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.

**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 a street intersection or distinctive feature that will help those unfamiliar with campus to locate the building.

Examples:

    Holden Fine and Applied Arts Center, at the corner of Catlin Avenue and 19th Street on the UW-Superior campus.

    Barstow Hall, located in the center of the UW-Superior campus and easily identifiable by the white observatory on its roof.

If the event may draw many people from out of town, consider listing the building’s street address so visitors can enter it into an online or satellite navigation guide. You can get addresses at [http://www.uwsuper.edu/facilities/depts/building-addresses.cfm](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:

(Title of employee or office)
University of Wisconsin-Superior
Belknap & Catlin, PO Box 2000
Superior WI 54880-4500

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**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, and their assumed last name. Example: Jane Smith marries and becomes Jane Smith Johnson. Do not put the maiden name in parentheses.

**Class years:** When referring to an alumnus or alumna in an article, list their graduation year as Jane Smith, Class of ’87.

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

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**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. It is not used to make words or numerals plural. It is used to make individual letters plural (She earned four A’s).

Athletics

Yellowjackets 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.

An athletic team is referred to as “it” not “they.” (The Yellowjacket baseball team faces its arch-rival Tuesday.)

Auditoriums, theaters and galleries

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

Kathryn Ohman Theater in McCaskill Hall. Do not refer to it as KOT.

Kruk Gallery in Holden Fine and Applied Arts Center.

Manion Theater in Holden Fine and Applied Arts Center.

Third Floor Gallery in Holden Fine and Applied Arts Center.

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 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.

**Hawkes Hall** is acceptable on first reference and **Hawkes** 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.

**McCaskill Hall** is acceptable on first reference and **McCaskill** on second reference.

**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 Hall** is acceptable on first reference and **Ross** on second reference.

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

**Sundquist Hall** is acceptable on first reference and **Sundquist** 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

**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, Theaters and Galleries)

**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.)*

Learn@UW-Superior

Use this term to refer to the online learning system at UW-Superior. Do not use its generic name of D2L.

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](http://uwsuper.edu/maps).

Slant bar

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

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 Dr. on first reference with the full name of a faculty member with a doctorate degree. Do not use the title on subsequent references. *(“…said Dr. 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.)*

**University Name**

The university’s name is among its most valuable assets. To readers and viewers, the names University of Wisconsin-Superior and UW-Superior should convey messages of academic quality, personal attention, a beautiful northern location, and other images related to the branding of the institution.

It is important to use the university’s name in a way that maximizes its value. “Superior” is an important part of the name and should be included. It makes our university stand out anywhere in the state and carries the connotation of “Superior” that applies to our programs, employees and campus.

**News releases and documents**

University of Wisconsin-Superior is used for first reference and UW-Superior is used for all subsequent references.

**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 “News releases and documents.”

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

**Do not use:**

UW-S

University of WI – Superior

Univ. of Wisconsin – Superior

University of Wisconsin, Superior
University of Wisconsin at Superior

Yellowjacket

One word; do not capitalize the letter j.

’Jackets or ’Jacket is acceptable on second reference. (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.