 15-year-old boy”). No hyphen if it stands alone (“the building is 20 years old”).

**Identity statement:** “Founded by the Franciscan Sisters of Perpetual Adoration, Viterbo is a Catholic, Franciscan University in the liberal arts tradition.”

**i.e.:** This is the abbreviation for the Latin words *id est*, meaning “that is.” Always use a comma after it. Example: *She was placed on penicillin, i.e., an antibiotic, for an ear infection.*

**Including but not limited to:** In the phrase “...including but not limited to...”, do not use commas before or after this phrase.

**Inservice:** One word, no hyphen.

**Internet:** Do not capitalize the word, *internet*.

**Junior, Senior:** Abbreviate as Jr. and Sr. only with full names of persons. Do NOT precede it with a comma. Example: Joseph P. Kennedy Jr. James R. Jones Sr.

**LaCroix:** No space between the “La” and “Croix,” *Sr. Marie Leon LaCroix*.

**La Crosse:** When referring to our city, always put a space between “La” and “Crosse.”

**La Crosse BoyChoir:** BoyChoir is one word; capitalize the ‘B’ and ‘C’.

**La Crosse Girlchoir:** Girlchoir is one word; capitalize only the ‘G’.

**Landline telephone:** Landline is one word; not capitalized.

**Leadership at Noon series:** Lower case the ‘s’ in series.

**Lectures/Presentations:** Put the name of a lecture in quote marks. Example: “Writing in Stone” to open Ethics in Leadership Lecture Series.

**Lifelong:** One word; no hyphen.

**Lists:** When typing copy that includes brief, bulleted lists, do not capitalize the first letter of the item in the list and do not use punctuation at the end of each item if they are incomplete sentences. Example: *I took the following items with me to class today:*

- *textbook*
- *laptop*
- *pen*
- *paper*

When each item in a bulleted list is a complete sentence, capitalize the first word and use a period at the end of the sentence. Example: *We were required to do the following to complete our course on Shakespeare:*

- *Read seven plays and 20 sonnets.*
- *Keep a journal recording our reactions to everything we read.*
- *Write a 20-page report comparing themes in at least two plays.*

**Logos:** See the communications and marketing website for specific instructions on appropriate use of the Viterbo University logo and seal.

**Long term, long-term:** Hyphenate when used as a compound modifier: *We will win in the long term. He has a long-term assignment.*



**Long time, longtime:** Hyphenate when used as a compound modifier: *They have known each other a long time. They are longtime partners.*

**Majors:** Do not capitalize the name of a major unless it is a proper noun: *Brenda Smith majored in nursing. Jack Jones is an English major.*

**Man-made:** Use a hyphen.

**Master of Science in Nutrition Sciences:** This is the correct wording and spelling (with an s on Sciences).

**Maternal/Newborn Simulation Lab:** Correct wording and spelling for this room in the School of Nursing Building. Also, maternal/newborn care.

**Mayo Clinic Health System:** This is the correct title. It is no longer referred to as Franciscan Skemp Healthcare-La Crosse.

**Mission Statement:** “The Viterbo University community prepares students for faithful service and ethical leadership.”

**Months and year:** Spell out the name of each month when used alone or with a year alongside. Do not separate the month and year with a comma. Also, do not use the word “of” between the month and year. Wrong: *April of 2003.* Correct: *April 2003.*

When a month is used in conjunction with a date, abbreviate the following months **Jan., Feb., Aug., Sept., Oct., Nov.,** and **Dec.** Examples: *There was a flood in April 2001. Jan. 1 is New Year’s Day. Independence Day is July 4. Aug. 28, 2006 is the start of the fall semester.*

In table format, use the following abbreviations without a period: *Jan, Feb, Mar, Apr, May, Jun, Jul, Aug, Sep, Oct, Nov, Dec.*

Dates that occur within the same month should be separated with an en dash rather than “from-to.” Wrong: *The conference is from July 22 to July 30.* Correct: *The conference in Chicago is July 22–30.*

**NAIA:** (National Association of Intercollegiate Athletics) Viterbo is an NAIA affiliate. Reference “Division II” only when specifically referring to basketball as it is the only sport that has two divisions. Also, **NAIA Scholar-Athlete.**

**NexStar Season:** NexStar is all one word with a capital ‘S’ in both NexStar and Season.

**Nicknames:** Put in quotes: *Roland “Buzz” Nelson.*

**9<sup>th</sup> Street Singers:** In this case, do not spell out the number nine.

**Nola Starling Recital Hall:** This is the correct name of the Fine Arts Center’s recital hall.

**Nonprofit:** One word, no hyphen.

**North Star Athletic Association Conference:** North Star is two words; switched to this conference effective the 2015-16 academic year.

**Numerals:** In general, use Arabic forms (1, 2, 3, 4, etc.) unless denoting the sequence of wars or establishing a personal sequence for people or animals (i.e., *WWII*, *Richard III*). In text, the numbers 1–9 should be typed: *Sally took seven courses last fall*. Numbers from 10 and above should be written numerically: *Frank has a total of 68 credits*.

Ages are in digits, not spelled out, *a 6-year-old boy*; *the boy is 6 years old*. Do not use the word “and” in: *One hundred fifteen*.

**In listings:** When using # then use the digit: #4.

Also, **24 hours a day** – no hyphens.

**Office:** Capitalize office when it is part of a formal name: *Office of the President*, *Office of Admission*, etc. Lowercase all other uses, including phrases such as: *The business office and financial aid office are in Murphy Center*. *The director’s office is on first floor*.

**One-on-one:** Use hyphens.

**Online:** One word, no hyphen.

**On Stage (The FAC program booklet):** Two words; capital ‘S’

**Outdoor Athletics Complex:** Use an “s” on Athletics; do not use Outdoor Sports Complex.

**Pax et Bonum:** This is the correct spelling of the phrase, which means *Peace and all good*.

**Percent:** The symbol % may be used in all contexts including in text, columns, tables, or used with a number. *The teacher said 80% of the students were in attendance*.

**Period spacing:** Place only one space after a period and between sentences. However, do not put a space between initials or acronyms/abbreviations: *T.S. Eliot, Ph.D., M.D.* When using a period with quotation marks, the period always is placed inside the quotes: *She said, “That was a hard test.”*

**Plays:** See *Composition titles*.

**Postsecondary:** One word, no hyphen.

**Pounds:** Always write out pounds (*He weighed 180 pounds*.) and only use *lbs.* in tabular form.

**President:** When referring to the Viterbo University President, the preferred method is *Dr. Richard B. Artman, Viterbo University president*. You may also use *Viterbo University President Richard B. Artman*. See **Titles** for more information.

**Principal, principle:** **Principal** is a noun and adjective meaning someone or something first in rank, authority, importance or degree: *She is the school principal. He was the principal player in the trade. Money is the principal problem*. **Principle** is a noun that means a fundamental truth, law, doctrine, rule, basis for conduct, or motivating force: *They fought for the principle of self-determination. Her principles kept her from stealing despite her poverty*.

**Problem-solving:** Always use a hyphen.

**Proseminar:** One word, no hyphen, capital 'P'.

### **Punctuation:**

- Accent mark: On a Mac computer: To type an accent mark over a letter as in *Jesús Jambrina*, press "Option 'e' and then type the letter that gets the accent mark over it.

On a PC: Press "Control," single quote ('), and the letter that gets the accent mark over it.

- Apostrophe: Use an apostrophe when letters or figures are omitted: *rock 'n' roll, 'tis the season, the class of '62, the Spirit of '76, the '20s*. Years: use an s without an apostrophe to indicate spans of decades or centuries: *the 1890s, the 1800s*.

- Colon: Use only one space after a colon.

- Comma: Always use a comma in a series of three or more, i.e., *balls, bats, and mitts*.

- Dashes: There are a variety of different dashes that can be used in punctuating a sentence. Each has its own distinct name and use. They are:

- Em dash: Use an em dash in place of commas (within sentences) on occasion for additional emphasis. Example: *What a terrible thing to have lost one's mind—or not to have a mind at all.*

On a Mac computer: Press "option" plus "shift" plus "hyphen" (—).

On a PC: Press "Control" plus "Alt" plus "-" (the minus key on the numeric keypad on right side of keyboard).

- En dash: Use an en dash between two numbers (i.e., times, dates, scores, ages). The en dash is smaller than an em dash but larger than a hyphen. It represents "to" between figures and words. Wrong: *Aug. 3-4, 2006*. Correct: *Aug. 3–4, 2006*.

On a Mac computer: Press "option" plus "hyphen" (–)

On a PC: Press "Control" plus "-" (the minus key on the numeric keypad on right side of keyboard).

- Hyphen: Use a standard hyphen to connect words that serve as modifiers. Example: *We are a PC-driven office*. Or, *John is a 15-year-old boy*. Do not use a hyphen if it stands alone. Example: *The building is 20 years old*.

- Quotation marks: The period and comma always go inside the quotation marks. Example: *She said, "I have microbiology class tomorrow."* The dash, semicolon, question mark, and exclamation point go inside quotation marks only when they apply to the quoted matter.

Example: *"Excellent!" he shouted*. They go outside when they apply to the whole sentence.

*My roommate thinks my new computer is "very cool!"* For quotes within a quote, use single marks within double marks. Example: *The professor said, "Read the article, 'Holistic Care,' for class tomorrow."* Use quotation marks for titles of presentations. Example: *Stephanie Genz presented "Public Health Nursing Advocacy: Practice and Teaching" at the Wisconsin Public Health Nursing Conference in Madison*.

- Semicolon: Use the semicolon to clarify a series. Example: *Our new faculty includes John Doe, sociology; Jane Smith, English; and Vern Lewis, biology*. Link independent clauses (clauses which could stand alone as sentences) with a semicolon. Example: *My thesis was due last week; I turned it in today*.

- Parenthesis: Place periods outside of a closing parenthesis if the material inside is not a sentence (*such as this fragment*). (*An independent parenthetical sentence such as this one takes a period before the closing parenthesis*.)

**Quotes:** When including direct quotations in a story, use the past tense *said* for attribution: *He said, "I can't wait until graduation."*

**Reentry, readmission:** Correct spelling, no hyphens.

**Reinhart Center:** The correct full name of the building is *the D.B. and Marge Reinhart Center for Ethics, Science, and Technology*. The **D.B. Reinhart Institute for Ethics in Leadership** is located within the *D.B. and Marge Reinhart Center for Ethics, Science, and Technology*. Do not use spaces between D.B.

**Religious titles:** For FSPA nuns, place the religious order initials behind the last name on the first reference: *Marlene Weisenbeck, FSPA*. On second reference, omit the first name and place *Sr.* before the last name: *Sr. Weisenbeck*.

For priests, and other orders of nuns refer to the person by first and last name with *Rev.* or *Sr.* preceding the first name on first reference: *Rev. Thomas O'Neill*, or *Sr. Ann Smith*. On second reference, use the abbreviation for Father and omit the first name: *Fr. O'Neill* or *Sr. Smith*.

In both cases, you may use the less formal address of *Sr. Marlene* or *Fr. Tom* for internal audiences.

The correct wording and spelling for Fr. Conrad is: **Fr. Conrad Targonski, OFM**

**Ronald McDonald Arts for Young America:** No space in McDonald and no apostrophe in Arts.

**Rooms:** Capitalize the names of specifically designated rooms or when used in conjunction with the name of a building: *the Hospitality Suite, the La Croix Black Box Theatre, the Marian Hall Dining Room, the Reinhart Center Board Room*.

For external audiences when referring to a classroom or other room on campus, reference the full building name and room number: *We'll meet in Murphy Center room 228*.

For internal audiences, you may abbreviate the building when referencing the room: *The staff meeting will be held in MRC 228*.

**School colors:** There are three primary colors used in the official Viterbo University color palette that create consistency across the brand: Viterbo Red (PMS 201), Viterbo Navy (PMS 280), and White.

**School of Nursing Building:** This is the correct name (cap the B in Building) and how it should be referred.

**Scholar-athlete:** Use hyphen, lower case 'a'.

**Scholars Day:** No apostrophe before the 's' on Scholars.

**Seasons:** Lowercase *spring, summer, autumn/fall, winter* and derivatives such as *springtime*, unless part of a formal name: *Winter Olympics, Spring Break*.

**Servant Leadership:** Lowercase when referring to the major. Do not use a hyphen.

**Service-learning:** Lowercase 'l' in learning and use a hyphen.

**Show choir:** Two words, not capitalized unless it is a part of the name.

**Smartphone:** One word, all lowercase

**Split infinitive:** Keep the preposition and the verb together. Correct: “to speak slowly”,  
Wrong: “to slowly speak.”

**State-of-the-art:** Use hyphens

**States:** Spell out the names of the 50 U.S. states when they stand alone. Eight states are never abbreviated: Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas, and Utah. Abbreviate U.S. (with periods); do not spell out United States.

Use the following abbreviations when in conjunction with the name of a city, town, village, or military base in the box below. Also, Washington, D.C. (spelled out, with comma and periods).

|        |       |      |       |       |       |      |       |      |
|--------|-------|------|-------|-------|-------|------|-------|------|
| Ala.   | Conn. | Ind. | Mass. | Mont. | N.M.  | Ore. | Tenn. | Wis. |
| Ariz.  | Del.  | Kan. | Mich. | Neb.  | N.Y.  | Pa.  | Vt.   | Wyo. |
| Ark.   | Fla.  | Ky.  | Minn. | Nev.  | N.C.  | R.I. | Va.   |      |
| Calif. | Ga.   | La.  | Miss. | N.H.  | N.D.  | S.C. | Wash. |      |
| Colo.  | Ill.  | Md.  | Mo.   | N.J.  | Okla. | S.D. | W.Va. |      |

For addresses, however, use the postal abbreviations. See **Address** listing.

There is no need to note the state if the city is located in Wisconsin. Only use the state name when the city is not located in Wisconsin: *Shirley Smith, from Springfield, Ill., graduated with honors*. However, you may use the state name if you are clarifying a city name that also exists in Minnesota or Iowa: *Osseo, Wis.* or *Osseo, Minn.*

There is no need to use a state name with major metropolitan cities like Chicago, Minneapolis, Miami, Los Angeles, New York, etc.

**Stay-at-home:** Use the hyphens when it is used as a modifier, *stay-at-home family man*.

**Strides:** Viterbo University’s alumni magazine title should be capitalized and italicized when referenced.

**Student-athlete:** Use a hyphen. Lower case ‘a’.

**Task force:** Two words, lower case ‘f’.

**Teamwork:** One word, no hyphen.

**Telephone numbers:** Use 608-222-2222 as the format for off-campus phone numbers or when printing Viterbo phone numbers for an off-campus audience. Use *ext. 2222* as the format for on-campus phone numbers as published for an on-campus audience.

**Theatre:** In all Viterbo University references to “theatre,” the word should be spelled as “theatre” and not “theater.” The only exception is for proper names, *e.g., Dream Theater*.

**Times:** Use figures except for *noon* and *midnight*. Use a colon to separate hours from minutes. Always use lowercase and punctuation for “a.m.” and “p.m.” Do not use zeros for times. Examples: *11 a.m.*, *1 p.m.*, *3:30 p.m.*

Avoid such redundancies as 10 a.m. this morning, 10 p.m. Monday night, and 12 p.m. noon. Use *10 a.m. today*, *10 p.m. Monday*, *noon*, etc.

Also, 24 hours a day (no hyphens).

**Titles:** Capitalize and spell out formal titles such as professor, chair, president, dean, etc., when they precede a name: *President Glenna G. Temple, Ph.D.* Lowercase elsewhere: *The dean issued the final schedule for the year.* Or *Glenna G. Temple, president, said this academic year was a success.* Lowercase titles that are strictly occupational, such as, *history professor Michael Smuksta.*

**Toll-free:** Use hyphen, lower case ‘f’.

**Tri-state:** Lower case ‘s’ on state; use hyphen.

**United States:** Do not spell out. Use U.S., with periods.

**University:** See ***College and university names.***

**University of Wisconsin:** The University of Wisconsin is a flagship university. Never add the hyphen and Madison. However, upon second reference it may be referred to *UW-Madison*.

**Up to date or up-to-date:** Use the hyphens if phrase is a compound adjective or noun. Do not use the hyphens if it is a noun. *The up-to-date procedure can be found here.* But, *Mr. Smith was brought up to date.*

**V-Hawks:** The V-Hawks is the nickname for the athletics teams at Viterbo University. V-Hawks is always spelled with a hyphen.

**Vic V-Hawk:** The official trademark mascot of the Viterbo athletics department.

**Vision Statement:** “The University of Opportunity envisions Viterbo as a premier university that is innovative, creative, and flexible as well as progressive, collaborative, and ever-evolving that has as its foundation deeply embedded Franciscan values.”

**Viterbo Student Nurses Association:** This is the correct title for VSNA.

**Voicemail:** One word.

**Weber Center for the Performing Arts:** This is the correct name and spelling

**Website:** One word with lower case letters (website). Italicize website addresses and email addresses. Also, ***webcam, webcast, webfeed, webinar, webmaster and webpage.***

**Well-being:** Spell with a hyphen

**Work life:** Two words, no hyphen.

**Workbook, workday, workforce, workhorse, workout, workplace, workstation, workweek:** Correct spellings for these words, all one word, no hyphens.

**Years:** See *Apostrophe under Punctuation* for when to use an apostrophe in years.