

MISSOURI S&T STYLE GUIDE

Missouri S&T faculty, students and staffers create a lot of written material. As more of us communicate about the university on various platforms — from departmental brochures to PowerPoint presentations, social media accounts and even email messages — the need for guidelines on how we represent Missouri S&T in writing has never been greater. The Missouri S&T Style Guide is intended to help campus writers and editors maintain a consistent voice for all written marketing and promotional materials that go out under the university's name. These guidelines are based on the *Associated Press Stylebook*, which is the standard stylebook used by journalists worldwide, with additional support from *Webster's New World College Dictionary* and *Wired Style: Principles of English Usage in the Digital Age*.

Please keep this style guide handy as a writing reference. In addition, you might want to keep a copy of the *AP Stylebook* and *Webster's New World College Dictionary* handy. Those responsible for electronic communications may also want to purchase a copy of *Wired Style: Principles of English Usage in the Digital Age*.

Bending the AP rules

Text that is written for external audiences — such as news releases or articles for departmental newsletters — should closely follow Associated Press (AP) style. This includes punctuation protocols that sometimes run counter to what we learned in school. (For example, the serial comma — or “Oxford” comma — is rarely used in AP style. In academic writing, however, the serial comma is commonly used.) Because Missouri S&T creates materials for a wide range of audiences, some of the rules of this style guide may be bent or broken if the occasion warrants.

Keeping it conversational

If you want people to pay attention to your writing, keep it informal and conversational. “Write the way you talk” is a good rule of thumb to follow.

It's also important to keep the *appearance* of written communications informal rather than stuffy and formal. For example, the general rule of **down-styling** — using lowercase except when the uppercase is clearly called for — is the preferred style for most marketing and promotional writing. For academic papers or more formal writing, however, copy writers should follow more appropriate reference works, such as the Modern Language Association or American Psychological Association styles.

In general, academic titles and departmental names are usually written according to the down-styling convention. **When in doubt, lowercase nouns.** Academics love to capitalize titles, departments, degree programs and more. But when writing for external audiences, keep the capitalization to a minimum. In general, capitalize proper nouns and lowercase everything else.

So, instead of writing:

Dr. Samantha Jones, a Professor of Chemistry, received an Honorary Degree at Saturday's Commencement Ceremonies.

Try this:

Dr. Samantha Jones, a professor of chemistry, received an honorary degree at Saturday's commencement ceremonies.

In addition, text for **formal and ceremonial**

events — such as event programs, invitations, program notes and the like — often requires greater use of capitalization and less abbreviation.

Advertisements and promotional materials may also require more frequent use of capitalization. A rule of thumb to go by is to consider the audience and the occasion. The more formal the occasion, the more likely you are to require a more formal style of writing.

Suggestions or corrections

This style guide doesn't address every conceivable issue related to how Missouri S&T is presented in writing. It is intended to provide general guidance only, and to address some of the more common concerns that arise. Also, we have tried to include every department, center and laboratory but may have missed some. We welcome suggestions or corrections to this guide. So if you have any, please submit them to the Missouri S&T marketing and communications department at marketing@mst.edu.

WHAT'S INSIDE

Chapter 1: Academic colleges, degrees, departments and titles

Chapter 2: Missouri S&T or Missouri University of Science and Technology?

Chapter 3: Internet and social media terms

Chapter 4: Buildings and campus landmarks

Chapter 5: Miscellaneous

Chapter 6: Headlines and photo captions

Chapter 7: Writing for online audiences

Chapter 8: Inclusive writing

CHAPTER 1: ACADEMIC COLLEGES, DEGREES, DEPARTMENTS AND TITLES

Universities and their academic programs present all kinds of writing challenges. Here are some guidelines pertaining to academic programs and titles:

academic colleges. Effective July 1, 2014, Missouri S&T has two colleges. They are:

- College of Arts, Sciences, and Business (CASB)
- College of Engineering and Computing (CEC)

Capitalize the full names of the colleges when using the full, proper name. On second and subsequent reference, use “the college” or the corresponding abbreviation.

academic degrees. Lowercase, except when using abbreviations. The preferred form is to avoid abbreviation and instead use a phrase such as: “the student was awarded a bachelor of science degree in aerospace engineering” or “John Jones, who has a doctorate in civil engineering.”

“Bachelor of science degree” and “master of science degree” are preferred. Use an apostrophe in “bachelor’s degree,” “master’s degree,” etc.

- For news releases, use such abbreviations as B.S., M.S., Ph.D. and D.Eng. only when the need to identify many individuals by degree on first reference would make the preferred form cumbersome. Use these abbreviations only after a full name — never after just a last name.
- For *Missouri S&T Magazine* and departmental newsletters, the preferred form for academic degrees is to list the abbreviation of the department (see chart, at right) followed by an apostrophe and the two-digit abbreviation of the year of graduation. For example, write: *The Havener Center is named for Texas businessman Gary Havener, Math’62.*

When used after a name, an academic abbreviation is set off by commas: “Homer Simpson, Ph.D., spoke.”

To avoid redundancy, do not precede a name with a courtesy title for an academic degree and follow it with the abbreviation for the degree in the same reference:

- Incorrect: “Dr. Sam Jones, Ph.D.”
- Correct: “Dr. Sam Jones, a chemist.”

Also, do not precede the name of a professor with both the title “Dr.” and “professor.” Use one or the other, but not both.

- Incorrect: “Speakers included Missouri S&T Curators’ Distinguished Professor Dr. Gregory Hilmas.”
- Correct: “Speakers included Missouri S&T Curators’ Distinguished Professor Gregory Hilmas.”
- Correct: “Dr. Gregory Hilmas, Curators’ Distinguished Professor of ceramic engineering.”

When in doubt about the proper abbreviation for a degree, follow the first listing in *Webster’s New World College Dictionary*.

academic degrees, abbreviations. For *Missouri S&T Magazine* and departmental newsletters, the abbreviations of academic degrees at right are used when degree identification is needed for an alumna or alumnus.

ACADEMIC DEGREE ABBREVIATIONS	
Degree	Abbreviation
aerospace engineering	AE
applied and environmental biology	AEBio
applied mathematics	AMth
architectural engineering	ArchE
biological sciences	BSci (LSci for graduates before 1998)
biomaterials	BMat
business/business and management systems	Bus (MgtSys for graduates before 2001), MBA
ceramic engineering	CerE
chemical engineering	ChE
chemistry	Chem
civil engineering	CE
computer engineering	CpE
computer science	CSci
earth sciences	Earth
economics	Econ
electrical engineering	EE
engineering mechanics	EMch
engineering management	EMgt
English	Engl
environmental engineering	EnvE
explosives engineering	ExpE
geological engineering	GeoE
geology and geophysics	GGph
geotechnics	Gtech
interdisciplinary engineering	IDE
history	Hist
industrial-organizational psychology	IOPsyc
information science and technology	IST
life sciences	LSci (BSci for graduates after 1998)
manufacturing engineering	MfgE
materials science and engineering	MSE
mathematics	Math
mechanical engineering	ME
metallurgical engineering	MetE
mining engineering	MinE
multidisciplinary studies	Mult
nuclear engineering	NucE
petroleum engineering	PetE
philosophy	Phil
physics	Phys
psychology	Psyc
systems engineering	SysEng
teacher education program	Teach
technical communication	TComm

academic departments. Use lowercase except for words that are proper nouns or adjectives: “the department of history,” “the history department,” “the department of English and technical communication,” “the English and technical communication department.”

It is more concise to drop the “of” and flip-flop a department’s name; thus the “department of electrical and computer engineering” becomes the “electrical and computer engineering department,” or the “department of mechanical and aerospace engineering” becomes the “mechanical and aerospace engineering department.”

Do not abbreviate “department” in any usage. For most non-academic departments, also use lowercase.

academic colleges and divisions. Capitalize all colleges, divisions, centers, laboratories, institutes and ROTC programs when using the full, proper name. “The college,” “the center,” “the division,” “the institute,” etc., is acceptable on second and subsequent reference, but should not be capitalized. In news releases, the informal departmental or divisional name (“electrical and computer engineering department” instead of “department of electrical and computer engineering,” or “student affairs division” instead of “Division of Student Affairs”) is the preferred use on second reference. Usually, offices are lowercase (“chancellor’s office” instead of “Chancellor’s Office” or “Office of the Chancellor”). Centers and institutes are capitalized when the full name is used (“Center for Infrastructure Engineering Studies,” “Materials Research Center,” etc.). Also, “Air Force ROTC” and “Army ROTC” are the preferred references for these academic programs.

Missouri S&T colleges are as follows:

- **College of Arts, Sciences, and Business**

The CASB abbreviation is appropriate for internal audiences only. It should not be used in any external publicity or marketing materials.

- **College of Engineering and Computing**

The CEC abbreviation is appropriate for internal audiences only. It should not be used in any external publicity or marketing materials.

Missouri S&T divisions are as follows:

- Division of Academic Affairs
- Division of Finance and Operations
- Division of Student Affairs
- Division of University Advancement

DEPARTMENT ABBREVIATIONS	
Department name	Abbreviation/shorthand
Academic Affairs	
academic support	
accounting/fiscal services	accounting
admissions	
Air Force ROTC	aerospace studies
alumni affairs and constituent relations	alumni, alumni affairs
annual giving	phonathon
archives	
Army ROTC	military science
arts, languages and philosophy	ALP
athletics and physical education	athletics
biological sciences	
budget office	
building services	
Burns & McDonnell Student Success Center	BMSSC
business and information technology	BIT
business services	
career opportunities and employer relations	COER
cashier's office	
Center for Aerospace Manufacturing Technologies	CAMT
Center for Biomedical Science and Engineering	CBSE
Center for Educational Research and Teaching Innovation	CERTI
Center for Environmental Science and Technology	CEST
Center for Excellence in Information Assurance and Educational Research	CAEIAE
Center for Intelligent Maintenance Systems	IMS
Center for Infrastructure Engineering Studies	CIES
Center for Single Nanoparticle, Single Cell and Single Molecule Monitoring	CS3M
Center for Statistical and Computational Modeling of Biological Complexity	
Center for Sustainability	
Center for Technology Enhanced Learning	CTEL
Center for Transportation Infrastructure Safety	
Center of Excellence for Aerospace Particulate Emissions Reduction Research	COE
chancellor's office	
Chartwells Dining Services	Chartwells
chemical and biochemical engineering	
chemistry	
civil, architectural and environmental engineering	CArE, civil engineering, architectural engineering, environmental engineering
Cloud and Aerosol Sciences Laboratory	CASL
Coatings Institute	
computer science	
corporate relations	

DEPARTMENT ABBREVIATIONS

Department name	Abbreviation/shorthand
counseling	
creative services	
custodial services	
design and construction management	
development	
development records	records
development research	research
disability support services	
distance and continuing education	DCE
economics	economics
Educational Technology	EdTech
electrical and computer engineering	ECE, electrical engineering, computer engineering
Electromagnetic Compatibility Laboratory	EMC
Electronic Materials Applied Research Center	EMARC
Energy Research and Development Center	ERDC
engineering management and systems engineering	EMSE, engineering management, systems engineering
English and technical communication	English, technical communication
enrollment management	EM
environmental health and safety	EHS
Environmental Research Center	ERC
Environmental Research Center for Emerging Contaminants	ERCEC
external relations	
facilities operations	
Finance and Administration	
Freshman Engineering Program	FEP, freshman engineering
geosciences and geological and petroleum engineering	GGPE
global learning	
graduate studies	
High Pressure Waterjet Laboratory	
history and political science	
human resource services	HR
information technology	IT
institutional equity, diversity and inclusion	IEDI
institutional research and assessment	IRA
Intelligent Systems Center	ISC
international affairs	IA
landscape services	
Leach Theatre	
library and learning resources	library
marketing and communications	
Materials Research Center	MRC
materials science and engineering	MSE
mathematics and statistics	math

mechanical and aerospace engineering	MAE, mechanical engineering, aerospace engineering
Miner Alumni Association	alumni association, MAA
mining and nuclear engineering	MNE, mining engineering, nuclear engineering
Missouri Enterprise	
Missouri Local Technical Assistance Program	LTAP
Missouri Transportation Institute	MTI
new student programs	
office of sponsored programs	OSP
office of technology transfer and economic development	OTTED, tech transfer
Kent D. Peaslee Steel Manufacturing Research Center	PSMRC
physical facilities	
physics	
power plant	
pre-college programs	
printing and mail services	
procurement	
professional leadership and campus engagement	PLACE
Project Lead The Way	PLTW
provost's office	
psychological science	
recruitment marketing and enrollment development	
registrar	
research and sponsored programs	
residential life	
Rock Mechanics and Explosives Research Center	RMERC, Rock Mechanics
S&T Global-St. Louis	
South-Central Regional Professional Development Center	RPDC
Speech Communication Center	
Student Affairs	
Student Design and Experiential Learning Center	SDEL, Student Design Center, Kummer Student Design Center
student diversity, outreach and women's programs	SDOWP
student financial assistance	
student health services	
student life	
Student Veterans Resource Center	
student wellness	
teacher education program	
technology transfer and economic development	TTED
The S&T Store	
undergraduate advising	
undergraduate studies	
university police	campus police, S&T police

DEPARTMENT ABBREVIATIONS

Department name	Abbreviation/shorthand
University Advancement	UA
Video Communications Center	VCC
web and interactive marketing	
Writing Center	

academic and administrative titles. Capitalize and spell out formal titles such as “professor,” “chancellor,” “chair,” etc., when they precede a name. Lowercase elsewhere. Also, never use gender-specific titles such as “chairman.” (See Chapter 9 for more tips on inclusive writing.)

advisor. This spelling differs from AP style, which recommends *advisor*. In keeping with common academic usage, however, use *advisor*.

alumnus, alumni, alumna, alumnae. Use “alumnus” (“alumni” in the plural) when referring to a man who has graduated from the university. Use “alumna” (“alumnae” in the plural) when referring to a woman who has graduated from the university. Use “alumni” when referring to a group of both men and women.

The term “alum” may be used in informal writing but is best avoided. If you must use the term, make sure your audience knows you’re writing about a person, not the chemical compound of the same name.

chairman, chairwoman, chair. The term “chair” is preferred over “chairman” or “chairwoman.” Do not use “chairperson.” (See Chapter 9 for more tips on inclusive writing.) Capitalize as a formal title before a name: “mechanical and aerospace engineering Chair James Drallmeier,” “history and political science department Chair Shannon Fogg.” But after a name, the title is lowercase: “Dr. James Drallmeier, chair of the mechanical and aerospace engineering department.” Do not capitalize as a casual, temporary position: “meeting chair Robert Jones.”

course numbers and courses. Use Arabic numerals and capitalize the subject when used with a numeral: “English 1211,” “Chemistry 1100,” etc. When writing about specific courses, write the formal names and capitalize: “Technical Writing,” “Introduction to Chemistry,” etc.

Curators’ Distinguished Professor, Curators’ Distinguished Teaching Professor. Always capitalize, including when preceding or following the name of any Missouri S&T (or other University of Missouri campus) faculty member holding the title. Examples: “Dr. Bill Fahrenholz, Curators’ Distinguished Professor of ceramic engineering.” “Dr. Delbert E. Day is a Curators’ Distinguished Professor emeritus of ceramic engineering.” “Curators’ Distinguished Teaching Professor Diana Ahmad.”

Note that the modifier “Distinguished” is now a formal

part of these titles. Formerly, the positions were known as “Curators’ Professor” and “Curators’ Teaching Professor.”

doctor. For faculty members who hold doctoral degrees, the courtesy title “Dr.” may be used in first reference on news releases, but not for *Missouri S&T Magazine* or department newsletter copy. On second reference, use the last name only. Do not, however, change the use of courtesy titles in direct quotes. For example, if someone is quoted as saying, “Dr. Bogan’s film class taught me valuable lessons about the meaning of life,” do not alter the quote.

emeritus. Place “emeritus” after a formal title and follow the guidelines for all other academic and administrative titles. “Von Richards, professor emeritus of metallurgical engineering.” Also: “Dr. Jack Ridley, Curators’ Distinguished Teaching Professor emeritus of history.” Note that emeritus is not capitalized because it is not part of the formal title.

endowed chairs and professorships. Capitalize full names of endowed chairs or professorships. For example: “Dr. J. David Rogers, the Karl F. Hasselmann Missouri Endowed Chair of Geological Engineering,” or “Dr. Joseph Smith, the Wayne and Gayle Laufer Chair of Energy.” Note that the academic specialty is capitalized because it is part of the formal title.

fellow. Capitalize if part of a formal title, such as “American Society for Engineering Education Fellow.” Lowercase elsewhere.

students. Avoid such terms as *engineers*, *scientists* and *teachers* when referring to students of various disciplines. Instead, use “engineering students” or “chemistry majors,” for example.

CHAPTER 2: MISSOURI S&T OR MISSOURI UNIVERSITY OF SCIENCE AND TECHNOLOGY?

The university's official, formal name is "Missouri University of Science and Technology." This name should be used on first reference in all formal, official communication and marketing materials. Note that the "and" is spelled out. Do not substitute the ampersand (&).

- Correct: Missouri University of Science and Technology
- Incorrect: Missouri University of Science & Technology

For headlines, photo captions and other tight spots, shorter is always better. Thus, "Missouri S&T" is preferred.

- For headlines, when space is tight, use "S&T" but not "MS&T," "MST" or similar abbreviations.
- For news releases and other official written materials, use "Missouri University of Science and Technology" on first reference and "Missouri S&T" on second and subsequent references. On occasion, "S&T" may be used on subsequent references to add variety to your writing.
- When writing to audiences familiar with the campus — such as alumni or students — "Missouri S&T" is acceptable in all references.

For forms on computerized applications, such as Peoplesoft or other applications where the number of characters is limited, use "MO S&T" if six character spaces are permitted. Note the space between "MO" and "S&T." The spacing is important to avoid confusion with the acronym "MOST." If five or fewer spaces are permitted, "MST" is acceptable.

As a general rule, do not use "MUST," "MS&T," "MO S&T" or "MST," except for forms on computerized applications, as explained above. Also, it is acceptable to use "mst," in lowercase, when referring official Missouri S&T web and email addresses. (See internet terms.)

university identification. Use "University of Missouri System" when referring to the central administration of all four University of Missouri campuses. On second reference, use "UM System" or "university system" when referring to the central administration of the four campuses or the Board of Curators. For first reference of any UM System campus

other than Missouri S&T, write the complete name: "University of Missouri-Columbia" (not "Missouri University" or "University of Missouri"), "University of Missouri-Kansas City" and "University of Missouri-St. Louis." On second and subsequent references, the following rules apply:

- For the University of Missouri-Columbia: MU is acceptable on second reference. This is in keeping with the University of Missouri Board of Curators' Nov. 29, 2007, decision to allow the Columbia campus to use "University of Missouri," "MU" or "Mizzou" on second and subsequent references.
- For the University of Missouri-Kansas City: UMKC is acceptable on second reference.
- For the University of Missouri-St. Louis: UMSL is acceptable on second reference.

Use the lowercase "university" in the generic sense. For example, write: "The university's Campus Performing Arts Series will host a performance of 'Evita' tonight in Leach Theatre of Castleman Hall."

CHAPTER 3: INTERNET AND SOCIAL MEDIA TERMS

Missouri S&T uses Associated Press style when writing about the internet. Below are some commonly used internet terms:

blog. Acceptable on all references. Originally a shortening of the word weblog, blog is now commonly used. Avoid overuse of the term and similar buzzwords (i.e., blogosphere).

check in (v.), check-in (n. and adj.). The act of sharing a location on a social network.

click-thrus. A way of measuring how many people click a link online to see its destination site. Note the spelling of “thrus” instead of “throughs.”

crowdsourcing and crowdfunding.

“Crowdsourcing” is the practice of asking a large collection of individuals online to help gather information or produce ideas, often through the use of social media. “Crowdfunding” is the practice of asking for financial support from a large collection of individuals online through social media platforms. Missouri S&T’s crowdfunding website is crowdfunding.mst.edu.

eConnection. The name of Missouri S&T’s faculty and staff e-newsletter.

email. Always lowercase, not hyphenated. Acceptable on all references. In keeping with online conventions, all Missouri S&T email addresses should be written in lowercase, as follows:

`joeminer@mst.edu`

Not:

`JoeMiner@mst.edu`

e-newsletter. Always hyphenated.

gateway. The term used to describe Missouri S&T’s main website. “Missouri S&T’s gateway is www.mst.edu.” Use “website” instead of “gateway” when writing to audiences unfamiliar with the latter term.

homepage. Always lowercase. Should be written as one word.

internet. Always lowercase. Write “the internet” when referring to the global network of computers. The Associated Press recently changed its style guide to lowercase “internet,” and the majority of news organizations have followed suit.

online. Always lowercase. One word, both as a noun (“Missouri S&T students like to communicate online”) and an adjective

(“Online communication is becoming more popular with college students everywhere”).

OrgSync. The name of an online service used by Missouri S&T student groups and student life for internal communication.

Student eConnection. The name of Missouri S&T’s e-newsletter for students.

URL. The address of a site on the web. Acceptable on all references. Do not use “Uniform Resource Locator.” For general audiences, it’s better to write “web address” instead. “Missouri S&T’s web address is www.mst.edu.”

web. Always lowercase. Preferred use for referring to the World Wide Web.

website. One word, lowercase. Preferred use for referring to a specific site on the World Wide Web. “[http://](http://www.mst.edu)” is no longer necessary. Just write “www.mst.edu” or “news.mst.edu.”

For more information on internet terms, refer to the AP Stylebook’s section on social media guidelines and terms.

CHAPTER 4: BUILDINGS AND CAMPUS LANDMARKS

Capitalize official names. “Students will meet at 6 p.m. for a candlelight vigil on the lawn outside the Havener Center.” “Toomey Hall houses Missouri S&T’s mechanical and aerospace engineering programs.”

BUILDINGS

Official name	Alternative name(s)
610 W. 10th St.	
1100 W. 10th St.	
Allgood-Bailey Stadium	Missouri S&T Football Stadium
Altman Hall	
James E. Bertelsmeyer Hall	Bertelsmeyer Hall
Buehler Hall	
Bureau of Mines Building	
Butler-Carlton Civil Engineering Hall	Civil Engineering Building, CE Building, CE, Butler-Carlton Hall, CE Hall
Campus Housing and Dining Services	
Campus Support Facility	CSF
Castleman Hall	
Centennial Hall	
Chancellor’s Residence	
Computer Science Building	CS Building
Curtis Laws Wilson Library	Wilson Library, Missouri S&T Library
Custodial and Landscape Services Building	
Dangerous Materials Storage Facility	
EcoVillage	
Emerson Hall	Electrical Engineering Building, EE Building, EECH
Engineering Management Building	
Engineering Research Laboratory	ERL
Experimental Mine Facility	Experimental Mine
Farrar Hall	
Fitness Center	
Fulton Hall	
Gale Bullman Building	Gale Bullman Building, Bullman Building, Bullman Auditorium
General Services Building	
Harris Hall	
Hasselmann Alumni House	
Havener Center	
Humanities and Social Sciences Building	H-SS, H-SS Building
Interdisciplinary Engineering Building	IDE Building
Kummer Student Design Center	Student Design Center
McNutt Hall	
Miner Dome Indoor Practice Facility	Miner Dome
Missouri S&T Baseball Field	
Missouri S&T Nuclear Reactor	The Reactor, MSTR

BUILDINGS

Official name	Alternative name(s)
Missouri S&T Observatory	
Missouri S&T Soccer Field	
Missouri S&T Softball Field	
Norwood Hall	
Parker Hall	
Physics Building	
Pine Building	
Power Plant	
Residential Commons	
Rock Mechanics and Explosive Research Center	RMERC
Rolla Building	
Rolla Suites Building 1	
Rolla Suites Building 2	
Sally North Hall	
Sally South Hall	
Schrenk Hall	
Solar Village	
South Central Regional Professional Development Center	RPDC
Southwestern Bell Cultural Center	
State Hall	
Straumanis-James Hall	Materials Research Center, MRC
Student Diversity, Outreach and Women’s Program Center	
Student Health Complex	Student Health, SHC
Student Recreation Center	
Technology Development Center	
Temporary Facility A	
Thomas Jefferson Residence Hall	
Toomey Hall	
University Commons	

campus landmarks. Capitalize official names of campus landmarks. “Students will gather at the Puck for a candlelight vigil.” “The flowers are in full bloom at the Thomas Memorial Garden.”

LANDMARKS	
Official name	Alternative name(s)
E3 Commons	
EcoVillage	
Innovation Park	
Millennium Arch	
Missouri S&T Stonehenge	Stonehenge
Puck	
Smart Bridge	
St. Pat’s Statue	St. Pat
Solar Village	
Thomas Memorial Garden	

centers, institutes and laboratories.

Capitalize complete names. For example: “The Center for Aerospace Manufacturing Technologies received a \$5 million allocation from the U.S. Defense Department.” A shortened form or acronym is acceptable on second reference. If the acronym may be unfamiliar to your audience, consider placing it in parentheses after the full name on first reference. For example: “The Center for Aerospace Manufacturing Technologies (CAMT) received a \$5 million allocation from the U.S. Defense Department.”

dormitory. Use “residence hall” instead.

CHAPTER 5: MISCELLANEOUS

entitled. A right to do or to have something, not a synonym for “titled” or “called.” “The employees are entitled to receive benefits.” “The book is titled “The Associated Press Stylebook.””

fraternities, sororities and service organizations.

Capitalize the proper names: “Lambda Chi Alpha,” “Phi Beta Kappa,” “Phi Eta Sigma.” Also capitalize words describing membership: “He is a Legionnaire, a Lion, an Odd Fellow, an Optimist, a Phi Beta Kappa and a Rotarian.” Capitalize the formal titles of officeholders when used before a name.

signature areas. Missouri S&T’s four best-in-class research and teaching areas are known collectively as “signature areas.” They are:

- Advanced Manufacturing
- Advanced Materials for Sustainable Infrastructure
- Enabling Materials for Extreme Environments
- Smart Living

Capitalize the signature areas’ formal names, but “signature area” is lowercase. “Dr. Ming Leu leads the Advanced Manufacturing signature area.” “Researchers with Missouri S&T’s Smart Living signature area are studying how microgrids can increase environmental sustainability.”

sports identification. Missouri S&T’s sports teams compete in the Great Lakes Valley Conference (GLVC) effective with the 2005-06 athletic season. Before 2005-06, the teams competed in the Mid-America Intercollegiate Athletics Association (MIAA). Missouri S&T’s sports teams are “the Miners.” Women’s sports teams are sometimes called “the Lady Miners.”

St. Pat’s Celebration, St. Pat’s. The official name of the weeklong celebration at Missouri S&T is “the St. Pat’s Celebration.” “St. Pat’s” is often acceptable on second and subsequent references. The annual event, held every March, usually during the week that includes St. Patrick’s Day, began in 1908. Engineering students at Missouri S&T and elsewhere consider St. Patrick to be the unofficial “patron saint of engineers.” The first student event to celebrate St. Patrick as the patron saint of engineers was held in 1903 at the University of Missouri-Columbia.

St. Pat’s Committee. The official name of the organization responsible for planning and organizing the annual St. Pat’s Celebration. It is a committee of the Missouri S&T Student Council. Before 1991, the St. Pat’s Celebration was sponsored and organized by the St. Pat’s Board. Use “St. Pat’s Board” only when referring to the organization that planned and carried out St. Pat’s before 1991. Do not use “St. Pat’s Board” when referring to the St. Pat’s Committee.

CHAPTER 6: HEADLINES AND PHOTO CAPTIONS

Headlines are the most visible sections of most publications and websites. They're also the portion of a story on which the writer or editor usually spends the least amount of time. That's unfortunate, because a creative and informative headline can draw a reader into a story, while a dull, uninformative headline can repel a reader.

The best headlines provide accurate, complete information quickly and attractively. The occasional use of puns, alliteration, balance and contrast, rhymes, proverbs, or twists of clichés, quotations or titles will help your headlines shine. But be careful not to rely on puns or playful wording at the expense of conveying information. Also, when writing for online audiences, an informative headline containing key words will more likely be picked up by search engines and will guide readers to your article, whereas a clever headline that obscures the nature of the article may be overlooked by internet surfers searching for a specific topic.

A good headline will:

- attract the reader's attention
- describe the story's mood
- set the tone of the publication
- summarize the story
- help readers index a page's contents

Tips for writing good headlines:

- Read the story more than once before writing the headline.
- Build the headline around key words from near the top of the story, but don't copy the lead.
- Make headlines complete. Be sure to have a subject and a predicate.
- Avoid the passive tense. Use active verbs.
- Be as specific as possible.
- Avoid label headlines ("Honor Roll recipients") except on obituaries or when space is limited.
- Always verify facts and be sure the headline doesn't have a double meaning.
- Use present tense, even for events in the past.
- Write "to," not "will" for present tense. "Missouri S&T to offer new summer courses."

- Use single quotes in headlines — never double quotes.
- Use a comma in place of the word "and."
- Abbreviate sparingly and avoid jargon; use only abbreviations most people would recognize.

Avoid:

- most adjectives and adverbs
- questions
- slang
- overworked or clichéd words
- opinion or editorializing

Never:

- abbreviate the university's name as "MST," "MUST" or "MS&T" in headlines, photo captions or elsewhere in printed or online materials. "Missouri S&T" is the preferred usage for headlines. If space is an issue, "S&T" is an acceptable abbreviation ("S&T to offer new summer courses").
- invite libel or contempt with headlines.
- begin with a verb, eliminating the subject.
- use names that aren't easily recognizable by all readers. If names are unrecognizable, use titles instead.
- use a speaker's name; what the speaker said is more important.
- use extra words just to fill space.
- repeat words.
- split nouns and modifiers or verb forms and prepositional phrases over two lines unless space is the main consideration.
- abbreviate months unless followed by a date; days of the week; a title without a person's name; a person's name; or the words "department," "association" or "company" when used without the entity's full name.

When space is limited:

- "Missouri S&T" is the preferred name for headlines. If space is an issue, however, "S&T" is an acceptable abbreviation ("S&T to offer new summer courses"). Never abbreviate the university's name as "MST," "MUST" or "MS&T" in headlines, captions or elsewhere in printed or online materials.
- use numerals instead of spelling out figures.
- use a percentage sign instead of spelling out the word.

- abbreviate United States, a state or a university name. For example: "S&T one of top 10 US universities," or "S&T named top university in Mo." No periods are used when abbreviating United States (US) in headlines.
- abbreviate association, department or company if used with the full name.

Writing photo captions

Like headlines, photo captions — also called "cutlines" — should satisfy skimmers who don't read the entire story. They also should help connect a photograph to the story, intrigue readers, dramatize the story or pull the reader into the story.

Every photograph should have a cutline, including specific information about the photo, describing action when necessary. When possible, cutlines should provide the reader information not contained in the story.

Make sure photographs match cutlines and everyone is identified.

Tips:

- Always look carefully at the photo before writing the cutline.
- Don't editorialize or include your opinion. Smiling students fishing from a dock may appear to be having a good time, but don't imply that in your cutline.
- Be specific. "A 50-foot sailboat" is better than "a big boat."
- Write "from left" rather than "from left to right."
- Write complete sentences.
- Present tense is preferred, but past is acceptable. Never mix verb tenses in the same sentence.

Photo credits/copyright information

Be sure to provide photo credits or copyright information when appropriate. Typically, the photo credit or copyright information appears in small type beneath the lower right-hand corner of a photograph.

CHAPTER 7: WRITING FOR ONLINE AUDIENCES

More and more of our audiences are going online to get their news and information. At the same time, many online readers skim for information and often come across our websites because they are looking for specific information. Therefore, it's important that we make it easy for them to find what they're looking for.

The following tips for writing to an online audience are condensed from "A Dozen Online Writing Tips," by Jonathan Dube, editor of *CyberJournalist.net*.

- **Think about presentation.** Writing for the web involves writing in "chunks" of information. It also requires writers to think differently about how they present information. Consider options to enrich

the reader's experience. Do you have video and audio to accompany your story? If so, provide links or embed the content in your site. How about related articles? Writing for an online audience requires you to add value to the traditional news or feature article. If you're writing about a particular student group, provide a link to the group's website or to previous articles on the subject.

- **Get to the point.** Don't bury your "lead" — the main point of your story. Summarize your story in the first paragraph so that readers may skim and get the important information first. Then provide background and details in subsequent paragraphs.
- **Keep it tight.** Writing for online audiences "should be a cross between broadcast and print — tighter and punchier than print, but more literate and detailed than broadcast writing," Dube advises. Write in

the active voice, using simple, declarative sentences — and don't be afraid to use a bit of humor while you're at it. "Strive for lively prose," Dube says, but "don't forget that the traditional rules of writing apply online."

- **Break it up.** Chop up large blocks of text, which are hard to read on a screen. Use more subheads, bulleted lists and graphics to break up the text.
- **Don't fear the link.** People actually prefer sites that provide worthwhile links. You won't lose visitors by providing good linked content.

For more information on internet terms, refer to *Wired Style: Principles of English Usage in the Digital Age*, by Constance Hale and Jessie Scanlon.

EIGHT SIMPLE RULES FOR WRITING YOUR BLOG

Missouri S&T bloggers can be some of the best ambassadors for our university. While it's important that bloggers follow the above guidelines on writing for online audiences, the following eight simple rules can help bloggers create more engaging content.

1. **Write in the first-person voice.** Think of the blog as your diary. You may be writing a blog for your department, but you are your department's "voice" to the online world. So, keep it conversational and write in your own voice, not the voice of the "institution."
2. **Use the active voice.** Use active, "action" verbs, and follow the simple "subject-verb-object" construction.

Active voice (good): "We will post the updated policies and procedures manual on our office's website."

Passive voice (bad): "The policies and procedures manual has been updated and will be posted on our office's website."

Not sure how to write in the active voice? Consult *The Associated Press Style Manual* or read recipes and nursery rhymes. The best use active verbs ("stir," "chop," "boil," "baste," etc.) and are written in the active voice ("Little Miss Muffet sat on a tuffet," "Jack and Jill went up the hill," and so on).

3. **Use strong verbs.**

4. **Keep a conversational tone.**

5. **Use personal anecdotes.** There's nothing wrong with talking about your personal interests, your work experiences, etc., when posting on your department's website. Just remember to keep it relevant to the mission of your blog and to follow the Missouri S&T social media guidelines.

6. **Tell stories.** It's a great way to convey information in an interesting way.

7. **Use captivating first lines and headlines.**

8. **Follow through with the conversations.** Take the time to respond to the comments you receive on your blog.

Blogs should:

- Invite conversation and inspire comments.
- Acknowledge contributions from others.
- Widen the audience with links to other blogs or websites of interest.
- Encourage others to speak to wider audiences on behalf on the university.

CHAPTER 8: INCLUSIVE WRITING

Writers should think carefully about language involving age, race, sex, disabilities and religion. Use objectivity, sensitivity and taste when referring to personal appearance, age, color, nationality, creed, sex, religion, sexual orientation, gender expression or any other categories that could potentially insult people or groups.

nationalities and races. Capitalize the proper names of nationalities, peoples, races, tribes, etc.: Arab, Arabic, African, African American, American, Asian American, Caucasian, Cherokee, Chinese (both singular and plural), French Canadian, Gypsy (Gypsies), Hispanic, Japanese (singular and plural), Jew, Jewish, Latin, Latina, Latino, Mexican, Mexican American, Native American, Nordic, Oriental, Sioux, Swede, etc.

Lowercase black (noun or adjective), white, etc.

Consult the *Associated Press Stylebook* for further clarification.

sexism. Avoid masculine references “he” and “his” when the description assumes that both sexes are involved. If necessary,

change construction from singular to plural to avoid sexist language. For example, write: “Students should contact their advisor for additional information,” rather than “A student should contact his advisor...”

Women should receive the same treatment as men in all aspects of writing. Physical descriptions, sexist references, demeaning stereotypes and condescending phrases should not be used.

To cite some examples from the *Associated Press*, this means that:

- Copy should not assume maleness when both sexes are involved, as in, “Jackson told newsmen” or in “the taxpayer ... he” when it can easily be said “Jackson told reporters” or “taxpayers ... they.”
- Copy should not express surprise that an attractive woman can be professionally accomplished, as in: “Mary Smith doesn’t look the part, but she’s an authority on ...”
- Copy should not gratuitously mention family relationships when there is no relevance to the subject, as in: “Madeline Albright, a doughty grandmother, said today ...”
- Use the same standards for men and

women in deciding whether to include specific mention of personal appearance or marital and family situation.

In other words, treatment of the sexes should be even-handed and free of assumptions and stereotypes. For more information, consult the *Associated Press Stylebook* under the entries for **courtesy titles; divorcee; man, mankind, and -persons.**

sexual orientation. The term gay is used to describe men and women attracted to the same sex, though lesbian is the more common term for women. These terms are preferred over the term homosexual in all references.

Transgender refers to people whose gender identity and/or gender expression differs from the sex they were assigned at birth. Use the pronoun preferred by the transgender individual.

LGBTQ is an acronym for lesbian, gay, bisexual, transgender and queer (or questioning).