

**SOUTHEAST MISSOURI STATE
UNIVERSITY
STYLE GUIDE**

July 2009



Southeast
Missouri State University

TM

Introduction

The Southeast Missouri State University News Bureau publishes hundreds of news releases a year. Individual colleges, departments and offices publish even more material. With the proliferation of materials published via desktop publishing and of Web pages, the need for consistency in style and usage is even more important than ever.

Please refer to the information in the following pages when preparing text for publication, either in print or on the Web, to ensure you are following the official style of Southeast Missouri State University. This guide is a work in progress and will be updated regularly as the need arises. Please feel free to call the University News Bureau at (573) 651-2552 with any questions you may have concerning University style.

August 15, 2009

News Dissemination Process

The News Bureau regularly distributes news releases to the media – radio and television stations, and daily and weekly newspapers -- by e-mail, fax and online. Official University news releases also are available to news media on the Campus News Web page at <http://www.semo.edu/news/index.htm>. The News Bureau suggests that news about the University be distributed by this office. If you would like information distributed to the media in the form of an official University news release, please contact the News Bureau at (573) 651-2552 to assist you with this process. The News Bureau has lists of local and regional media contacts and has processes in place for disseminating news to them about the University on a regular and timely basis.

Formatting News Releases

1. News releases distributed by the University News Bureau must be accurate, grammatically correct and well written.
2. Do not send out a news release with misspelled words. Proofread carefully and **spell check** every story before turning it in to the director of the News Bureau. If you are in doubt about the spelling of a word, look it up.
3. Start all news releases on the news release template. (This is available from the News Bureau director.) Use 12-point Times New Roman font.
4. Modify the template to include your name, work phone number and e-mail address in the area of “For more information, contact:”
 - ie. For more information, contact:
Ann Hayes, (573) 651-2552
ahayes@semo.edu
5. Headlines should be flush left, bold and in 12-point all uppercase letters.
6. Start story with appropriate dateline after paragraph indent. In most instances, date the release for the Friday of the current week.
 - ie. “CAPE GIRARDEAU, Mo., July 1, 2005 – The Southeast Missouri State University Board of Regents today voted to . . .

or

When Southeast stories originate from another city, modify as follows:

“MALDEN, Mo., July 1, 2005 – The Southeast Missouri State University Board of Regents today met in the Harry L. Crisp Bootheel Education Center at Southeast Missouri State University - Malden to discuss . . .”

7. The lead paragraph of every story should make reference to “Southeast Missouri State University,” thus tying the story to the University.
8. Use “-more-” at the bottom of first and subsequent pages of a multiple-page news release. The word “**-more-**” should be bold and centered. Use “# # #” at the bottom of the final page of a multiple-page story or at the bottom of a single-page story. This signifies the end of the news release. The pound signs “# # #” should be centered as well.
9. Pages of a news release, after the first page, should carry a slug in the upper left hand corner. The slug should be one to three words that summarize the story in bold capital letters. Single spaced underneath of it should be in bold:
--Add (One, Two, Three ...).
 - ie. On the second page of the story:
BLACK HISTORY MONTH
--Add One
 - ie. On the third page of the story:
BLACK HISTORY MONTH
--Add Two
 - ie. On the fourth page of the story:
BLACK HISTORY MONTH
--Add Three
10. E-mail or fax drafts of stories to the faculty/staff source for your story. Get their approval and make suggested changes prior to submitting it to the News Bureau director for review.
11. Do not copy, fax or e-mail any story for distribution until it has been approved by the News Bureau director. The News Bureau director must review all stories and will make necessary edits prior to distribution.
12. If a story and/or photo is sent to one newspaper in a market, the same story and/or photo must be sent to all competing newspapers, and all electronic media if appropriate. (ie. The News Bureau Director does not send photos to radio and television stations, and does not send homeowners unless radio/television stations have indicated an interest in receiving them.)

13. When copying news releases, the first page of news releases should be copied on University letterhead. Subsequent pages should be copied on plain copy paper.

Style

News writers are expected to be familiar with accepted journalistic style. Please refer frequently to the Associated Press Stylebook when preparing stories for release to the news media. Following is a list of some of the most commonly referred to rules. Please refer to the *Associated Press Stylebook* for items not covered here. The *Associated Press Stylebook* may be purchased at Southeast Bookstore.

ABBREVIATIONS

1. Do not abbreviate United States when used as a noun; only when used as an adjective.
2. Use the abbreviations Ave., Blvd. and St. only with a numbered address. (ie. **520 Normal Ave.**, but **Normal Avenue**) Do not abbreviate words **alley, drive, terrace, circle, road** and similar address designations. Spell out and capitalize First through Ninth as street names; use figures with two letters for 10th and above.
3. Abbreviate compass points when part of a numbered street address. Spell out if number is not given.
ie. **603 N. Henderson**, but **North Henderson**.
4. Eight state names are never abbreviated. These are **Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas** and **Utah**.
5. Spell out state names when they stand alone in text. Abbreviate after name of a city. Place one comma between city and state, and another after the state abbreviation or name, unless the state name ends the sentence:
ie. **He drove from Cape Girardeau, Mo., to Des Moines, Iowa**.
6. In abbreviating state names in a story, do not use the two-letter postal abbreviations, except when being used with full addresses, including ZIP Code. In all other instances, use:

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

7. Capitalize the names of months in all uses. When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov. and Dec. Spell out when using alone or with a year alone.

When a phrase lists only a month and a year, do not separate the year with commas. When a phrase refers to a month, day and year, set off the year with commas.

- ie. January 1972 was a cold month.
Jan. 2 was the coldest day of the month.
His birthday is May 8.
Feb. 14, 1987, was the target date.

ACADEMIC MATTERS

1. On first reference, the University should be referred to as **Southeast Missouri State University**.

On second reference, the **University, Southeast** or **Southeast Missouri State** is acceptable. **SEMO** is unacceptable, except in references to the Southeast athletic teams.

2. Use an apostrophe in **bachelor's degree, master's degree**, etc.

The master of business administration degree or master of business administration program is referred to on second reference as the MBA (no periods) program.

3. Use **doctoral degree** or **doctorate**. Do not use doctorate degree.
ie.

Correct: He holds a **doctoral degree** in physics.

He holds a doctorate in physics.

Incorrect: He holds a doctorate degree in physics.

4. **Course work** is two words.

5. In references to academic departments, they should be called "**Department of (discipline)**"
The words "Department" and the discipline (ie. Music) should both be uppercased.

Correct:

Department of Industrial and Engineering Technology

Department of English

Department of Music

Incorrect:

Music Department

English Department

When referring to multiple departments in the same reference, lowercase the word “departments” and the discipline, except when the discipline is a proper noun, such as English.

ie. “The **departments of math and biology** are cosponsoring a conference today.”

ie. “The **departments of English and psychology** are cosponsoring a conference today.”

6. Lowercase names of disciplines, except in reference to languages.
ie. He is studying **mathematics** and **English**.
ie. She is majoring in **Spanish** with a minor in **history**.
7. **Capitalize college when part of a proper name:** “The College of Science and Mathematics is planning a field trip to visit Boeing in St. Louis” but “The college currently has six departments.”
8. Please refer to the following list for the proper names of Southeast’s Colleges and Schools:
College of Education
College of Health and Human Services
College of Liberal Arts
College of Science and Mathematics
Donald L. Harrison College of Business
Earl and Margie Holland School of Visual and Performing Arts
School of Extended Learning
School of Polytechnic Studies
School of Graduate Studies
School of University Studies
9. Please refer to the following list for the proper names of Southeast’s academic departments.

Donald L. Harrison College of Business

Department of Accounting and Management Information Systems

Department of Economics and Finance

Department of Management and Marketing

College of Education

Department of Educational Administration and Counseling

Department of Elementary, Early and Special Education

Department of Secondary Education

College of Health and Human Services

Department of Aerospace Studies

Department of Communication Disorders (**note the s on Disorders**)

Department of Criminal Justice and Sociology

Department of Health, Human Performance and Recreation

Department of Nursing

Department of Social Work

College of Liberal Arts

Department of Mass Media, Department of Communication Studies

Department of English

Department of Foreign Languages and Anthropology (**note the s on Languages**)

Department of History

Department of Political Science, Philosophy and Religion

Department of Psychology

Department of Art (Earl and Margie Holland School of Visual and Performing Arts)

Department of Music (Earl and Margie Holland School of Visual and Performing Arts)

Department of Theatre and Dance (Earl and Margie Holland School of Visual and Performing Arts)

College of Science and Mathematics

Department of Biology

Department of Chemistry

Department of Computer Science

Department of Mathematics

Department of Physics and Engineering Physics

School of Polytechnic Studies

Department of Agriculture

Department of Industrial and Engineering Technology

10. The word “theatre” should always be spelled as such, both in reference to a facility or the art.

ACRONYMS

1. In general, avoid alphabet soup. Do not use abbreviations or acronyms which the reader would not recognize. Acronyms should be used only in second and subsequent references. On first use in a story, use the full name of the organization, followed by parentheses containing the abbreviation you intend to use thereafter.

First reference:

ie. Harry L. Crisp Bootheel Education Center (CBEC)

Second reference:

ie. The CBEC will hold its fund-raising dinner Sept. 30 in Malden, Mo.

Commonly used University acronyms:

ACE NET – American Council on Education
AFROTC - Air Force ROTC
CAC - Cultural Arts Center
CBEC - Crisp Bootheel Education Center
CEU - Continuing Education Unit
CSTL - Center for Scholarship in Teaching and Learning
CPA - Certified Public Accountant
CPS – Certified Professional Secretary
CTS - Clerical Technical Service Employee Staff Council
CBHE - Coordinating Board for Higher Education
DICE – Dollars for Innovative Campus Events
DPS - Department of Public Safety
FFR - Funding For Results
IFC – Interfraternity Council
ITV—Instructional Television
MBA—Master of Business Administration
MSW—Master of Social Work
MAP—Missouri Assessment Program
MIS—Management Information Systems
MMTF – Multi-Modal Transfer Facility
MOBIUS—Missouri Bibliographic Information User System
NAC – National Alumni Council
NPC – National Panhellenic Council
NPHC – National Pan-Hellenic Council
OVC – Ohio Valley Conference
PHEC—Perryville Higher Education Center
RPDC—Regional Professional Development Center
RHA—Residence Hall Association
SAA – Student Alumni Association
SAC—Student Activities Council
SAPE—Substance Abuse Prevention and Education
SGA – Student Government Association
SEK -- Southeast Missouri State University -- Kennett
SEM -- Southeast Missouri State University -- Malden
SES -- Southeast Missouri State University -- Sikeston
TRIO – TRIO Programs
UC—University Center

****Note that SEMO is unacceptable in all forms except in references to Southeast athletic teams.**

2. Omit periods in most acronyms of three letters or more, unless the result spells an unrelated word. Use periods for abbreviations of two letters. (ie. CIA, FBI, U.S.)

AGE

Always use figures. When the context does not require *years* or *years old*, the figure is presumed to be years. Ages expressed as adjectives before a noun or as substitutes for a noun use hyphens.

ie. A 5-year-old boy, but the boy is 5 years old. The woman, 26, has a daughter 2 months old. The law is 8 years old. The race is for 3-year-olds. The woman is in her 30s (no apostrophe).

ALUMNI

On first reference, use “**Southeast Missouri State University Alumni Association.**” On second and subsequent references, “**Alumni Association**” is acceptable. “Alumni Services” is the name of an office only and should not be used.

Correct

Homecoming is sponsored by the Southeast Missouri State Alumni Association.

Incorrect

Homecoming is sponsored by Alumni Services.

alumnus - a male graduate

alumna - a female graduate

alumni - plural form for a group of male and female graduates, or a group of male graduates

alumnae - plural form for a group of female graduates

ATHLETICS

1. Men’s and women’s athletic teams at Southeast are known as the Redhawks.
2. “SEMO” is acceptable on second reference as it concerns Southeast athletic teams.
3. The “R” of Redhawks should always be capitalized.
4. Redhawks is one word.

5. Names of sports, used in combination with athletic teams, are lowercased.
 - ie. The football Redhawks knocked off Murray State in their home opener last night.
 - ie. The softball Redhawks will take on Southern Illinois University at 2 p.m. at the Southeast Softball Complex.
6. Halftime is one word.

BOARD OF REGENTS

1. Capitalize “Board of Regents.”
2. Regent should be capitalized in the following usage:
Regent Gail Robertson.
3. On second reference, the Board of Regents may be referred to as “the Board” or “the Regents.”

BOARD OF DIRECTORS

In all references, lowercase “board of directors.”

- ie. He serves on the board of directors of Saint Francis Medical Center.

BOX OFFICES

When writing about the purchase of tickets, use **Show Me Center Box Office** or **River Campus Box Office**.

BUILDINGS/FACILITIES/CENTERS/OPERATIONS

When referring to buildings, facilities, centers and others operations on the Southeast campus and on Southeast’s satellite campuses, please refer to the following list for the proper terminology.

Abe Stuber Track and Field Complex
Academic Hall
Academic Hall Auditorium
Aleen Vogel Wehking Alumni Center
Baptist Student Center
Brandt Hall of Music
Business Incubator
Café Court
The Capaha Arrow
Capaha Field – home field for Southeast baseball Redhawks

Carnahan Hall
 Catholic Campus Ministry (encompasses Chapel of St. Thomas Aquinas,
 Newman Center and Marquette Center)
 Center for Child Studies
 Center for Economic and Business Research
 Should be Center for Innovation and Entrepreneurship
 Center for Faulkner Studies
 Center for Health and Counseling
 Center for International Studies
 Center for Regional History
 Center for Scholarship in Teaching and Learning
 Center for Student Involvement
 Central Receiving
 Charles L. Hutson Horticulture Greenhouse
 Cheney Hall
 Child Care Resource & Referral
 Copy Center
 Cottonwood Treatment Center
 Cultural Arts Center (CAC) (encompasses new buildings at River Campus)
 David M. Barton Agriculture Research Center
 Dearmont Hall
 Dempster Auditorium (located in Rosemary Berkel Crisp Hall of Nursing)
 Department of Public Safety (campus police)
 Donald C. Bedell Performance Hall (Bedell Performance Hall on second
 reference)
 Earl and Margie Holland School of Visual and Performing Arts (Holland School
 of Visual and Performing Arts on second reference)
 Facilities Management Service Center
 Fitness & Wellness
 Foreign Languages Building
 Forrest H. Rose Theatre (*note the spelling of Theatre)
 General Services 1
 General Services 2
 General Services 3
 Girardot Center
 Godwin Center for Science and Mathematics Education
 Grauel Building
 Greystone
 Group Housing
 Harrison-Huhn East Wing (at River Campus)
 Harry L. Crisp Bootheel Education Center (*note: Use this when specifically
 referring to the building that houses the Malden regional campus.)
 Hoover Eldercare Center
 Horizon Enrichment Center
 Horticulture Greenhouse
 Houck Field House – home to Southeast gymnastics and Southeast volleyball

Houck Stadium
Human Resources
Information Technology
Innovation Center
Institute of Gerontology
John and Betty Glenn Auditorium (located in Robert A. Dempster Hall)
John and Betty Glenn Convocation Center (located at River Campus)
Johnson Faculty Centre (***note** the spelling of Centre)
Johnson Hall
Kala M. Stroup Fountain on the Plaza
Kent Library
KDMC Radio
KRCU Radio
KSEF Radio
Learning Assistance Programs and Disability Support Services
Lutheran Chapel of Hope
Magill Hall
Mark F. Scully Building
Memorial Hall
Missouri Statewide Early Literacy Intervention Program
Multi-Modal Transfer Facility (park and ride lot)
Myers Hall
NASA Educator Resource Center
Otto and Della Seabaugh Polytechnic Building
Pacific Hall
Parker Hall
Perryville Higher Education Center
Power Plant
Printing and Duplicating
Project Upward Bound
Rare Book Room
Rhodes Hall of Science
River Campus
River Campus Box Office
Robert A. Dempster Hall (*note: Glenn Auditorium is in Robert A. Dempster Hall. Dempster Auditorium is in Rosemary Berkel Crisp Hall of Nursing.)
Robert F. and Gertrude L. Shuck Music Recital Hall
Rosemary Berkel Crisp Hall of Nursing (*note: Dempster Auditorium is in Rosemary Berkel Crisp Hall of Nursing and is **not** in Robert A. Dempster Hall)
Rosemary Berkel and Harry L. Crisp II Southeast Missouri Regional Museum
Rosengarten Athletic Complex
Rowdy's
Scully Food Cart
Seminary Building (old historic red brick building on River Campus)

Serena
Show Me Center
Show Me Center Box Office
Skylight Terrace
Small Business Development Center
Southeast Bookstore
Southeast Law Enforcement Academy
Southeast Missouri Music Academy
Southeast Missouri State University Autism Center for Diagnosis and Treatment
(Southeast Missouri State University Autism Center or University Autism Center
on second reference)
Southeast Missouri State University - Kennett
Southeast Missouri State University - Malden
Southeast Missouri State University - Sikeston
Southeast P.M.
Southeast Softball Complex
St. Louis Outreach Office
Student Financial Services
Student Publications
Student Recreation Center-North
Student Recreation Center-South
Technology Resource Center
Telecommunications
Textbook Services
The Missouri Research Foundation (*note: “The” is part of the official title)
Towers Café
Towers Complex
Transitway
University Center
University Child Enrichment Center
Washington School
Wendy Kurka Rust Flexible Theatre
Wesley House
Willard Duncan Vandiver Hall (formerly New Hall)
Wildwood
Writing Center

COMMAS IN A SERIES

Use commas to separate elements in a series, but do not put a comma before the conjunction in a simple series.

- ie. The flag is red, white and blue.
- ie. He would nominate Tom, Dick or Harry.

Put a comma before the concluding conjunction in a series, however, if an integral element of the series requires a conjunction.

ie. I had orange juice, toast, and ham and eggs for breakfast.

Use a comma also before the concluding conjunction in a complex series of phrases.

ie. The main points to consider are whether the athletes are skillful enough to compete, whether they have the stamina to endure the training, and whether they have the proper mental attitude.

COMMON HOUR

The Common Hour (both words uppercased in all references) is the period of time each Wednesday during the academic year from noon to 1:15 p.m. when no classes are scheduled across the campus. The purpose of the Common Hour at Southeast is to provide the opportunity for students, faculty and staff to develop a sense of community by participating in a variety of intellectually stimulating, socially relevant activities.

COMPOSITION TITLES

1. Titles of books, journals and newspapers should be italicized on all references.

ie. *The Capaha Arrow* is the student newspaper at Southeast Missouri State University.

ie. *Journey* magazine showcases the literary work of Southeast students.

2. Put quotation marks around song titles, play titles, titles of lectures and speeches, television programs and movie titles.

ie. Selections on the concert program will include “Fantasia in G,” “Folk Song Suite,” “Irish Tune from County Derry,” “Shepherd’s Hey” and “First Suite in E flat, Opus 28, No. 1.”

DATES

1. Always use Arabic figures, without *st*, *nd*, *rd* or *th*.

ie. Dec. 1 not Dec. 1st

2. When referring to a span of time, hyphenation is acceptable.

Correct

The carnival is scheduled for Sept. 23-26.

Incorrect

The carnival is scheduled for Sept. 23 to Sept. 26.

3. When referring to the time of an event use the following sequence

1) time

2) date

3) place

ie. The Merit Award Dinner is scheduled for 6:30 p.m. Oct. 4 in the Show Me Center.

DOLLARS

1. Always lowercase the word “dollars.”
2. Use figures and the “\$” in all except casual references or amounts without a figure.
 - ie. The book cost \$4.
 - ie. The student used a dollar to buy candy at Southeast Bookstore.
 - ie. Dollars are flowing in the local economy.
3. For specified amounts, the word takes a singular verb.
 - ie. Southeast Missouri State University - Kennett's fund-raising goal is \$400,000.
4. For amounts of more than \$1 million, use the “\$” and numerals up to two decimal places. Do not link the numerals and the word by a hyphen.
 - ie. The project is budgeted at \$35.6 million.
 - ie. It is worth exactly \$35,605,432.
 - ie. He proposed a \$42 million budget.
5. The form for amounts less than \$1 million: \$4, \$25, \$500, \$1,000, \$650,000

FISCAL YEARS

The University’s fiscal year runs from July 1 to June 30. When referring to fiscal years, “FY” or “fiscal” is acceptable.

Correct: FY2005 (note no space between FY and 2005)

Correct: fiscal 2005

Incorrect: fiscal year 2005 (the word “year” is repetitive in this context because 2005 represents the year.)

Incorrect: Fiscal Year 2005

FOUNDATION

The official name of the foundation is the **Southeast Missouri University Foundation** and should be used on first reference. The word “State” is **not** part of this title. “University Foundation” is acceptable on second and subsequent references.

GOVERNING BOARDS

The Governing Board for the University is called the **Board of Regents**. Uppercase on first references. On second and subsequent references, use “the Board” or “the Regents.”

The Governing Board for the Show Me Center is the **Show Me Center Board of Managers**. Uppercase on first reference. Use “board of managers” on second and subsequent references.

The Governing Board for the River Campus is the **River Campus Board of Managers**. Uppercase on first reference. Use “board of managers” on second and subsequent references.

The **Coordinating Board for Higher Education (CBHE)** oversees the Missouri Department of Higher Education. Uppercase on all references. Use CBHE on second and subsequent references.

Executive Staff refers to the president of the University and his senior administrative team. Lowercase except when the term starts a sentence.

Administrative Council is a campus organization whose membership comprises University administrators. Uppercase on all references.

Faculty Senate is the leadership body for the Southeast faculty. Uppercase on first reference. Use “the Senate” on second and subsequent references.

Professional Staff Council is the leadership body for University employees classified as professional staff. Uppercase on first references. Use “the council” on second and subsequent references.

Clerical-Technical-Service (CTS) Employee Staff Council is the leadership body for University employees classified in clerical, technical or service positions. Uppercase on first reference. Use “CTS” on second and subsequent references.

GREEK LIFE

1. **Interfraternity Council (IFC)** serves as the governing body of the entire Southeast fraternal system.

Use “Interfraternity Council” on first reference and “IFC” on second and subsequent references. On first use in a story, use the full name of the organization, followed by parentheses containing the abbreviation.

Members of Southeast's IFC are:

Delta Chi
Lambda Chi Alpha
Pi Kappa Alpha
Sigma Chi
Sigma Nu
Sigma Phi Epsilon
Sigma Tau Gamma

Theta Xi

2. **Panhellenic Council (NPC)** is the governing board of the six sororities at Southeast.

Use Panehellenic Council on first reference and NPC on second and subsequent references. On first use in a story, use the full name of the organization, followed by parentheses containing the abbreviation.

Members are:

Alpha Chi Omega
Alpha Delta Pi
Alpha Xi Delta
Delta Delta Delta
Gamma Phi Beta
Sigma Sigma Sigma

3. **National Pan-Hellenic Council (NPHC)** is an organization that fosters the goals and objectives of the nine national fraternities and sororities that are historically African American. Use National Pan-Hellenic Council on first reference and NPHC on second and subsequent references. On first use in a story, use the full name of the organization, followed by parentheses containing the abbreviation.

Sororities and fraternities holding membership in NPHC at Southeast are:

Alpha Phi Alpha
Delta Sigma Theta
Phi Beta Sigma

MINORITY TERMINOLOGY

1. Use African-American in most references. Use black only in reference to Black History Month, which is in February. The name of the campus office serving minorities is called the Office of Minority Student Programs.
2. Native American is the preferred term in reference to American Indians. Where possible, be precise and use the name of the tribe. ie. He is a Navajo commissioner. In news stories about American Indians, such words as *wampum*, *warpath*, *powwow*, *tepee*, *brave*, *squaw*, etc., can be disparaging and offensive. Be careful and certain of their usage.
3. Hispanic is the preferred term for those whose ethnic origin is in a Spanish-speaking country. *Latino* is acceptable for *Hispanics* who prefer that term. Use a more specific identification when possible, such as *Cuban*, *Puerto Rican* or *Mexican-American* or the name of an indigenous group in a Latin American

country. Avoid *Chicano* as a synonym for *Mexican-American*. Refer to people of Brazilian and Portuguese origin as such, not as Hispanic.

MUSIC TERMINOLOGY

*Note that the title “Dr.” should not be used with music faculty.

**Titles of selections to be performed at concerts should have quotation marks around them and should not be italicized.

1. **Cantus Choralis**
Refers to small chamber choir. Use “Cantus Choralis” on first reference. Use “the chamber choir” on second and subsequent references.
2. **Choral Union**
Use “Choral Union” on first and all subsequent references. Do not use an abbreviated title (“the Union” is incorrect) .
3. **Golden Eagles Marching Band**
Use “Golden Eagles Marching Band” on first reference. Use “the band” or “the Golden Eagles” on second and subsequent references.
4. **Iota Psi Chapter of Phi Mu Alpha Sinfonia**
Southeast’s chapter of Phi Mu Alpha Sinfonia, the men’s professional music fraternity, is the Iota Psi Chapter. Use “Iota Psi Chapter of Phi Mu Alpha Sinfonia” on first reference and the “Iota Psi Chapter” on second and subsequent references.
5. **Jazz Lab Band**
Use “Jazz Lab Band” on first reference. Use “the band” on second and subsequent references.
6. **Missouri Ambassadors of Music**
Use “Missouri Ambassadors of Music” on first reference and “the group” on second reference.
7. **Music/Opera Workshop**
Use “Opera Workshop” on first reference. Use “workshop” on second and subsequent references.
8. **Olde-Tyme Band Concert**
Use this spelling: “Olde-Tyme” Band Concert
9. **Percussion Ensemble**
Use “Percussion Ensemble” on first reference. Use “ensemble” on second and subsequent references.

10. **Phi Mu Alpha Men's Vocal Octet**
Use "Phi Mu Alpha Men's Vocal Octet" on first reference. Use "the octet" on second and subsequent references.
11. **Phi Mu Alpha/Clark Terry Jazz Festival**
Use the full title on first reference. Use "jazz festival" on second and subsequent references.
12. **Southeast Baroque Ensemble**
Use the full name on first reference. Use the "ensemble" on second and subsequent references.
13. **Southeast Chamber Orchestra**
Use "Southeast Chamber Orchestra" on first reference. Use "Chamber Orchestra" on second and subsequent references.
14. **Southeast Chamber Winds**
Use "Southeast Chamber Winds" on first reference. Use "the ensemble" on second and subsequent references.
15. **Southeast Color Guard**
This term refers to the flag-twirling group that performs with the Golden Eagles Marching Band. Use "Southeast Color Guard" on first reference. Use "the guard" on second and subsequent references.
16. **Southeast Guitar Ensemble**
Use "Southeast Guitar Ensemble" on first reference. Use "guitar ensemble" on second and subsequent references.
17. **Southeast Missouri Honors Wind Ensemble**
Use "Southeast Missouri Honors Wind Ensemble" on first reference and "honor band" on second reference.
18. **Southeast Missouri Music Academy**
Use "Southeast Missouri Music Academy" on first reference and "Music Academy" on second and subsequent references.
19. **Southeast Missouri Symphony Orchestra (no longer University Orchestra)**
Use the full name on first reference. Use the "orchestra" on second and subsequent references.
20. **Southeast Show Band**
Use "Southeast Show Band" on first reference. Use the "show band" on second and subsequent references.

21. **Studio Jazz Ensemble**
Use “Studio Jazz Ensemble” on first reference. Use “the ensemble” on second and subsequent references.
22. **String and Wind Chamber Ensembles**
Use “String Chamber Ensemble” or “Wind Chamber Ensemble” on first reference. Use the “ensemble” on second and subsequent references.
23. **Summer Music Camps**
Use “XXth Annual Summer Music Camps” on first reference. Use “Summer Music Camps” on second and subsequent references.
24. **Southeast Wind Symphony**
Use “Southeast Wind Symphony” on first reference. Use “wind symphony” on second and subsequent references.
25. **Symphony Orchestra Series**
Use “Symphony Orchestra Series” on first reference. Use “orchestra series” on second and subsequent references.
27. **University Choir**
Use “University Choir” on first reference. Use “the choir” on second and subsequent references.
28. **Redhawk Concert Band**
Use “Redhawk Concert Band” on first reference. Use “concert band” on second and subsequent references.

NUMERALS

1. Spell out whole numbers below 10, use figures for 10 and above.
ie. They had three sons and two daughters
ie. They had a fleet of 10 station wagons and two buses.
2. Spell out *first* through *ninth* when they indicate sequence in time or location: *first base, the First Amendment, he was first in line*. Starting with *10th* use figures.
3. Spell out a numeral at the beginning of a sentence. If necessary, recast the sentence. There is one exception – a numeral that identifies a calendar year.
i.e.
Incorrect
993 freshmen entered Southeast last year.
Correct
Last year, 993 freshmen entered Southeast.

Correct

1976 was a very good year.

4. With proper names, use words or numerals according to an organization's practice: *3M, Twentieth Century Fund, Big Ten.*

ON CAMPUS/OFF CAMPUS

Hyphenate "on campus/off campus" only when using these as adjectives. When using these terms as adverbs, they do not require hyphenation.

Adjectives

ie. The sorority members live in an off-campus house.

ie. The smoke detectors are being provided to off-campus students.

Adverbs

ie. Journey magazine is hosting a poetry reading on campus today.

ie. The concert is being held off campus in Old St. Vincent's Church.

PERCENT

One word. It takes a singular verb when standing alone or when a singular word follows an *of* construction:

ie. The teacher said 60 percent was a failing grade.

ie. He said 50 percent of the membership was there.

It takes a plural verb when a plural word follows an *of* construction.

ie. He said 50 percent of the members were there.

PERCENTAGES

Use figures

ie. 1 percent

ie. 2.5 percent (use decimals, not fractions)

ie. 10 percent

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

ie. The cost of living rose 0.6 percent.

Repeat *percent* with each individual figure.

ie. He said 10 percent to 30 percent of the electorate may not vote.

PHONE NUMBERS

All long distance phone numbers should be written in the following format:
ie. (573) XXX-XXXX

All local phone numbers, when the text is being directed to the local (Cape Girardeau audience, may be written as:
ie. XXX-XXXX.

When referring to extensions on campus, the proper format is:
ie. ext. 232.

PUBLICATIONS

Southeast's student newspaper is called *The Capaha Arrow*. "The" is part of the title. Southeast's literary magazine is called *Journey*. Titles of both publications should be italicized.

RESIDENCE HALLS

When writing about on-campus living, Southeast students live in **residence halls**, not **dorms**. A complete listing of on-campus living facilities follows.

Towers Complex (contains Towers North, Towers South, Towers East, Towers West)
Cheney Hall
Dearmont Hall
Group Housing (where Greek students are housed)
Myers Hall
Willard Duncan Vandiver Hall (formerly New Hall)

SEASONS/SEMESTERS

Do not capitalize seasons of the year or semesters, but do capitalize events of the collegiate year.

ie. Family Weekend, Homecoming

ie. fall semester, spring semester

STUDENTS

When referring to a student in a news release, please look up the student's name on Banner to determine if the student has requested a confidentiality hold. If there is a hold, news releases about the student cannot be issued. If there is no hold, look up the student's hometown, year in school and major, and use this information on first reference.

i.e. Mary Smith of Perryville, Mo., a junior political science major, is coordinating the voter registration drive.

or

Mary Smith, a junior political science major from Perryville, Mo., is coordinating the voter registration drive.

TECHNOLOGY TERMS

e-mail (lowercase and always use a hyphen)

online (one word in all references)

urls - Urls should consistently include "www" to accurately reflect the name of the server on which a page resides. Urls should never be shortened to drop the name of the server

Correct

www.semo.edu

Incorrect

semo.edu

Web should be capitalized in all references.

TERMINOLOGY

accreditation -- is an often misspelled word

book launch – is two words

book signing – is two words

course work -- is two words

executive staff – refers to the president of the University and his senior administrative team. Lowercase except when the term starts a sentence.

groundbreaking -- is one word

halftime – one word

Homecoming – capitalize on all references

long-term, long term – Hyphenate when used as a compound modifier: (ie. “We will win in the long term. He has a long-term assignment.”)

multicultural – is one word

ribbon cutting – is two words

short-term, short term - Hyphenate when used as a compound modifier: (ie. “The University plans to accomplish the goal in the short term. This is a short-term issue.”)

under way – is two words

THAT

Use the conjunction “that” to introduce a dependent clause if the sentence sounds or looks awkward without it. There are no hard and fast rules. However, if you use “that,” go back and reread the sentence. If the sentence makes sense without it, drop “that” from the sentence.

Unnecessary Use of “That”: Reinigel plans to hone his international business skills so that he can succeed in the job market.

Correct: Reinigel plans to hone his international business skills so he can succeed in the job market.

TIME

1. Use “Monday, “Tuesday,” etc., for days of the week within seven days before or after the current date. Use the month and a figure for dates beyond this range. Avoid such redundancies as “last Tuesday” or “next Tuesday.” The past, present or future tense used for the verb usually provides adequate indication of which Tuesday is meant.

ie. He said he finished the job Tuesday. She will return on Tuesday.

2. When referring to the time that an event will take place, the preferred order of the elements is 1) time 2) day 3) place.

ie. The concert is scheduled for 8 p.m., Sept. 23 in Academic Auditorium.

3. Use figures except for “noon” and “midnight.” Use a colon to separate hours from minutes. Do not use “00” in reference to times at the top of the hour.

Correct

11 a.m., 1 p.m., 3:30 p.m.

Incorrect

11:00 a.m., 1:00 p.m.

TITLES

1. Names of faculty members, on first reference, should be **preceded by Dr.** (when appropriate) and followed by a **comma, their academic title, and another comma**. Note that the title “Dr.” should not be used with music faculty. Please refer to the back of the *University Bulletin* for current faculty titles.
 - ie. Dr. Gerald McDougall, dean of the Donald L. Harrison College of Business, recently commented on the national economic downturn.
 - ie. Dr. Jeremy Barnes, professor of health, human performance and recreation, spoke to the group about the benefits of aerobic exercise.
 - ie. Sara Edgerton, director of the Southeast Missouri Symphony Orchestra, said the fall concert season will open with a spectacular performance.
2. Titles, in general, should be **lowercased** when they follow a name and **uppercased** when they precede a name.
 - ie. George Bush, president of the United States
 - ie. President George Bush
3. Names of staff members, on first reference, should include first and last name, followed by a **comma, their title, and another comma**. Please refer to the back of the *University Bulletin* for current staff titles.
 - ie. Shad Burner, **director of Alumni Services**, is spearheading Homecoming events.
4. Titles containing **official names of units** should be uppercased. **Functional titles or titles that contain offices within units**, should be lowercased.
 - ie. Tom Hadler, project manager with Facilities Management, said construction on the project should begin in November.
 - ie. Trudy Lee, **director of planned giving**, commented on the University’s Horizons Program.
 - ie. Bruce Skinner, **director of Residence Life**, said students should begin moving into residence halls on Aug. 21.
5. On second reference, faculty and staff should be referred to by their last name.
 - ie. **Dobbins** said higher education in Missouri is plagued by budgetary issues.

6. Middle initials are never used, except on first reference for the president of the University and major donors for whom buildings have been named.

ie. Kenneth **W.** Dobbins, president of Southeast Missouri State University

ie. Harry **L.** Crisp Bootheel Education Center

ie. Donald **L.** Harrison College of Business

*Exception also is made for Jeanine **Larson** Dobbins, wife of President Dobbins, who prefers her **full middle name** be used on all references.

7. First initials are used only when a person uses their first initial but is known by their middle name.

ie. Dr. L. “Randy” Carter, coordinator of Student Development and Judicial Affairs

8. When referring to the president of the University in **formal, external correspondence**, use **Kenneth W. Dobbins**, president of Southeast Missouri State University. In **internal and more casual references**, use, **Dr. Ken Dobbins**, president of Southeast Missouri State University.

9. In referring to heads of academic departments, the proper terminology is **“department chair”** or **“chair.”**

ie. Dr. Judy Wiles is currently serving as department chair.

ie. Dr. Judy Wiles, chair of the Department of Management and Marketing, recently helped launch the AmeriCorps VISTA Program.

Lowercase **department** and uppercase **Chair** in references such as:

ie. department Chair Judy Wiles

10. In referring to heads of colleges and schools, the proper terminology is **dean**.

ie. Dr. Loretta Prater, **dean** of the College of Health and Human Services,

ie. Dr. Randy Shaw, dean of the School of Polytechnic Studies and assistant provost of extended learning,

Current Deans

--Dr. Gerald McDougall, dean of the Donald L. Harrison College of Business

--Dr. Margaret Noe, dean of the College of Education

--Dr. Loretta Prater, dean of the College of Health and Human Services

--Dr. Frank Barrios, dean of the College of Liberal Arts
--Dr. Chris McGowan, dean of the College of Science and Mathematics

--Dr. Randy Shaw, dean of the School of Polytechnic Studies and assistant provost of Extended Learning
--Dr. Fred Janzow, dean of the School of Graduate and University Studies
--Dr. Larry Baker, dean of students

11. Lowercase modifiers such as **history** in **history** Professor Bonnie Stepenoff
12. Do not precede a name with Dr. and follow it with their academic degree, as in Dr. John Kraemer, Ph.D. Preferred usage is Dr. John Kraemer, who has a doctoral degree in biology/environmental science.

TRIO PROGRAMS

Southeast has three federal TRIO programs on campus. They are:

1. Project Upward Bound
2. Student Support Services
3. Ronald E. McNair Postbaccalaureate Achievement Program

YEAR

1. Use figures, without commas: “1975.” Use an “s” without an apostrophe to indicate spans of decades or centuries: the 1970s, the 1800s. Years are the lone exception to the general rule in numerals that a figure is not used to start a sentence.
ie. 1976 was a very good year.
2. When referring to a date within the current year, it is not necessary to state the year. References such as “last year” or “next year” also are adequate without stating the year.
3. When using a specific date, the year should be preceded and followed by a comma.
ie. On Sept. 11, 2001, tragedy struck this country.