



DOANE
COLLEGE

Style Guide

Fall 2014

anything but common.
doing what you love.
be anything, go anywhere.
no borders.
challenges accepted.
it's never too late.
front and center.
making me love learning again.
contributing every day.
loving every minute.
fearless, bold learning.
changing the conversation.
smart is our art.
move over.
lightning in a bottle.
get a great job.
costs less than you think.
you'll never forget it.
ranked way up there.
a competitive spirit.
creative freedom.
we know you've got a life.
building a better community.
new beginnings.
transformations.
countless possibilities.
unforgettable moments.
lifelong friendships.
doing things differently.
getting where you want to go.
world-class classes.

College of there's no college like it.

singing your heart out.
earning your stripes.
first-name basis.
blazing trails.
anything but average.
feels like home.
your next chapter in life.
starting fresh.



College of doing things differently.

Introduction

Unless noted, follow Associated Press style.
Terms are alphabetized by the first letter of their titles.
If no directions follow the entry, spell out on all references.

A

abbreviations

Do not place periods in between letters in most cases. Exceptions: *U.S.*, *U.N.*

Spell out in entirety on first reference with the abbreviation following in parentheses: *Office of Strategic Communications (OSC)*.

On all subsequent references, the abbreviation is acceptable.

Academic Affairs

academic degrees

Avoid abbreviations and try to incorporate into phrasing as such: *John Smith, who has a doctorate in communication studies.*

Use an apostrophe in *bachelor's degree*, *master's degree*, *bachelors' degrees* and *masters' degrees*.

However, when writing out the full name of the degree, there is no possessive: *Bachelor of Science in biology* or *Master of Arts in English*.

Abbreviations such as *B.A.*, *Ed.S.*, *M.A.*, *LL.D.* and *Ph.D.* are only appropriate when, on first reference, it is necessary to identify several individuals by their degrees. Make sure when doing so to set the abbreviation with commas following the name: *John Smith, Ph.D., wrote.*

academic departments

Disciplines are not capitalized unless they are proper nouns or part of the formal title of a department: *biology department*, *English department*, *the Doane College Music Department*.

When referencing an entire department, preface with *Doane College* on first reference. On subsequent references, use only *Doane* as a precursor.

advisor/adviser

When referencing those who advise

students in the academic process, use advisor.

For all other references, use adviser.

alma mater

alumna, alumnae, alumni, alumnus

An *alumna* refers to a woman who has graduated from school.

An *alumnus* refers to a man who has graduated from school.

Alumnae refers to a group of women that has graduated from the same school.

Alumni refers to either a group of men or a mixed gender group that has graduated from the same school.

alumni designations

After an individual alumnus or alumnae's name, place their graduation year and, if necessary, add the appropriate letter if they completed a graduate program or went to Doane outside of Crete.

- A - Administrative arts & management graduate program ('14A)
- C - Counseling graduate program ('14C)
- E - Education graduate programs ('14E)
- G - Grand Island Campus ('14G)
- L - Lincoln Campus ('14L)
- O - Omaha Campus ('14O)

The correct apostrophe before graduation years curls to the left.

For graduates who have completed multiple programs, the designations should be put in chronological order and set apart with commas: *Bill Phillips '08G, '10E, '12C*.

Note that no letter is attached to alumni designations for undergraduates from the School of Arts and Sciences in Crete.

Alumni Educator of the Year Award

Spell out on first reference. Use *(Year) Alumni Educator* as a title for the award winner.

Alumni Master

Alumni Office

Alumni Senior Award

Alumni Trustee

Al Papik Field

See *Memorial Stadium*.

ampersands

Avoid. Use only when part of an official title such as *U.S. News & World Report*.

Athletic Hall of Fame Award

B

bachelor's degree

See *academic degrees*.

Bastian Plaza

Board of Trustees

Bob Erickson Court

See *George and Sally Haddix Recreation and Athletic Center*.

Boswell Observatory

Brian S. Campbell Cardio Fitness Center

See *George and Sally Haddix Recreation and Athletic Center*.

Burrage Hall

See *The Quads*.

Business Office

Butler Gymnasium

Spell out on first reference and use either *Butler Gym* or *Butler* on subsequent references.

C

capitalization

Use only for proper nouns. For example, after using *Doane College* on first reference, do not capitalize *college* on subsequent reference.

Cassel Open Air Theatre

Spell out on first reference and use *Cassel Theatre* on subsequent references.

Chab Weyers Education and Hixson Lied Art Building

Spell out on first reference. Use *the Art and Education building* or *Art/Ed* on subsequent references. For specific spaces within:

Dredla Education Offices

Spell out on first reference. Use *Dredla Offices* on subsequent references.

Farley Korff Plaza

Basement-level outdoor patio on the northwest corner of the building. Spell out on first reference and use *Korff Plaza* on subsequent references.

Farley Korff Welcome Center

Basement-level indoor lounge in the west end of the building. Spell out on all references and use *Korff Welcome Center* on subsequent references.

College Heights Country Club

Spell out on first reference and use *College Heights* on subsequent references.

College Park

Education building housing, among

others, Doane's School of Graduate and Professional Studies.

College to Career Center

See *Perry Memorial Campus Center*.

Colonial Hall

See *The Quads*.

Commencement

Capitalize when referencing the college's formal graduation event in Cassel Open Air Theatre. On subsequent references, *graduation ceremonies* or *graduation* are acceptable.

Communications Building

Spell out on first reference. Use *Communications* on subsequent references. Identify specific spaces when possible, such as:

Communications 67

Large basement lecture hall, formerly known as CM02. Spell out on first reference and use *CM67* on subsequent references.

Heckman Auditorium

Spell out on first reference. Use *Heckman* on subsequent references.

Perkins Library

Use when referencing library specifically or the area housing all of the following: the book stacks, Help Desk, Learning Commons, Rall Art Gallery and Writing Center. Spell out on first reference. Use *Perkins* on subsequent references. For specific spaces within:

Help Desk

Learning Commons

Rall Art Gallery

Spell out on first reference. Use *Rall Gallery* on subsequent references.

Writing Center

D

DCTV

Dean Memorial Pergola

Spell out on first reference. Use *Dean Pergola* on subsequent references.

The Den

Dining Services

Directions Program

Spell out on first reference. Use *Directions* on subsequent references.

Doane Builder Award

Spell out on first reference. Use *Builder Award* on subsequent references.

Doane College

Spell out on first reference. Use *Doane* on all subsequent references.

Only capitalize college when using the formal full name of the institution: *Doane College*. Do not capitalize when generically speaking of the college (example: The college unveiled its strategic plan today.).

Doane College Athletics

Spell out on first reference. Use *Doane Athletics*, *Tiger Athletics* or *Athletics* on subsequent references.

Doane College Bookstore

Spell out on first reference. Use *Doane Bookstore* or *bookstore* on subsequent references.

Doane College Safety Office

Spell out on first reference. Use *Doane Safety* on second reference and *Safety* on subsequent references.

Doane Forensics

The college's intercollegiate speech competition team. Spell out on first reference. Use *forensic team* on subsequent references.

The Doane Owl

Spell out on first reference. Use *The Owl* on subsequent references.

doctor

Use *Dr.* on first reference for those working in medical professions. For others who hold doctorate degrees, make sure to reference their specialty when it is not apparent. Use only on first reference.

Don Nyrop Great Hall

See *Perry Memorial Campus Center*.

Dredla Education Offices

See *Chab Weyers Education and Hixson Lied Art Building*.

Dredla Research Speaker Series

Spell out on first reference. Use *Dredla Series* on subsequent references.

Dutcher Fitness Center

See *Fuhrer Field House*.

E

Education Specialist

An advanced academic degree resulting in administrative certification as a superintendent or other district-level positions requiring certification beyond the principalship. Spell out and capitalize on all references. If an abbreviation is necessary, use *Ed.S.*

Excellence in Teaching Award

Exceptional Service Award

F

Facilities Office

Doane's technical division with the following offices: Construction Services, Custodial Services, Facilities Operations, Grounds and Fleet Services and Maintenance Services. Use *Facilities Office* when referring to the group as a whole. Otherwise, mention the specific office.

Faculty Award for Distinctive Scholarship

Farley Korff Plaza

See *Chab Weyers Education and Hixson Lied Art Building*.

Farley Korff Welcome Center

See *Chab Weyers Education and Hixson Lied Art Building*.

Fiske Lodge

See *Memorial Stadium*.

Fred Beile Arena

See *Fuhrer Field House*.

Frees Hall

Fred D. Brown Center

Spell out on first reference. Use *Brown Center* on subsequent references.

Fuhrer Field House

Following Associated Press style, *field house* is two separate words. On first reference, use *Fuhrer Field House* and on subsequent references *Fuhrer* or the *field house* may be used. For specific spaces within:

Dutcher Fitness Center

Fred Beile Arena

Spell out on first reference and use *Beile Arena* on subsequent references.

Leroy W. & Bertha L. Hood Training Center

G

Gaylord Hall

Spell out on first reference and use *Gaylord* on subsequent references.

George and Sally Haddix Recreation and Athletic Center

Spell out on first reference and use *Haddix Center* or *Haddix* on subsequent references of the building as a whole. For specific spaces:

Bob Erickson Court

Spell out on first reference and use *Erickson Court* on subsequent references.

Brian S. Campbell Cardio Fitness Center

Spell out on first reference and use *cardio and fitness center* on subsequent references.

Kitty M. Perkins Fitness Center

Newburgh Held Tennis Complex

Rick and Wanda Gibson Hall of Fame Room

Spell out on first reference and use *Hall of Fame Room* on subsequent references.

H

Hansen Leadership Hall

Hansen Speaker Series

Spell out on first reference. Use *Hansen Series* on subsequent references.

Heckman Auditorium

See *Communications Building*.

Help Desk

Honor D Award

Human Resources

Spell out on first reference. Use *HR* on subsequent references.

I

Information Technology

Spell out on first reference and use *IT* on subsequent references.

J

Jose M. and Elizabeth Ledon Softball and Baseball Complex

Spell out on first reference. Use *Ledon Complex* on subsequent references. Identify the baseball or softball field specifically when appropriate.

K

KDNE

The call letters for Doane's student-run radio station, 91.9 FM.

Kitty M. Perkins Fitness Center

L

Lauritsen Track

See *Memorial Stadium*.

Learning Commons

See *Perkins Library*.

Leroy W. & Bertha L. Hood Training Center

Lied Science and Mathematics Building

Spell out on first reference. Use *Lied Building* or *Lied* on subsequent references.

M

Martin Maintenance Building

Spell out on first reference. Use *Martin Building* on subsequent references.

masters' programs

Advanced degrees offered through School of Graduate and Professional Studies (GPS). The college has five such programs: *Master of Arts in Counseling (MAC)*; *Master of Arts in Management (MAM)*; *Master of Arts in Counseling with an emphasis in School Counseling (MACSC)*; *Master of Education in Curriculum & Instruction (MECI)*; *Master of Education in Educational Leadership (MEEL)*.

Use the complete spellings on first reference and abbreviations on subsequent references.

See *academic degrees* for individual rules.

Memorial Stadium

Use *Memorial Stadium* when talking about the entire sports complex at the School of Arts and Sciences in Crete, which includes Doane's football field and outdoor track. Identify specific spaces when possible:

Al Papik Field

Use when specifically referencing the football field. Use *Papik Field* on subsequent references.

Fiske Lodge

Use when specifically referencing the admission/concession stand.

Lauritsen Track

Use when specifically referencing the paved outdoor track.

Merrill Tower

Multicultural Support Services

Spell out on first reference and use *MSS* on subsequent references.

N

names

Spell out on first reference. Use only the last name on subsequent references. If sources share a similar last name, use the first name to differentiate on subsequent references: *Ann Jones and Mary Jones were sisters. Ann was an artist. Mary was a writer.*

When referencing an alumna who attended Doane under her maiden name, place her maiden name and graduation year between her first name and married name: *Paula Hart '99 Jacobs*.

When listing a series of names and no hierarchy needs to be followed, alphabetize the series by last name: *Bob Gibson, Sandy Koufax and Warren Spahn are Hall of Famers.*

Navajo Leadership Award

Newburgh Held Tennis Complex

O

Office of Admission

Spell out on first reference. Use *Admission Office* or *Admissions* on subsequent references.

Office of Advancement

Spell out on first reference. Use

Advancement Office or *Advancement* on subsequent references.

Office of Strategic Communications

Formerly the Office of Communications and Marketing. Spell out on first reference. Use *OSC* on subsequent references.

Opening Convocation

Capitalize and spell out on first reference when mentioning the formal ceremony for first-year students, celebrating the beginning of their academic career. Use *convocation* on subsequent references.

Osterhout Arboretum

The 300-acre School of Arts and Sciences campus in Crete doubles as Nebraska's first college tree sanctuary. Spell out on all references.

Oxford comma

Per Associated Press style, do not use a comma between the last two phrases when listing a series: *The last three World Series winners are the St. Louis Cardinals, San Francisco Giants and Boston Red Sox.*

Only use the extra comma when the series is so complex that it is needed for clarity: *Today's news topics are the fallen hero tribute ceremony, the diplomats' handshake and its aftermath, and the championship game.*

P

Padour Walker Administration Building

Spell out on first reference and use *Padour Walker* on subsequent references.

Pappy and Debra Khouri Garden and Outdoor Classroom

Spell out on first reference. Use

Khouri Garden and Classroom on subsequent references.

Paul Kersenbrock Humanitarian Award

Spell out on first reference. Use *Kersenbrock Award* on subsequent references.

Perkins Library

See *Communications Building*.

Perry Memorial Campus Center

Spell out on first reference. Use *Perry Campus Center* or *Perry* on subsequent references. Identify specific spaces when possible.

cafeteria

College to Career Center

Formerly the Career Development Office, spell out on all references. Do not use hyphens between words.

Common Grounds

Don Nyrop Great Hall

Spell out on first reference. Use *Great Hall* on subsequent references.

Perry Board Room

Service Bureau

Tiger Inn

Trough Dining Rooms

Phone numbers

All phone numbers should not contain parentheses or hyphens. Rather, periods are used to separate the area code and last four digits: *402.826.6709.*

Platt Alumni Music Award

Spell out on first reference. Use *Platt Award* on subsequent references.

President's Award for Leadership

President's Award for Navajo Language and Culture

Spell out on first reference. Use

President's Navajo Award on subsequent references.

President's Office

Q

The Quads

Spell out when referring to both dormitories. *Burrage Hall*, the larger of the two quad buildings, should be spelled out on first reference. *Burrage* is acceptable on all subsequent references. *Colonial Hall*, the smaller of the two, follows the same rules.

R

Rall Art Gallery

See *Communications Building*.

Relay For Life

National cancer awareness fundraising event held at the School of Arts in Sciences in Crete, the site of the foundation's first-ever college event. Per trademark, all words are capitalized. Spell out *American Cancer Society Relay For Life* on first reference. *Relay For Life* or *Relay* are acceptable on subsequent references.

Registrar and Institutional Research Office

Spell out on first reference. Use *Registrar's Office* when specifically referencing the office that produces transcripts, publishes the college catalogs and processes registrations and grades. Use *Institutional Research* when specifically referencing the office that compiles data for admissions, census, enrollment, graduation, majors, national reporting and retention.

Rick and Wanda Gibson Hall of Fame Room

See *George and Sally Haddix Recreation and Athletic Center*.

room designation

When referencing a specific room in any campus building, generally, use the first word of the building name and then the room's number: *Gaylord 500, Communications 67, Lied 129.*

For buildings with lengthy names, use the word saved for subsequent references: *Art/Ed 251, Haddix 2160.*

S

School of Arts and Sciences

Housed at Doane's original campus in Crete and established in 1872 to serve traditional residential undergraduates pursuing bachelor's degrees.

Use when necessary to distinguish from Doane's school for adult learners and graduate students, the School of Graduate and Professional Studies. Spell out on first reference. Use *Arts and Sciences* on subsequent references.

School of Graduate and Professional Studies (GPS)

Started in Lincoln and expanded with locations in Grand Island (2003) and Omaha (2014), it serves adult learners pursuing bachelor's degrees and graduate students in advanced and/or master's degree programs.

Spell out *School of Graduate and Professional Studies (GPS)* on first reference. Abbreviate to *GPS* on subsequent references. If identifying by location is necessary, place *GPS* after the city the campus is located in: *Grand Island GPS.*

Serial comma

See *Oxford comma*.

Sheldon Hall

Smith Hall

states

The 50 U.S. states should be spelled out in body text but can be abbreviated in datelines, lists/notes, credits and when denoting political party affiliation (*D-Neb.*).

If a dateline is attached to a story, then cities, towns or military bases in that state do not need to be followed by the state they inhabit.

Eight states are never abbreviated: *Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas* and *Utah.*

Do not use postal code abbreviations. Use AP style abbreviations:

Alabama – *Ala.*
Arizona – *Ariz.*
Arkansas – *Ark.*
California – *Calif.*
Colorado – *Colo.*
Connecticut – *Conn.*
Delaware – *Del.*
Florida – *Fla.*
Georgia – *Ga.*
Illinois – *Ill.*
Indiana – *Ind.*
Kansas – *Kan.*
Kentucky – *Ky.*
Louisiana – *La.*
Maryland – *Md.*
Massachusetts – *Mass.*
Michigan – *Mich.*
Minnesota – *Minn.*
Mississippi – *Miss.*
Missouri – *Mo.*
Montana – *Mont.*
Nebraska – *Neb.*
Nevada – *Nev.*
New Hampshire – *N.H.*
New Jersey – *N.J.*
New Mexico – *N.M.*
New York – *N.Y.*

North Carolina – *N.C.*

North Dakota – *N.D.*

Oklahoma – *Okla.*

Oregon – *Ore.*

Pennsylvania – *Pa.*

Rhode Island – *R.I.*

South Carolina – *S.C.*

Tennessee – *Tenn.*

Vermont – *Vt.*

Virginia – *Va.*

Washington – *Wa.*

West Virginia – *W.Va.*

Wisconsin – *Wis.*

Wyoming – *Wyo.*

student-athlete

Student Leadership Office

Spell out on first reference. Use *Student Leadership* on subsequent references.

T

theatre/theater

When referencing Doane's fine arts theatrical program, use *-re* ending.

When referencing a large viewing area, use *-er* ending.

titles

Capitalize formal titles only when they come directly before a name: *Senior Director of Strategic Communications Mike Lefler.* Generally, in all other cases where the title does not directly precede the name, it is lowercased: *Eileen Chalupa, senior graphic designer, won an award. Doane's print and production associate, Mike Stehlik, was also recognized.*

Certain formal titles should be capitalized and abbreviated: *Dr., Gov., Lt. Gov., Rep., Sen.*

When listing multiple individuals of the same title, pluralize the abbreviation

before the first name: *Drs. Jane Davis and Bob Howard*.

When a title is substituted for a name in subsequent references, spell the title out: *Gen. George S. Patton led troops during World War II. The general was noted for his fiery attitude.*

After noting a title on first reference, it is not necessary on subsequent references.

Informal titles are not necessary to capitalize. Note the difference: *Head Coach Matt Franzen has been at Doane for eight years. According to coach Franzen, the Tigers were ready for the football game on Saturday.*

Z

Zenon C.R. Hansen Leadership Program

Spell out on first reference and use *Hansen Leadership Program* on second reference and *HLP* on all subsequent references.

Trustee

Capitalize in all references.

Trustees Award for Distinguished Service

Spell out on first reference. Use *Trustees Award* on subsequent references.

W

Whitcomb Lee Conservatory

Spell out on first reference and use *the Con* on subsequent references.

Writing Center

Y

Young Alumna Award/Young Alumnus Award

Gender specific. Spell out on all references.