

Graceland University – Communicating Our Identity

(Revised June, 2014)

Introduction and Statement of Purpose

This guide has been developed to provide assistance to campus communicators. Graceland University is an institution with a long reputation of excellence. The consistent use of language and clear projection of our institutional identity reinforce that reputation. This resource provides descriptions of common grammatical usage, Graceland accreditations, programs, facilities and affiliations. It should be used as a reference for internal and external communications.

If you are preparing documents, brochures, posters, guides or other materials that portray Graceland’s identity — for your team, School, Division or Department — you should consult this guide and/or request that the Communications Department review your publication to ensure consistency and accuracy.

For handy reference, this guide also includes the spelling of building names on the Graceland University campuses and a listing of university offices, departments and divisions.

Most grammatical usage entries in this guide are based on the *Associated Press Stylebook*. The 14th Edition of the *Chicago Manual of Style* and Strunk and White’s *The Elements of Style* are secondary sources. The 4th Edition of *Webster’s New World College Dictionary* is the primary source for spelling unless otherwise noted.

The inclusive writing section entries are based on these three sources: *The American Heritage Book of English Usage*; *The Bias-Free Word Finder* by Rosalie Maggio; and “Guidelines for Reporting and Writing about People with Disabilities,” a publication of the Research and Training Center on Independent Living at the University of Kansas-Lawrence.

For questions, additions or suggestions about this guide, please contact Jeanne Davis, Director of University Relations, jeanne.davis@graceland.edu, ext. 5213.

Matters of Style

a, an

A is used before words that begin with consonants; an before words that begin with vowels, but use the form that follows pronunciation.

This is a historic moment. (the h sound)

She received an honor. (the h is silent when spoken)

They made a unified effort.

They toured an 1820 building.

Pronunciation should determine the choice of **a** or **an** with abbreviations and acronyms:

an MBA program

a BS degree

an FBI agent

an IRS office

a U.S. citizen

a.m. and p.m. – lowercase with periods, include space after time

abbreviations and acronyms

Some abbreviations and acronyms are so common (such as Dr., Mr., FBI and IRS), it is unnecessary to spell out the full names, but use abbreviations with reserve. Readers are annoyed by copy that has numerous abbreviations or acronyms.

If an abbreviation or acronym is not well-known, spell out the name on the first reference, then use the abbreviation or acronym on subsequent references.

Creative Media Center (CMC); and then just CMC

Do not assume that common Graceland names or terms which have been written primarily as abbreviations or acronyms will be generally understood, even by employees or alumni. An example is CAP Center. Spell out CAP — Career, Academic, and Personal Counseling Center — on the first reference in copy.

To form plural or possessive of abbreviations or acronyms, the general rule is to add 's to those written with periods. Add s alone when there are no periods.

Acacia is capitalized and italicized

academic fields or disciplines

Names of academic disciplines or major or minor areas should not be capitalized, except when taken from a proper noun.

He studied English and history at Graceland University.
Those who plan to pursue degrees in physics must take this course.
She wants to major in modern art and minor in French art.

academic degrees

Do not add periods when abbreviating names of degrees. (See list below.)

Master or bachelor take 's only when used in place of Master of or Bachelor of. They also then become lower case.

He has a Master of Science in Nursing
He earned a Bachelor of Arts in English
He has a master's degree in nursing.
He earned a bachelor's degree in English.

Some common academic degrees:

associate degrees (no 's):

Associate of Arts	AA
Associates of Science	AS

bachelor's degrees:

Bachelor of Arts	BA
Bachelor of Science	BS
in nursing	BSN

master's degrees:

Master of Arts	MA
Master of Business Administration	MBA
Master of Fine Arts	MFA
Master of Science	MS
in nursing	MSN

doctoral degrees (may also use doctorate):

Doctor of Education	EdD
Doctor of Nursing Practice	DNP
Doctor of Philosophy	PhD

professional degrees:

Doctor of Dental Surgery	DDS
Doctor of Pharmacy	PharmD
Juris Doctor	JD
Medical Doctor	MD

academic honors

The words cum laude, magna cum laude, summa cum laude, are not placed in italics, even though they are foreign words.

academic titles

When using a courtesy title before a name, do not use the degree after the name.

John Doe, PhD
Dr. John Doe

Accreditation

Graceland University is accredited by several different organizations that give very clear and detailed guidelines for the publishing of that credentialing information. All documents that make statements about Graceland University accreditation must be approved by the Communication Office. Following is the accurate listing of Graceland accreditation.

Please note that all statements of accreditation must be written exactly as follows, including the contact information of the credentialing body.

Graceland is a member of North Central Association (NCA) of Colleges and Schools and is accredited by the Higher Learning Commission. NCA HLC, 230 South LaSalle Street, Suite 7-500, Chicago, IL 60602, 800-621-7440, www.ncahlc.org.

All Teacher Education Programs at GU are approved by the Iowa Department of Education, and are accredited by the National Council for Accreditation of Teacher Education (NCATE). NCATE, 2010 Massachusetts Avenue NW, Suite 500, Washington, DC 20036, 202-466-7496, www.ncate.org.

All GU Nursing Programs are accredited by the National League for Nursing Accreditation Commission, Inc. (NLNAC), and the Commission on Collegiate Nursing Education (CCNE). NLNAC, 61 Broadway - 33rd Floor, New York, NY 10006, 800-669-1656, www.nlnac.org. CCNE, 1 Dupont Circle NW, Suite 530, Washington, DC 20036, 202-887-6791, www.aacn.nche.edu and approved by the Missouri and Iowa Boards of Nursing.

The Athletic Training Program is accredited by the Commission on Accreditation of Allied Health Education Programs (CAAHEP). CAAHEP, 35 East Wacker Drive, Suite 1970, Chicago, IL 60601, 312-553-9355, www.caahep.org.

adjectives and adverbs

Mark Twain said, “If you can catch an adjective, kill it.” That is good advice for most writing. There is a need for good adjectives and adverbs — even Twain used them — but be certain you need one, then be selective about choosing it.

accept, except

accept means to take or receive; except is to exclude

He will accept the award.

The class is open to all except freshmen.

across/acrossed – The correct word is across.

active voice, passive voice

Be active. When writing, the active voice is almost always preferred. Passive writing takes more space and more time to read, and it can be boring.

When you use the active voice, the subject of the sentence acts. When you use the passive voice, the subject of the sentence is acted upon.

Active: The students supported the board's action.

Passive: The board's action was supported by the students.

addresses/form for printing contact information

Graceland University mailing addresses for Lamoni and Independence follow the format below:

For Lamoni:

Person or office
Graceland University
Building name
1 University Place
Lamoni, IA 50140

For Independence:

Person or office
Graceland University
1401 W. Truman Road
Independence, MO 64050

Use U.S. Postal Service zip code abbreviations for mailing. Abbreviate compass designations in addresses, but spell out others, such as Street, Avenue and Road.

Mail the check to:

Joe Doe
123 W. Main Street
Anytown, IA, 50000

For addresses listed in paragraph form, use commas to separate elements.

For further information, write to: Communications Office, Graceland University,
Higdon Administration Building, 1 University Place, Lamoni, IA 50140.

Telephone numbers – Use hyphens in telephone numbers:

641-784-5000

When listing separate numbers — home, office, fax — indicate as follows:

641-222-1111 (Office)
641-222-2222 (Home)
641-222-3333 (Mobile)
641-222-4444 (Fax)

Internet addresses – Include the entire address, email or website.

www.graceland.edu
admissions@graceland.edu

advisor not adviser

affect, effect

To help avoid confusion about the use of these two words, use affect only as a verb. It means to influence. Effect means “to cause” as a verb; as a noun it means “a result.” It may help to keep in mind the difference between influence and cause when selecting the correct word in this case.

Your test score will not affect your semester grade.
The faculty effected significant changes in the curriculum.
The effect of terrorism is felt around the world.

afterward/afterwards – The correct word is afterward.

ages

Use numerals/figures for all ages. Hyphenate when used as a modifier.

John is 6; his sister is 11.
The 6-year-old boy was injured in the accident.

Do not use an apostrophe when describing a decade.

He was in his 50s.

As a noun, teenager is the preferred spelling. Teen also may be used. As an adjective, use teenage, not teenaged.

all right/alright – The correct spelling is two words: all right.

alumna, alumnus, alumnae, alumni

Alumna is the singular form for one woman; alumnae is the feminine plural, but rarely used. Alumnus is the singular for one man. Alumni is the plural form that can be used to describe more than one man, or a group including both men and women. Do not use italics, underline or quotes for the forms of this word.

She is an alumna of Graceland University.
All the alumnae attended the women's tea.
He is an alumnus of Graceland University.
All Graceland alumni are invited to homecoming.

ampersand (&)

Use only when it is a part of a formal or official name. Avoid other uses in copy; instead, spell out "and."

annual

Every year. Use only when an event has occurred at least two consecutive years. There cannot be a first annual conference, but there can be a second, third or 99th annual conference.

ante-, anti-

Ante means before, such as an antebellum home; anti means against, such as the antitrust legislation.

apostrophe

The apostrophe is used to show possession, to make some words plural, and to take the place of an omitted letter. One of the most common grammatical mistakes involves the incorrect use of the apostrophe in the words it's or its. It's is the contraction for "it is." Its is a pronoun and does not take an apostrophe — neither do his, hers, ours or theirs.

It's time to go to class. (It is time to go to class.)
Give the dog its bone.
John returned his overdue books to the library. Mary returned hers, too.

The rules for the apostrophe require special attention. The basic rules include:

Possessive:

Singular nouns not ending with s: add 's.
Joe's car was stolen.

Singular nouns that end with s: add 's unless the next word in the sentence begins with s
The defense attorney ridiculed the witness's answer.
He said the witness' story was a lie.

Plural nouns not ending with s: add 's
The men's meeting was canceled.

Plural nouns that end with s, add only the '.

The boys' cars were parked on the same street.

Plural: See abbreviations and acronyms.

backward not backwards

biannual, biennial

Biannual means twice a year (semiannual); biennial means every two years.

Bible

Capitalize when used as a religious term or when referring to the book itself; lowercase when not used as a religious term. Lowercase biblical in all cases.

The Bible is the greatest of all books.

The gardener's almanac is his bible.

The manuscript dates to biblical times.

board of trustees

The full name of the board is the Graceland University Board of Trustees. Short forms of the name are not capitalized on second reference.

The Graceland University Board of Trustees met Saturday.

The board of trustees will consider the item at the next meeting.

bold face type

Bold face type can add interest and help set off sections or headings in complicated text, but too much bold is difficult to read. Consult the graphic artists in the Creative Media Center for advice about when and where to use bold face type for maximum effect. Bold type should never be used as a substitute for quote marks or italics.

book titles – See titles

building and campus geographic area names

The following list contains the names of buildings and geographic areas on the Graceland campus in Lamoni. The Independence campus building is referred to as: the Graceland Independence campus or the Independence campus.

- Americas Room (North, South) — no apostrophe

- Baughman Athletic Center (formerly the Maple Street Building)
- Big G Lake
- Briggs Hall
- Bruce Jenner Sports Complex:
 - Huntsman Field
 - Leland Drennen Ackerley Outdoor Track and Field Facility
(unless the full name is required for official purposes, use Ackerley Track)
 - Rasmussen Soccer Complex (The Razz for informal uses)
 - McKain Tennis Courts
- Carmichael House is the president's residence and should be referred to by its official name in all cases.
- Chase Stadium is the official name for the baseball field at North Park in Lamoni.
- Roy A. Cheville Chapel may be shortened to Cheville Chapel.
- Dr. Charles F. Grabske Library is the official name for the Independence Campus library.
- Eugene E. and Julia Travis Closson Physical Education Center is the official name. Use Closson Center in other uses. Also includes Hampton Center (athletic offices located on the east end).
- Fitzgerald Fitness Center is the official name of the campus fitness facility. For formal publications the building should be called The Fitz Center. The building can be informally called The Fitz. The sign outside the building refers to the facility as "The Fitz Center for Fitness and Wellness 2011."
- Founders Lake (no apostrophe between r and s)
- Floyd M. McDowell Commons may also be referred to as the Commons. The Gold Room is the small banquet room on the lower level.
- Frederick Madison Smith Library is the official name. Use Smith Library in other uses.
- Graybill Hall
- Gunsolley Hall
- Harpham Heritage Chapel is located on the second floor of the Higdon Administration building.
- The Helene Center for the Visual Arts (Capitalize The in this name.)
- Higdon Administration Building, or second reference Ad. Bldg.
- HMP Stadium is the official name for the softball field at North Park in Lamoni.
- "the Hill" (the term referring generally to the Lamoni campus — use lower case the and quotes)
- Kelley Hall
- Memorial Student Center (May be abbreviated to MSC for on-campus publications and second reference.)
 - Memorial Student Center Main Room
 - North Americas Room
 - South Americas Room
 - the Swarm Inn
- Patroness Hall

- Rasmussen Soccer Complex is the official name of the soccer field. “The Razz” can be used as an informal alternative.
- Resch Science and Technology Hall is the official name. Use Resch Hall in other uses.
- Shaw Center is the name of our performing arts facility (The building has SHAW in all caps on it, but when referring to it, write it out as Shaw Center).
 - Shaw Family Auditorium is the official name of the auditorium.
 - Carol Hall is the official name of the rehearsal hall.
 - JR Theatre is the official name of the black box theatre.
 - Shaw Amphitheatre is the official name of the amphitheatre.
- Small and Thomas Apartments
 - Small Apartments sit along Cedar Street.
 - Thomas Apartments sit along College Avenue.
- Tess Morgan Hall
- Tower Apartments
- Walden Facilities Services Building
- Marietta Walker Hall
- Zimmermann Hall

campuses, divisions, colleges and schools at Graceland

Graceland University has two campuses: Lamoni, Iowa, and Independence, Missouri.

Degree completion and masters programs are offered at these satellite campuses:

Indian Hills Community College, Centerville, Iowa
North Central Missouri College, Trenton, Missouri

These are the academic schools or colleges at Graceland:

- C. H. Sandage School of Business
- Edmund J. Gleazer School of Education (offices for this school are located on both the Lamoni and Independence campuses) – *May shorten to the Gleazer School of Education if needed for space requirements.*
- Graceland School of Nursing is located on the Independence campus. These degrees are offered in the program: BSN-RN, RN-BSN, MSN, DNP.
- College of Liberal Arts and Sciences (CLAS) includes the following divisions:
 - Division of Health and Movement Science
 - Division of Humanities
 - Division of Science and Mathematics
 - Division of Social Science
 - Division of Visual and Performing Arts
 - The Community of Christ Seminary at Graceland (offices and classes located on the Independence campus)

These are Graceland centers:

- Center for the Study of Free Enterprise and Entrepreneurship; Students in Free Enterprise (SIFE) is the working arm of the Center.
- Center for the Study of the Korean War
- Center for Professional Development and Lifelong Learning (SkillPath)

campuswide – one word

cancel, canceled, canceling, cancellation – only cancellation has two l's

capital/capitol

These words frequently are confused. Remember the round dome on a capitol building (national or state) is the shape of the letter o. It is the only meaning for the spelling but is maintained in the term Capitol Hill, which means the hill upon which the capitol building is located.

Capital refers generally to “most important.” It is used to describe the location of the seat of government, such as: Des Moines is Iowa’s capital city.

Money may be called capital. There also are these: capital letters, capital punishment, capital virtues and capital ideas, etc.

capitalization

The use of too many capitalized words results in complicated text and adversely affects readership. Keep capitalization to a minimum — it does not carry additional importance.

Generally, capitalize proper nouns, names derived from proper nouns, brand names, official names (such as companies), the first word of a sentence, and when the typographical style of capitalizing titles is mandated.

The division office is in Briggs Hall.

The Graceland University Division of Humanities is housed in Briggs Hall.

Avoid capitalizing all letters in all words in text. Copy placed in all capital letters is difficult to read and the reader is likely to skip over it. A word, or a few words, in capital letters may be effective in some cases, but consult the graphic artists in the creative media center for advice.

centuries, decades

When writing about centuries or decades, spell out first through ninth; use numerals for 10 and over. Hyphenate when used as a modifier. Unless it is the first word in a sentence or part of a title, century is not capitalized.

The artifacts are from the second century.
The book was published in the 19th century.
It is a second-century artifact.
It is a 19th-century book.

Use the apostrophe to show the century portion of a decade not included; do not use the apostrophe with plurals of decades. Hyphenate when used as a modifier.

Those were the happy days of the '50s.
That is an example of '30s-era economic policy.

class year

These words: first-year student, sophomore, junior, senior, graduate, postgraduate are not capitalized unless a part of a title or the official name of an organization.

coed

Remove the term coed from publications. Students are men and women. The use of coeducational may be important when describing the university in some documents — when basic factual information is required — but rarely needs mentioning in most copy.

commencement

This word is written in lower case unless part of a title or when referring to a specific commencement.

The Senator has delivered commencement addresses to three universities this summer.
The name of the speaker for the 2015 Graceland Commencement has been announced.

comma

Refer to the most recent Webster's New World Dictionary or the AP Stylebook for rules pertaining to the use of the comma. For the purposes of this guide, the question is often raised about the use of the comma in a series. Graceland's style does not use the serial comma in publications.

Students hail from Iowa, Missouri, Illinois and Indiana.

Community of Christ

Graceland University was founded in 1895 as a nonsectarian college by the Reorganized Church of Jesus Christ of Latter Day Saints. That church is now known as Community of Christ. It is not correct to precede the name of the church with "the." Refer to Community of Christ Web site at www.cofchrist.org for further clarification.

Graceland University remains a nonsectarian college, which means it is not confined to one religion, nor is the affiliation limited to one specific denomination. However, Graceland's sponsoring church is Community of Christ. Many of our alumni, faculty and staff are members of this faith tradition. It is therefore common to note this in publications.

continual/continuous

Continual means “repeated or intermittent.” Continuous means “unbroken.”

I am weary of his continual negativism.

There was a continuous row of fence posts along the driveway.

coursework – one word

database – one word

dates

Give the day of the week, when it is needed, before the date and year. The year usually is not needed in writing, unless when dating letters and similar documents — in fact, it is more likely to complicate copy. In sentence sequence, the year is set off with a comma. When there is no calendar date, a comma is not needed between month and year.

Abe Lincoln was born in Kentucky on February 12, 1809, the son of pioneers.

Abe Lincoln was born in February 1809.

Place the time of day (if it is necessary) before the day and date. It is rarely necessary to give a time of day for events that have passed. Exceptions might be such documents as minutes.

The meeting will be held at 7:30 p.m. Wednesday, Oct. 14.

Spell out days of the week and months when they stand alone in copy. Except for May, June and July, the names of months may be abbreviated when used as part of a complete date. Days of the week should be abbreviated only where space is limited, such as in tables.

Let's go to the movies Saturday.

We took the children to the zoo in May.

We will take them to the beach in July.

Even though rd, nd, st, and th are pronounced in spoken language, and may be used with centuries, do not use them when writing a date.

He started classes on September 3.

We will leave for vacation on June 5.

day care

Day care is a noun; day-care is an adjective and is hyphenated.

She took the children to day care.

She is a day-care provider.

degrees

The names of degrees are capitalized only when used as abbreviations. The exception is when the full name includes a proper noun.

John Doe, PhD, has accepted the division chair position.

John Doe, who holds a PhD in history, has accepted the division chair position.

Jane Doe, who holds a doctorate in chemistry, has accepted the chair.

Jane Doe, who holds a PhD in English, has accepted the position.

directions, regions

Do not capitalize compass directions — north, south, west, eastern, southeast, etc. They are capitalized when used to describe regions.

The wind changed this morning from northwest to south.

After leaving the Midwest buried under a foot of snow, the season's first major storm has moved into the Northeast.

doctoral/doctorate

He is a doctoral candidate; and he is working on a doctoral degree, or on a doctorate. (Don't write doctorate degree because a doctorate is the degree.)

dorm – see residence hall

each/either/neither

When used as subjects, these pronouns take singular verbs. With either, use or; with neither, use nor.

Either she or her sister will visit the nursing home Sunday.

Neither the boy nor his friend has found the cookies.

ellipsis (...)

Used to denote words deleted from a full quote, the three dots should be treated as a unit, with a space before and after. If the ellipsis falls after a period, there still should be a space between the period and the ellipsis. The ellipsis is sometimes used to show a pause in speech or a thought left incomplete.

“I will support this legislation that will empower you, your children ... and all the generations to come,” the candidate said.

em dash —

Most often used to denote a change in thought, or to give emphasis to a clause in a sentence, the em dash also can be used to set off a list and before an author's name to show attribution of a quotation. Use a space before and after the em dash. A common error is to use a regular dash for the em dash.

The students want to take their exams at night — provided they have the day free for study.

The chef organized the ingredients — flour, sugar, milk, cocoa, salt, nuts and cinnamon — before he began to make cookies.

emeritus, emerita, emeriti

Emeritus is the masculine singular form; emerita, the feminine singular. Emeriti is the plural form used to describe a mixed group or a group of both genders. The word always follows the noun and is used when someone has retired from the position named in the sentence.

He is president emeritus.

She taught here for many years and now holds faculty emerita status.

Two faculty emeriti will present lectures.

emigrate/immigrate

An easy way to remember the difference between these two words is this: emigrate as in “exit” (both words begin with e); immigrate as in “in” (both begin with i).

endowed chairs

These are the active endowed chairs at Graceland:

the F. Henry Edwards Chair of Religious Studies

the Charles H. Sandage Chair of Economics

the Dwight and Ruth Vredenburg Endowed Chair in Music

the Daniel E. and Alice D. Waite Endowed Chair in Science

the David and Betty Nipper Endowed Dean's Chair of Community of Christ Seminary

the Ackerley Computer Science and Technology Scholars Program

the Paul E. Morden Endowed Seminary Chair of Religion

the C.H. Sandage Chair in Business

endowed funds

Please contact Development for the official names of endowment funds when writing about them.

exclamation mark

This punctuation is used to show strong emotion. It should be used sparingly.

ensure, insure

Use ensure to express guarantee; insure when referring to insurance.

Early registration will ensure you a place in the course.
He insured the home's contents at replacement value.

farther, further

Use farther when referring to linear distance; further when referring to extent or degree.

Their house is approximately one block farther down the street.
The committee chair said he would go no further than to say the plan is under consideration.

fax

This is the acceptable short form for facsimile or the facsimile machine. Fax is not an acronym and should not be spelled with capital letters.

fund raising, fund-raising

Fund raising is a noun and is written as two separate words, fund-raising is an adjective and hyphenated.

Fund raising is an important part of our strategy.
She chairs the fund-raising campaign.

forward not forwards**fractions**

In body text, spell out amounts less than one and hyphenate. (It is acceptable to use numeral forms in most technical writing and in columns and graphs, although the use of decimal points might also be used to show fractions in these cases.)

She has committed one-third of her salary to housing costs.

freshman/freshmen – Freshman is the singular use and freshmen is the plural.

full time; full-time

Hyphenated when used as a modifier.

He works full time.
He is a full-time employee.

grades and grade point average

To make plural of grades, add 's

He earned two A's, two B's and one C this semester.

When referring to grade point average, it is acceptable to use the abbreviation (GPA) when used with figures, but it is best to spell it out on first reference and when used in general copy, rather than to describe a specific grade point.

Her GPA is 2.4.
He knows he must improve his grade point average.

groundbreaking – one word

homecoming

Do not capitalize this word unless it is followed by a specific year or is part of a title.

We hope all alumni will come to homecoming this fall.
All members of the class plan to attend Homecoming 2002.

home school; home-school

Hyphenated when used as a modifier.

She attended home school.
He is a home-schooled student.

Horizons

Horizons is the name of the Graceland University alumni magazine. The name is italicized in print.

House – the basic unit of Graceland University student life

Men's Houses:
Agape, Cheville, Closson, Faunce, Orion, Powell, Stewart Manor, Tiona

Women's Houses:
Amici, Aponivi, Dimora, Hanthorne, Kiyah, Paloma, Sariah, Shalom, Solah

Independence Campus (Nursing):
McKevit Manor

When referring to a specific house, do not capitalize the word “house.” Do capitalize “House” when referring to the House President.

“I am the House President of Solah house.”

hyphenated words

There are few standard rules about hyphenation. When two or more words are put together to form a modifier, they frequently are hyphenated.

He is a foreign-car dealer.
She is a 21-year-old student.

Some prefixes and base words are hyphenated, but many are not. The Webster’s New World College Dictionary provides good lists of hyphenated and non-hyphenated words under prefix entries such as non and re.

The group is known for its anti-American activities.

The hyphen is used for combinations to replace a preposition.

I must read pages 100-220 before the test.

Be certain that a hyphen (or absence of one) does not change the meaning of a sentence.

The parties have resigned themselves to the necessity of a compromise.
The parties have re-signed the documents.

I, myself, me

I is used as a subject. Me is used in the objective. Myself is used for emphasis, or to refer to the subject.

I accepted the gift.
He gave the money to John and me. (Me is an object in this sentence. The use of I in this construction is a common mistake. I is the subject form. If uncertain, say the sentence without the word John. You would not say: He gave the money to I.)
I made the cake myself.

in care of

The proper symbol for the phrase in care of is: c/o. The percentage symbol should not be used for this phrase.

invoke/evoke

Invoke means to appeal to or call forth. Evoke means to produce/elicit or to reawaken (such as in memories).

The preacher invoked God’s intervention.
The picket line marchers evoked an angry reaction.

irregardless/regardless —The correct word is regardless.

italics

Italics can be difficult to read, so it's a good idea to limit their use. They are used to set off foreign terms. (Keep in mind a number of words have become accepted into the language and not italicized, such as *emeritus* and *alumnus*.)

Italics are used to show the titles of certain works, such as books and newspapers. Italics also may be used to provide typographical interest in text — for such elements as photo cutlines, call-outs or headlines. Consult the graphic designers in the Creative Media Center for advice when using italics.

Internet terms

The AP Stylebook contains a concise list of Internet words. Here are some that are used frequently and how they should appear:

- cyberspace** – one word
- dot-com** - hyphenated
- download** – one word
- email** – not hyphenated
- home page** – two words
- hyperlink** – one word
- Internet** - capitalized
- login, logon, logoff** – all forms are one word (but use as two words in verb form)
- online** – one word
- Web** – capitalize, short form of World Wide Web
 - website** – one word
 - Web page** – two words, capitalized
 - webcam** – one word
 - webcast** – one word
 - webmaster** – one word
 - website** – one word

judgment not judgement

less than/under

Use under when referring to spatial relationship. Use less than when referring to quantity or amount.

- The man was trapped under the car.
- This dress costs less than that one.

longtime – one word

money

When using numerals to denote money amounts, omit 00 from round figures:

We paid \$15.25 for tickets.
The tickets cost \$10 each.

more than/over

Like less than and under, these are not interchangeable. Use more than when referring to numbers and amounts; use over when referring to spatial relationship.

More than 100 private planes flew over the mountain range last week.

My Graceland

Two words, both capitalized. Italicize when used in text, and create link to [*My Graceland*](#) when possible.

nonprofit – one word

nontraditional – one word

noon, midnight

Use these instead of the awkward and confusing 12 a.m. and 12 p.m. Also avoid using the redundant 12 noon or 12 midnight.

Lunch is served at noon.
The children wanted to stay up, but fell asleep at midnight on New Year's Eve.

numbers

In straight text, spell out numbers from zero through nine; use numerals for 10 and above. Spell out any number that begins a sentence, but it's sometimes better to rewrite than to include a complicated number written out in copy.

He still has five days of vacation and 11 days of necessary leave to use this year.
Seventeen of the 2014 graduates received top honors.

off campus/off-campus and on campus/on-campus

No hyphenation when used as nouns; hyphenate when used as modifiers.

Off-campus housing is available.
They prefer to live off campus.
The university offers on-campus dining.
Students who live on campus usually eat in the Commons.

offices at Graceland

All offices are capitalized when used with Graceland or Graceland University and for signage. It is acceptable to spell without capitals on second reference.

Those known by acronyms should be capitalized as acronyms. CAP Center, has been used at Graceland without periods.

Academic Affairs
Academic Skills Center
Accelerated College Education (ACE) Program
Accounting Services
Admissions
Affiliate Relations
Alumni Programs
Athletics
Business Services
Campus Ministries
Career, Academic and Personal Counseling (CAP) Center; also use: CAP Center
Chance Program
Communications
Creative Media Center (CMC)
Conference and Events
Development Office
Educational Talent Search
Facility Services
Follett Bookstore
Health Services
Human Resources
InfoCentral
Information Technology Services (ITS)
Institutional Advancement
Institutional Effectiveness
Institutional Research
Institutional Special Services
Instructional Technology
International Programs
Library
Marketing
Office of the President
Performing Arts
Research/Accreditation
Registrar's Office
Residence Life
Ricoh Mailroom
Ricoh Print Shop

Sodexo Food Services
Student Activities
Student Disabilities Services
Student Financial Services
Student Life
STA+
TRIO Programs (Educational Talent Search, Student Support Services)
Student Support Services
Writing Center

*This list is updated as department names change, are added or deleted.

people/persons —A person is one individual. Use people for plural.

percentage

Unless at the beginning of a sentence, use figures for all percentages — including 1-9. Write out the word percent unless space demands the use of the symbol.

One recent study shows that 2 percent of the U.S. population hates broccoli.
Other studies show up to 11 percent of the population hates broccoli.

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

The grade point average of the freshman class rose by 0.25 percent in the second semester.

presently – This word means in a little while or shortly. It does not mean currently or now.

personal/personnel

Personal means private, individual.

Personnel refers to persons employed within a business, agency, etc.

quotation marks

Use quotation marks to show both direct and partial quotes and for titles of some works. They also are sometimes used to call attention to a phrase or word, but such use generally should be avoided — it may be perceived as a way the writer wants to make something trivial or comical. Overuse of quotation marks for uses other than quotes results in choppy text and interferes with readership. Note the proper direction of quote marks. Sometimes, it is difficult to tell these apart in certain fonts in computer software.

To begin a quote, use open-quote marks “
To end a quote, use close-quote marks ”

races/nationalities

Capitalize proper names or races, nationalities, tribes and people, such as Asian, American, Norwegian, etc. Cite color in lower case, unless part of a title: black, white, brown.

raise/rear

Farmers raise cattle and corn.

If they are parents, they rear children.

regardless/irregardless – The correct word is regardless

residence hall – do not use dorm/dormitory

Tess Morgan is a residence hall at Graceland University.

seasons

Do not capitalize unless used as a proper noun.

It is only two weeks until the first day of spring.

He will compete in the Winter Olympics.

semesters

Do not capitalize names of semesters, sessions or periods (such as registration, orientation, schedule.)

sign up – two words, no hyphen either as noun or verb

SkillPath – Spelled as one word with capital P.

spacing

No matter what your high school typing teacher told you, space only once between sentences for all copy in printed material. (Business letters may be an exception.) Copy prepared this way takes less space and reduces layout problems.

When spacing between and around paragraphs, lists, columns, etc., ask for advice from a graphic artist in the creative media center — and be consistent through the entire document.

state names

Use USPS abbreviations when mailing and in list format; spell out full name of state (AP style) for other purposes. Spell out all state names when they stand alone in copy. Set them off with a comma when used with the name of a city.

This address was on the envelope: 123 W. Main Street, Anytown, MO 10101

John Doe Lamoni, IA
Jane Smith Independence, MO
Bob Jones Austin, TX

He drove from Independence, Missouri, to Minneapolis, Minnesota, in one day.
She is from Missouri but plans to move to Colorado.

that and which

That is used as introduction to a restrictive clause; which as introduction to a nonrestrictive clause. If uncertain, decide whether or not the sentence can stand without the clause. If not, use that; if it can, use which. A comma should precede “which” in a sentence.

that and who

That is for objects; who for people.

Here is the car that needs new tires.
Here is the boy who needs a bath.

theatre, theater

Theatre is the proper form to describe a production, theater is to describe a building. See buildings and departments for official Graceland names regarding this.

This year’s theatre production is *Hamlet*.
Let’s go to the theater to see the show.

The spelling, “theatre,” is used for all uses in connection with JR Theatre in Shaw Center, the ampitheatre and the Graceland University Theatre Department.

time

Use figures, except for noon and midnight (not capitalized). A colon is used to separate hours from minutes. Avoid the use of 00 in even hours. Do not capitalize a.m. and p.m., but do use periods after each letter and a space after the time. Try to avoid the use of o’clock. Use time, day, and date in order.

Tickets go on sale at noon.
We'll meet at 4:30 p.m. today, but at 7 p.m. tomorrow.
The meeting will start at 7 p.m. Thursday, May 5.

titles of works

The general rule is to place large works in italics; smaller works in quotes.

Large works include books, magazines and newspapers, long works of poetry, movies, plays, operas, musicals and ballets. Smaller works include articles, essays, poetry, short stories, paintings and sculptures, television shows and songs. Care should be taken with titles and names of works of classical music other than those cited here.

Most words are capitalized in titles of works; but many — such as articles and prepositions — are not, unless one is the first word. Such words include, but are not limited to: a, an, the, if, on.

titles of people

Rules as outlined above for titles of departments, etc. may be followed for titles of people.

She is the Graceland University Vice President for Institutional Advancement.
The dean of students greeted the new class Tuesday.
The author is a professor of chemistry at the university.
She is an associate professor of German in the humanities division.
She teaches social studies.
He teaches English.

vice president – two words, not hyphenated

inclusive writing

It is important to be aware of issues involving inclusive language. Keep in mind that inclusive language style changes over time and what is acceptable in one geographic region may not be acceptable in another. Sources for inclusive writing include: *The American Heritage Book of English Usage*; *The Bias-Free Word Finder* by Rosalie Maggio; and “Guidelines for Reporting and Writing about People with Disabilities,” a brochure published by the Research and Training Center on Independent Living at the University of Kansas, Lawrence. The following is a brief list, but are ones often used in general writing.

disabled/disability

Use disabled and disability, not handicapped, if referring to people. Place the person before the disability, such as: persons with disabilities rather than disabled persons. In most cases, it is not necessary to refer to an individual or groups of individuals in terms of disability.

Down syndrome or Down's syndrome

Both terms are acceptable to describe the congenital disorder.

gender-neutral

There was a time when writers used man and the pronouns he, his and him for both genders. That is no longer the case. Here are some common gender-neutral names. Try these before creating awkward feminine forms of words.

Use person or people instead of man or men

Use people instead of mankind

Use workforce instead of manpower

Use mail carrier instead of mailman

Use police officer instead of policeman or policewoman

Use firefighter instead of fireman

Use head, presiding officer, chair instead of chairman

Use committee member, member of a committee, instead of committeeman or committeewoman

Many English nouns are gender-inclusive. Such words as these rarely need the added male/man or female/woman:

Artist, farmer, writer, doctor, nurse, teacher, etc.

Some writers find it awkward to use he/she, him/her. A common solution is to rewrite the sentence in the plural.

Instead of this sentence:

Every student should bring his or her books to class tomorrow.

Try this one:

All students should bring their books to class tomorrow.

Gender-neutral writing involves more than simply using the right noun or pronoun to describe a person. Treat men and women the same. Don't describe a woman in terms you wouldn't use if describing a man.

coed

Remove the term coed from publications. Students are men and women. The use of coeducational may be important when describing the university in some documents — when basic factual information is required — but rarely needs mentioning in most copy.

race and ethnicity

african american – This term generally is accepted in today's written language, but black also may be used.

African American is not hyphenated as a noun. When used as an adjective, The American Heritage Book says of this and other "hyphenated American" terms that they "may be styled either with or without a hyphen."

asian – This term is preferred over oriental and is used to describe persons native to Asia or descended from Asian people.

asian american – This is the term to use for Americans of Asian descent. Do not use Amerasian, which is the term for a person of mixed Asian and American parentage, especially the child of an Asian mother and an American father. Asian American follows the same rule as other “hyphenated Americans.”

hispanic/latino – Both are widely-used in American English, but they are not identical terms. Hispanic is the broader term to refer to all Spanish-speaking peoples. Latino refers to those of Latin American origin.

native american – This term has received general acceptance over Indian, but in some cases, American Indian may be used.

sexual orientation

Today’s language usage calls for the use of lesbian or gay over homosexual.