

Especially at Earlham Style Guide

Abbreviations

AFTER A NAME

Within Earlham publications, follow the company's lead on how to incorporate a company's name. If the company uses an abbreviation, we do, too.

CAPS, PERIODS

While the AP Stylebook finds it awkward to follow an organization's full name with an acronym in parentheses in journalistic writing, this is standard practice for Earlham acronyms in Earlham publications. Indicating the abbreviation to be used in subsequent references helps the reader, especially when the second reference to the name is separated from the initial mention.

Correct: The African American Advisory Board (AAAB) will meet in Columbus, Ohio. Development Officer Kevin Klose is working with AAAB to set up a special fundraising initiative

DRAWER NUMBERS

According to the U.S. Post Office, drawer numbers are not needed on Earlham correspondence. When Public Affairs works with an office to print envelopes, we guide you through return address content, including office names rather than drawer numbers.

STATE NAMES IN CORRESPONDENCE

In Earlham correspondence (on envelopes, etc.), use two-letter postal abbreviations (without comma):

Correct:

Jeff Rickey, Dean
Admissions Office
Earlham College
801 National Road West
Richmond IN 47374-4095

Academic Degrees

DEGREES GRANTED

Earlham grants the Bachelor of Arts (B.A.) degree and the Master of Arts in Teaching (M.A.T.) and the Master of Education (M.Ed.) degrees.

Note: Until about 1960 Earlham gave the A.B. degree instead of the B.A. degree. A.B. is Latin for "Artis Bacheloris." Earlham's earliest degrees were granted in Latin.

Earlham School of Religion grants Master of Arts in Religion (M.A.), Master of Ministry (M.Min.) and Master of Divinity (M.Div.) degrees.

HIERARCHY OF ACADEMIC POSITIONS

In official listings for the College, the Provost is always listed immediately following the President, regardless of alphabetical order.

PERIODS IN DEGREE NAMES

Abbreviations of Earlham degrees always use periods.

REFERENCE TO FACULTY MEMBERS' DEGREES

References to faculty members' academic degrees is evidence of academic quality, a message of great importance in guiding perceptions of Earlham. When writing for outside audiences, references to academic degrees are encouraged.

Capitalization

ACADEMIC PROGRAMS NAMES

Capitalize programs for emphasis when writing for most College publications.

Example: Environmental Programs at Earlham

AFRICAN AMERICAN, BLACK

Earlham's organizations, academic programs, and, thus, its publications tend to use *African American* (note the absence of the hyphen) rather than *black*.

WITHIN BULLETED LISTS

Within a single publication, try to be consistent with the capitalization of bulleted lists.

ETHNIC GROUPS

"Black" and "hispanic" are capitalized when used as a race designation in a list, but not when used in a sentence.

FIRST-YEAR, UPPER-CLASS

Upper-division and *first-year* are preferred adjectives for Earlham course levels or students instead of *upper-class* and *freshman*.

POSITION TITLES

In legal writing or documentation about the College (e.g., governance documents, job descriptions), titles of positions are often capitalized:

Correct: The President delegates authority for accounting procedures to the Vice President for Finance and Business Operations.

Numerals

WITHIN BULLETED LISTS

When constructing bulleted lists, it is permissible to use numerals at the beginning of items to make the numbers more obvious. Aim for consistency within the list and the publication.

ORDINALS

It is permissible to use *1st*, *2nd*, *3rd*, etc. when referring to class reunions.

RICHMOND STREET ADDRESSES

Given the frequency of references to Richmond, Indiana's street naming scheme, using no quotation marks around lettered street names saves a great deal of space.

Correct: 301 SW A Street

TELEPHONE NUMBERS

Contrary to AP style, within Earlham publications, our style separates the area code from the number with a slash — 765/983-1323.

Punctuation

COMMAS

Do not use a comma to separate an alumnus' name from the graduation year when writing for College publications.

EN-DASHES

In most text, we use a hyphen to indicate duration. In some typeset documents containing many figures, we incorporate en-dashes with consistency as our aim.

Correct: The event is scheduled to run from 1–5 p.m.

HE / SHE, HIS / HER

Currently the Earlham community has not decided on a consistent approach to correct usage for *he/she*. One can find *h/she* in some governance documents. General grammatical usage still favors *he or she*. Avoid the use of *he/she*, especially when the text demands several repetitions in proximity, by adjusting to a plural subject and referent.

Correct: Each Earlham student is encouraged to meet with his/her academic adviser frequently.

To register, students need to contact their advisers by March 30.

HYPHENS IN DUAL HERITAGE NOUNS OR ADJECTIVES

To designate dual heritage (*African-American*), AP style uses a hyphen while Earlham does not.

Correct: Earlham's African and African American Studies major includes many history courses.

Punctuation of a Web Address

URL, CLOSING PERIOD AND SPACE

This represents a big change for Public Affairs; we will watch for this correction on the next round of publication editing. When URLs were less familiar, we preferred leaving a space between the URL and the period ending a sentence.

Public Affairs has chosen to include a period at the end of sentences ending with a URL in prose. In an e-mail message, it is best to introduce the Web address with a colon and put the URL on a line by itself. In this use, no period is needed.

Correct in prose: Earlham's Web address is www.earlham.edu.

Correct in an e-mail message:

For a full job description, consult:
www.earlham.edu/jobs

Sports Writing

CAMPUS ATHLETIC VENUES

Always try to identify on-campus athletic venues precisely: M.O. Ross Field at Darrell Beane Stadium, Schuckman Court in the Athletics and Wellness Center, Weber Pool, etc. For off-campus audiences, provide additional clarification.

TITLES OF COACHES

Journalistic style is to capitalize the title of a coach when it is placed before the name only when it begins a sentence. At Earlham we capitalize Coach Jeff Justus, Coach Pat Thomas, etc., in running text.

Correct: Coach Jeff Justus argued with the referee.

Journalistic, Correct: The parents talked with coach Keesling.

REFERENCE TO ATHLETES' CLASS YEARS

Although Earlham generally refers to entering students as "first-years," sports writing uses "freshman," "sophomore," "junior" and "senior."

Journalistic, Correct: Freshmen John Smith joined the team.

In College publications: First-year John Smith joined the team.

Typesetting Guidelines

STANDARD EARLHAM FONTS

Earlham publications: Serif: Adobe Garamond

Most Earlham publications Display: **DinMittelschrift**

Sans Serif: Frutiger Condensed family of fonts

Serif: Garamond family of fonts

Note: If a document will need type styles such as italics, make sure that the typeface (font family) contains an italic version. DinMittelschrift cannot be made bold or italic, so we do not use it for body text. We recommend using Frutiger Condensed instead.

Note: Adobe Garamond is NOT the same as the Garamond font most computers already have. If an office finds itself creating many documents for outside audiences and does not have access to Garamond, Public Affairs can assist in purchasing Garamond.

Usage

ALUMNUS/A/AE/ALUMNI/ALUMS

AP Style uses *alumnus* (*alumni* plural) when referring to a man who has attended a school, *alumna* (*alumnae* plural) for similar references to a woman and *alumni* when referring to a group of men and women. On the Earlham Web site and in the *Earlhamite* magazine it is permissible and even preferred to use the colloquial *alum*, *alums*.

ANTECEDENT REFERENCE

A singular noun requires a singular pronoun. AP usage continues to employ masculine pronouns. One of the best ways to avoid the issue of masculine pronouns is to recast the sentence utilizing plurals.

Correct: A student needs to inform the Registrar's Office when he needs a copy of his transcript.

Correct: Students should request their transcripts online.

Incorrect: A student should contact the Registrar's Office when they need a copy of their transcript.

CHAIR / CHAIRPERSON / MAN / CONVENER

Use "chair" in all cases to denote an individual of either gender. Committee heads are called *convener*s, not *convenor*s.

FACULTY / FACULTY MEMBER/S

Faculty is a plural collective noun referring to the group, and is singular. For individuals, use *faculty members* or *members of the faculty*. *Faculty Meeting* is capped, but references to the faculty in general are not.

RULE (LAST OR FIRST NAME)

When writing is intended for internal audiences, we make exceptions to this approach. First names may be more effective when we attempt to cultivate a particular audience for fundraising or student recruitment, emphasize the human interest of a piece rather than its news value, or demonstrate a tone of community in the writing. In these instances, we use a first-name referent.