Establishing a preferred editorial style is important to lend consistency and clarity to text presentation in Winona State University print and online publications. The purpose of this guide is to address topics specific to Winona State that may not be adequately covered in standard published style guides. Use this guide to help write publications intended for campus and external audiences. If you are writing for the web, marketing graphics, or technical and academic publications, some of the guidelines may not be appropriate.


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WINONA STATE UNIVERSITY SPECIFIC GUIDELINES
Use the full name of Winona State University in the following instances:

- On first reference in a story, chapter, section, or major unit of copy
- On front covers and title pages of publications
- In addresses

Follow with Winona State, WSU, and the university as the standard abbreviations for Winona State University. When referring to Winona State informally do not capitalize the word “university.”

Winona State University was founded in 1858.

Winona State offers over 80 undergraduate programs.

Students attending the university may participate in a variety of activities.

When referring to Winona State University-Rochester, use the full name first and follow with WSU-Rochester. Use a hyphen with no spaces between “Winona State University” and “Rochester.” As above, use the full name on front covers and title pages of publications and in addresses.
When using the university mission statement, use the most recent approved version, “A community of learners improving our world.”

Use the full name Minnesota State Colleges and Universities first and follow with the abbreviation MnSCU. When using the term “Minnesota State Colleges and Universities System,” capitalize “system.”

Winona State University is the oldest member of the Minnesota State Colleges and Universities System.

In intercollegiate athletics, Winona State is a member of the Northern Sun Intercollegiate Conference. Use the full name first in running text and follow with the abbreviation NSIC, using all caps and no periods.

ABBREVIATIONS
Avoid using abbreviations in running text. Always spell out the abbreviation on first use, unless the term is almost always used in abbreviated form (such as ACT, DNA).

In running text, the names of states, territories, and possessions should always be spelled out (except D.C.) when standing alone and when following the name of a city. In tables, lists, rosters, bibliographies, and mailing addresses they may be abbreviated. When the zip code follows, use the two-letter, no-period postal abbreviation.

United States when used a noun should be written out. Use “U.S.” in text only as an adjective.

He is a resident of the United States.
She is a member of the U.S. Senate.

Follow these guidelines for other common abbreviations:

- GPA for grade point average in caps without periods
- When it is necessary to identify a specific course, use the official course code
- Central Daylight Time as CDT without periods
- Use a.m. and p.m. in lower case with periods
- Abbreviate complimentary titles such as Mr., Mrs., Ms., Dr., but do not use them in combination with any other titles or abbreviations indicating academic degrees (for example, Dr. Susan Smith or Susan Smith, PhD; not Dr. Susan Smith, PhD)
- When names of government agencies or universities are used as acronyms, use full caps with no periods (such as ROTC, MIT)
**ACADEMIC AND ADMINISTRATIVE TITLES**

In running text, capitalize titles when they precede names and are used as part of the names. Capitalize titles both in front of the name and after the name in programs for events, in lists, and in formal documents such as diplomas.

> Professor Mary Smith was the featured speaker.
> Speakers: **Hannah Arendt, Professor of Philosophy**  
> **Judith A. Ramaley, President**

In running text, do not capitalize when the title follows the name or when it stands alone.

> G.W.F. Hegel, professor of philosophy, gave the convocation.  
> He is a professor in the department.

Capitalize named, distinguished, and endowed professorships, and named scholarships, awards, and events.

> John Nash, **Distinguished Professor of Mathematics**  
> **Harland and Pauline Knight Scholarship**

Always give the full name of persons when they first appear in an article. Journalistic style indicates that the following references should be by surname only. Formal styles may call for repetition of a title in subsequent references.

Spelling out degrees is readable in running text. Degrees should not be capitalized.

> He is working toward a bachelor’s degree.  
> **Marie Curie**, master of science in chemistry, is coordinator of the program.

*The Chicago Manual of Style* recommends omitting periods for abbreviations of degrees: **BA, BS, MA, MS, MFA, MBA, PhD, AS**.

Names of departments, colleges, offices, organizations, committees, societies, institutes, centers, and boards are capitalized when referenced in full and in lower case when not referenced in full.

> **Richard Ford**, chair of the Department of English, gave the opening statement.  
> He has been chair of the department since 1998.  
> **The Council of Administrators** met on Monday. The meeting schedule of the council varies.

Use lowercase terms designating academic semesters and years.

> **Holden Caulfield**, a freshman, is a Knight Scholar.  
> **Josephine March** will graduate in spring 2008.
CAPITALIZATION

The Chicago Manual of Style recommends a down style, which means the use of fewer capitals. When in doubt, do not capitalize.

Many guidelines concerning the capitalization of academic and administrative titles are covered in the previous section.

In general, capitalize in the following cases:

• All words, except articles, conjunctions, and short prepositions in the titles of papers, reports, books, plays, lectures, compositions, etc.
• “Figure” or “Table” when used in text to indicate a specific insert
• The word “Room” when used to designate a specific room, for example, Somsen Room 112A
• A specific course, for example, English 447: Modern Literary Criticism
• Geographical regions of the country (the South, the Midwest) but not compass points (east, northern Atlantic)

In keeping with current usage, the down style is preferred when referring to the terms “website” and “the web.”

ITALICS

Italicize the titles of books, compact disks, catalogs, paintings, plays, movies, radio and television programs, musical compositions, operas, pamphlets, periodicals, and web publications (but not websites).

Place in quotation marks the titles of presentations, lectures, dissertations and theses, book series, film series, radio and television episodes, songs, essays, lectures, parts of volumes (chapters, titles of papers), and short stories.

Use italics, instead of underlining, to emphasize words or phrases in text or to highlight foreign words or terms not yet Anglicized.

Italicize Latin genus and species names of plants and animals. Do not italicize scientific name for phylum, class, order, and family, but use initial caps.

Homo sapiens

Carnivora

Italicize the specific names of ships, airplanes, and spacecraft, but not the abbreviations that may precede them.

USS Monitor
HMS Hotspur
Spirit of St. Louis
**NUMBERS AND FIGURES**

Write out numerals nine and under (one, two, three, etc.). Use numerals for figures 10 and over, including ordinal figures (for example, 21st, 99th).

Use numerals for the following cases:

- Figures that are difficult to spell out (4-1/3, 22.5 million)
- Figures that are 10 and over with million; spell out the word million
- Days of the month (February 28, July 4); omit the ordinal (nd, rd, th, st)
- Grade point average (for example, 3.77 GPA)
- Persons’ ages, percentages, course credit hours, degrees, ratios

15 years old
77 percent
3 credit hours
72°F
19:1 student to faculty ratio

Do not begin a sentence with numerals. Spell out the figures or restructure the sentence. Numbers below 100 are hyphenated when they consist of two words (for example, twenty-one, sixty-eight).

**POPULATION GROUPS**

Capitalize names of all races and nationalities (African American, Native American, Caucasian, Irish, Japanese). *The Chicago Manual of Style* states that a hyphen may be omitted unless the writer prefers it (African-American).

Terms based loosely on colors (black, white) are usually lowercased, although capitalization may be used if the writer prefers it.

Use disability and disabled instead of handicap and handicapped.

**PUNCTUATION**

**Apostrophe**

In making the plural of figures and letters, do not use an apostrophe.

He graduated in the 1980s.
The computer has dual CPUs.

Punctuate years of college classes with an apostrophe.

Class of ’99
Abel Magwitch ’86

Associate’s, bachelor’s, and master’s degrees should always be written with an apostrophe, then an “s.”
Bullet
In bulleted lists in running text, the bullet is the punctuation. No other punctuation, such as commas or semicolons, is required at the end of each item.

If the term in the bulleted list is a complete sentence, capitalize the first word and place a period at the end of the sentence. Avoid mixing sentences and non-sentence items in bulleted lists.

Comma
Use the serial comma when listing three or more items in running text.

She is studying physics, math, and biology.

Place a comma after digits in numerals signifying thousands.

8,300 graduate and undergraduate students

When writing a date, place a comma between the day and the year as well as after the year in running text. Do not use a comma when the day is omitted.

August 10, 1976
July 4, 1776, was warm.
December 1980

Dash
Use an en dash with no space before or after to indicate continuing or inclusive numbers, dates, times, or reference numbers.

1858-2008
January-February 2007
6 a.m.-3 p.m.
Chapters 1-8

In running text use an em dash with a space before or after to indicate a break in thought, or in defining or enumerating complementary elements.

No doubt she could see — who could not? — the look on my face.
The methods of three masters — Arthur Lydiard, Mihaly Igloi, and Renato Canova — had a profound impact on his career.

Hyphens
The following prefixes do not need a hyphen:
Ante, anti, bi, bio, co, counter, extra, infra, inter, intra, macro, micro, mid, mini, multi, neo, non, over, post, pre, pro, proto, pseudo, socio, sub, super, supra, trans, ultra, un, under

Use a hyphen when the phrase modifies the noun.
He followed the decision-making process.

It is a well-built house.

Do not use a hyphen for simple verb phrases.

He is good at decision making.

The house is well built.

Hyphenate compounds in which one component is a numeral and the other is a noun or adjective.

20-mile run
12-year-old child (but 12 years old)

Hyphenate part-time and full-time when used as adjectives.

Quotation Marks
Use single quotation marks for quotations cited within other quotations.

Set quotation marks after periods or commas and before colons or semicolons. Punctuation not part of the quotation should be set outside the quotation mark.

“But the best of luck always happens to people who don’t need it,” said Jack Burden.

He had two objections to “The Bear”: It was too long, and it was hard to read.

Can you believe he said, “Give me the money, or else”?

Place in quotation marks the titles of presentations, lectures, dissertations and theses, book series, film series, radio and television episodes, songs, essays, lectures, parts of volumes (chapters, titles of papers), and short stories.

Spelling and Usage
Alumnus is the singular reference for a male graduate; alumna, the singular reference for a female graduate; alumni, the plural reference to a mixed group of male and female graduates or male graduates only; alumnae, the plural reference for female graduates only. Follow similar use for emeritus.

The following spellings are preferred:

- Advisor (not adviser)
- Catalog (not catalogue)
- Course work (not coursework)
- Website (not web site)
- Database (not data base)
- Fund-raising, fund-raiser
- Healthcare
- Kickoff (noun or adjective); kick off (verb)
- Theatre (when referring to the department or discipline)
- Workplace (not work place)