UNIVERSITY *of* WISCONSIN
Superior

This style manual is a tool to help UW-Superior communicators take a consistent approach in the written products we create for the public, including news releases, newsletters, articles, brochures, electronic media (websites, web articles, social media, etc.).

Consistent use of the items listed here can help the campus community and the public to better understand UW-Superior. By following the guides here, we provide the university with a writing style that increases consistency, credibility and professionalism.

a.m., p.m.

Note lowercase and punctuation. Follow this style when listing events on websites and in news releases. Be sure to include a space between the number and a.m./p.m. (for example, 2:30 p.m.)

If an event is starting at the top of the hour, do not use :00. (for example, use 2 p.m. instead of 2:00 p.m.)

If an event is at noon or midnight, use these terms instead of 12 p.m. or a.m.

Address – campus buildings and events

When promoting a campus event, list the building in which the event is being held. If the event is expected to attract people from off campus, list the building address. You can get addresses at http://www.uwsuper.edu/facilities/depts/building-addresses.cfm.

Example:

The Marcovich Wellness Center is located at 1810 Catlin Ave. on the UW-Superior campus.

Address – postal use

The university's postal address is:

(Name of employee or office)
University of Wisconsin-Superior
PO Box 2000
Superior WI 54880-4500

Alumni

singular vs. plural: One man is an alumnus. One woman is an alumna. Several men, or a group of men and women, are alumni. Do not use "alum" or "alums" to refer to alumni.

New names: Women who have assumed the last names of their husbands are listed by their first name, maiden name in parentheses, and their assumed last name. Example: Jane Smith marries and becomes Jane (Smith) Johnson.

Class years: When referring to an alumnus or alumna in an article, list their graduation year as Jane Smith, Class of '87. (Make sure the apostrophe faces the proper direction.)

For alumni of graduate programs, list the person's name, followed by their degree abbreviation and graduation year. For example, Jane Smith, MSE '87.

Ampersand

Use the ampersand (&) only when it is part of a formal name. It should not be used in the place of or as an abbreviation for "and."

Apostrophe

Rules for using the apostrophe are too numerous to include here. Refer instead to a reputable guide such as the Associated Press Stylebook or the Chicago Manual of Style.

In general, note that the apostrophe is used to make words possessive and to indicate omitted letters. **Apostrophes are not used to make words or numerals plural.** It is, however, used to make individual letters plural (*She earned four A's*).

Comma

Use Associated Press style, which does not require the use of the Oxford comma. (Oxford comma is also called serial comma, series comma or a Harvard comma.)

Athletics

Yellowjackets (one word, plural, lowercase "j") is the official team name of all UW-Superior men's and women's athletic teams.

'Jackets is acceptable on second reference and for use in headlines. (Make sure the apostrophe faces the proper direction.)

Do NOT refer to women's teams as the Lady Jackets, or use any other name that implies women's teams are of different stature than men's teams.

Updated 12/10/18

An athletic team is referred to as "it" not "they." (*The Yellowjackets baseball team faces its arch-rival Tuesday.*)

Buzz is the name of our mascot.

Auditoriums, theatres, galleries

Use the full name of a theater, auditorium or gallery and include the building in which it is located.

> **Kruk Gallery** in Holden Fine and Applied Arts Center.
>
> **Manion Theatre** in Holden Fine and Applied Arts Center. (Note spelling of "theatre")
>
> **Thorpe Langley Auditorium** in Old Main. Do not abbreviate it, hyphenate Thorpe Langley, or shorten the name to Langley Auditorium.

Buildings

When referring to a university building, use the building's full name on first reference.

Do not shorten a building's name. For example, Hill Library or Holden Arts Center are incorrect.

A list of campus buildings, their proper names and accepted names on second reference is below:

> **Barstow Hall** is acceptable on first reference, and **Barstow** on subsequent references.
>
> **Crownhart Residence Hall** is acceptable on first reference, and **Crownhart** on subsequent references.
>
> **Curran-McNeill-Ostrander Residence Hall** is acceptable on first reference, and **CMO** on subsequent references. Note the spelling of McNeill.
>
> **Erlanson Hall** is acceptable on first reference, and **Erlanson** on second reference.
>
> **Holden Fine and Applied Arts Center** is acceptable on first reference, and **Holden** or **HFAC** on second reference.
>
> **Jim Dan Hill Library** is acceptable on first reference and **JDH Library** or **the library** on second reference.
>
> **Marcovich Wellness Center** is acceptable on first reference and **MWC** on second reference.
>
> **Old Main** is used in all references.
>
> **Ole Haugsrud Stadium** is acceptable on first reference and **Haugsrud Stadium** on second reference.

Public Safety Building is acceptable on first reference and on subsequent references.

Ross-Hawkes Residence Hall is acceptable on first reference and **Ross-Hawkes** on second reference.

Stanley Oexemann Greenhouse is acceptable on first reference and **the greenhouse** on second reference.

University Services Center is acceptable on first reference and **Services Center** on second reference.

Wessman Arena generally is acceptable on first reference, and **Wessman** on subsequent references. For formal documents, use the building's full name of Siinto S. Wessman Arena. Note the spelling of "Siinto."

Yellowjacket Union is acceptable on first reference. (Note it is one word.) For an off-campus audience, use Yellowjacket Union on second reference. For a campus audience, YU or the YU is acceptable on second reference. Never refer to it as 'Jacket Union or simply as the Union.

Buildings – named rooms or features

Some campus buildings contain named rooms or features named for donors or people prominent in the university's history. Generally, refer to the named room by its full name and then the building in which it is located. (*The game will be played in Mortorelli Gym in UW-Superior's Marcovich Wellness Center.*)

Below are examples of major named rooms:

Barstow Hall

– The Donald W. Davidson Herbarium in Barstow Hall

Old Main

– William "Pope" Wright Jr. Student Center in Old Main

Marcovich Wellness Center

--Mortorelli Gym in the Marcovich Wellness Center

--Lydia Thering Fieldhouse in the Marcovich Wellness Center

Yellowjacket Union

– The Shippar Family Atrium in the Yellowjacket Union

(Also see the entry for Auditoriums, Theatres and Galleries)

Centers

The full name of the center is used for first reference with proper capitalization (example: Pruitt Center for Mindfulness and Well-Being). Per Associate Press style guidelines, subsequent references should use "center." *(Note: Make sure "center" is lowercase.)*

Directions to campus

News releases and web articles about campus events should include the url or active web link to the online campus maps and driving directions at uwsuper.edu/maps. (Note you do not need the www.)

Dormitory, dormitories, dorms

Do not use these terms. Instead, use "residence halls."

Events

In news releases and web articles, use a concise opening sentence that describes the event and lists the time, date and place of its occurrence. (*Nationally known psychiatrist John Doe will speak about the brain's frontal lobe at 7:30 p.m. Tuesday, March 17, in Thorpe Langley Auditorium in Old Main at the University of Wisconsin-Superior*.)

Majors, Minors and Academic Program

Do not capitalize the names of academic majors, minors or academic programs.

Maps - campus

News releases and web articles about campus events should include the url or active web link to the online campus maps and driving directions at uwsuper.edu/maps.

Slant bar

Do not use the slant bar (/) as a substitute for "and" "or" or proper punctuation.

Updated 12/10/18

Telephone numbers

For news releases and web articles, use the standard form of telephone numbers with dashes: 715-394-8100. Always include the area code.

Titles

Use Associated Press style, which reserves usage of Dr. for physicians and dentists. Use abbreviations of credentials only if the credentials are pertinent to an article, such as when a new faculty member is hired. When referencing faculty, use their title along with their name on first reference. Do not use the title on subsequent references. *("...said Jane Doe, professor of archeology. Doe went on to say...")*

Capitalize a person's work title if it is used before their name but not if it's used after their name or alone. (*Associate Chancellor John Doe; John Doe, associate chancellor; ...the associate chancellor said...*)

Avoid using long titles in front of a person's name when it may become cumbersome for readers. (*Avoid: Associate Chancellor for Research, Intellectual Property and Undergraduate Improvement Jane Doe. Instead, use Jane Doe, associate chancellor for research, intellectual property and undergraduate improvement.*)

For employees who hold multiple job titles, use the title that is most relevant to the communication.

University Name

Local news releases and documents

University of Wisconsin-Superior is used for first reference and UW-Superior, UWS or university is used for all subsequent references. *(Note: Make sure "university" is lowercase p*er *Associate Press style guidelines.)*

Statewide/Regional/National news releases and documents

University of Wisconsin-Superior is used for first reference and UW-Superior or university is used for all subsequent references. Do not use UWS in this instance.

Web pages and web articles

For web pages and web articles aimed at off-campus audiences (campus events, conference websites, etc.) follow the procedure above for "Local news releases and documents."

For web pages and web articles aimed primarily at an on-campus audience, use UW-Superior or UWS.

Do not use:

UW-S

University (capitalized)

University of WI – Superior

Univ. of Wisconsin – Superior

University of Wisconsin, Superior

University of Wisconsin at Superior