



styleguide

A supplement to the AP Stylebook

The Fine Print.

The Office of Communications staff has diligently compiled this comprehensive style guide to be used as a supplement to the *Associated Press Stylebook*. It should serve as a quick reference for those writing for or producing publications at Cleveland Chiropractic College. As with any style guide, it is a living document and can be changed. Suggestions for new or revised entries are welcome and can be submitted via email to scott.albright@cleveland.edu in the Communications office.

Please note that the College requires that all publications prepared for external audiences be approved by the Office of Communications prior to distribution.

A

academic degrees Field of study is lowercase, except for English. No space after periods in abbreviations. The word “degree” should not follow a degree abbreviation. When referring to degrees in general, lowercase the first letter of the degree and use the “s” ending. Capitalize formal names of academic degrees. *Examples:* Scott earned a B.S. in journalism. Lisa earned a master’s degree in English. Kenny has a B.S. in biology and has applied for the Doctor of Philosophy program.

acronyms Only acceptable in headlines and on second reference in text. Use entire name of group or organization on first reference followed by the acronym in parentheses. On second reference, use the acronym. *Example:* Student American Chiropractic Association (SACA) [first reference] and SACA [second reference].

active voice, passive voice Use active voice whenever possible. *Examples:* The doctor adjusted the patient. [Active voice] The patient was adjusted by the doctor. [Passive voice]

adviser Always spelled with an “e” and always lowercase, even if used before a name. The only exception to the capitalization rule would be in the title of an award or distinction, such as “*Adviser of the Year.*”

alumni names On first reference, list Dr., first name, last name, a space and then an apostrophe with the last two digits of graduation year. On second reference, use last name only. *Example:* Dr. Ashley Cleveland ’95 [first reference] and Cleveland [second reference].

alumnus, alumni, alumna, alumnae Use *alumnus* (*alumni* in the plural) when referring to a man who has attended a school. Use *alumna* (*alumnae* in the plural) for similar references to a woman. Use *alumni* for a group of men or women. The abbreviation *alum* is acceptable in some forms, but should be avoided in formal copy.

B

backup, back up Two words as a verb, one word as a noun or adjective. Never hyphenated. *Example:* She will back up her computer and save all her files on a backup disk.

barbecue Never use *BBQ* or *barbeque*.

black and white Refers to black-and-white pages. Always spell out. Hyphenate as an adjective. Never use *B & W*.

board of trustees Always lowercase. Use *board of trustees* on first reference and *the board* or *trustees* on second reference.

bullets There is no space between text and a list of bulleted items that follows. The first word after each bullet is capitalized. Consistency is important. Items listed should all be complete sentences or all be fragments. Only punctuate at the end of the bullet if it is a complete sentence.

bylines The word “by” is lowercase followed by the writer’s name. Follow name with capitalized College title, if appropriate. Use graduation year for alumni or trimester for students. *Examples:* by Scott Albright [staff]; by Dr. Paul Barlett, Academic Dean [faculty]; by Dr. Ashley Cleveland ’95 [alumni]; by Jesseca Freese (VII) [student].

C

capital, Capitol Use *capital* when referring to a city where a seat of government is located. Do not capitalize. Use *Capitol* when referring the building in Washington, D.C. Always capitalize.

checklist Always one word.

chiropractor, chiropractic Always lowercase.

chiropractic organizations Use the full proper name of the organization on first reference followed by the acronym in parentheses. On second reference, use the acronym only. Following the examples is a list of some of the major chiropractic organizations. *Examples:* The College is a charter member of the Association of Chiropractic Colleges (ACC). The ACC provides worldwide leadership in chiropractic education, research and service.

American Chiropractic Association (ACA)
American Black Chiropractic Association (ABCA)
Association of Chiropractic Colleges (ACC)
Council on Chiropractic Education (CCE)
Foundation for Chiropractic Education and Research (FCER)
International Chiropractors Association (ICA)
International Chiropractic Pediatric Association (ICPA)
National Board of Chiropractic Examiners (NBCE)
Student American Black Chiropractic Association (SABCA)
Student American Chiropractic Association (SACA)
Student International Chiropractors Association (SICA)
World Federation of Chiropractic (WFC)

Cleveland, Carl S. III On first reference, use *President Carl S. Cleveland III* or *Dr. Carl S. Cleveland III, president*, depending on the publication. On second reference, use *Cleveland* as long as it will not be confused with the College's name or other members of the family like Dr. Ashley Cleveland. In this instance, use *Cleveland III* on second reference.

Cleveland Chiropractic College Use *Cleveland Chiropractic College* on first reference. To distinguish between campuses, use *Cleveland Chiropractic College* followed by a comma and the city name. On second reference, use *the College* or the appropriate acronym: CCKC or CCCLA.

College/college Always capitalize when referring to Cleveland Chiropractic College. Lowercase all other references. *Examples:* Chiropractic leaders visited the College this month. He has decided to go to college after high school.

commas Do not put a comma before the final item in a series. If the sentence is composed of phrases that include commas in the individual phrases, separate the phrases with semicolons. Use a comma with the conjunctions "and," "for" or "but" in a compound sentence. *Examples:* I use the Gonstead, Activator and CBP methods. Chiropractors in my family include Sam, my father; Joe, my uncle; Helen, my wife; and Janice, my cousin. I want to go to the gym, but I must study first.

commonly misused words See list below.

affect, effect *Affect* is a verb. *Effect* is a noun.

afterward, afterwards Use *afterward*.

all right This is the only form acceptable in standard usage. Not *alright*.

allude, elude The writer *alluded* to love. The robber *eluded* the police.

annual Do not use the first time an event occurs.

averse, adverse *Averse* means opposed to. *Adverse* means bad or poor.

couple of Do not omit the *of* in this construct.

different from Use *different from* instead of *different than*.

doctoral, doctorate *Doctoral* is an adjective. *Doctorate* is a noun.

due to, owing to, because of *Because of* is preferred.

everyone, every one *Everyone* is a pronoun. *Every one* refers to each individual item.

feel Refers to sensation. Use *think* or *believe* when referring to ideas.

imply, infer Speakers *imply*. Listeners *infer*.

less, fewer If it can be numbered, use *fewer*. If not, use *less*.

over, more than *Over* refers only to space. Use *more than* with numbers.

compose, comprise, constitute *Compose* means to create or assemble and is used properly in both passive and active voice. *Comprise* means to contain, include all or embrace. It is best used in active voice followed by a direct object. If neither fits, *constitute* which means to make up or form is probably appropriate. If what follows is only part of the total, use *include*.

contractions Acceptable only in informal or promotional writing or personal communication. Avoid using in items such as articles, emails, letters and manuals.

courses/classes On first reference, capitalize the full proper name for all courses/classes. On second reference, use “the class” or lowercase the name with “class” or “course” after it. *Example:* Introduction to Chemistry or Anatomy II [first reference] and “the chemistry class” or “the anatomy course” [second reference].

D

dash A dash should always be a long dash or “em dash” — not a hyphen — and should have one space on each side. Used instead of a comma or commas to give more emphasis to a clause, a phrase or a series within or at the end of a sentence. *Example:* Dr. Davis utilizes several chiropractic techniques — Gonstead, Activator, CBP — to help ensure that her patients achieve optimal health and wellness.

dates Avoid using the day of the week with a specific date. Abbreviate months when used with a specific date, and spell out when used alone. Do not use “st” — as in “Aug. 21st” — or any other similar construct. Do not use the year for a date within the current year. Seven months — Jan., Feb., Aug., Sept., Oct., Nov. and Dec. — can be abbreviated when used with a date, while the remaining five months must be spelled out. *Examples:* Jody’s birthday is Oct. 21. Her younger sister was born in January. The date was Jan. 17, 1977.

department/office names Capitalize and use the full department or office name on first reference. On second reference, lowercase and use the casual deviation of the department or office name, or simply use “department” or “office” alone. *Examples:* The Office of Financial Aid is next door to the Office of Communications. Suite 223 is the new location for the communications office. The office used to be located in another campus building. Department of Chiropractic Sciences [first reference] and chiropractic sciences department [second reference]. The fax was sent to the Finance Department yesterday. The Information Technology and Finance departments are on the second floor.

Dining & Assembly Hall Capitalize and use an ampersand when using the full name of this location on campus. When referring to specific events being held there, the name can be separated (i.e. “Dining Hall” or “Assembly Hall”) depending on the nature of the activities. *Examples:* Student groups hold special events in the Dining & Assembly Hall. SABCA’s chili feed was held in the Dining Hall. The Assembly Hall was filled to capacity with Clevelanders excited to hear President Barack Obama’s inaugural address.

Doctor of Chiropractic When referring to the degree, use the uppercase format. When referring to a person, use the lowercase format. Use “D.C.” when abbreviating. *Example:* “Doctor of Chiropractic” [degree] or “doctor of chiropractic” [person].

double-click Always hyphenated and used as a verb.

Dr./D.C. Follow AP Style. Never use Dr. and D.C. in same title. *Examples:* Dr. Ashley Cleveland or Ashley Cleveland, D.C., depending on context.

E

editor Never capitalized, even if used as a title before a name. The only exception would be if it is used at the beginning of a sentence. *Examples:* Heading the newsroom is editor Joe Foreman. Editor Joe Foreman heads the newsroom.

email Never hyphenate. Capitalize if it begins a sentence or is being used as an item requested on a form. Lowercase when used in the body of a document. *Examples:* I need to check my email. Email helps me stay in touch.

ensure, insure The former means to guarantee. The latter is used when referencing insurance. *Example:* I want to ensure that my car is insured.

entitled Use it to mean a right to do or have something. Do not use it to mean titled. *Examples:* Rachel was entitled to the promotion. The song titled “More Than A Feeling” is arguably the greatest rock song of all time.

F

fax Acceptable as short form of facsimile or facsimile machine. Avoid use as a verb. *Example:* I will be faxing the document. [Wrong] I will send a fax of the document. [Right]

fund-raiser, fund raising, fund-raising The noun fund-raiser is hyphenated on all references. Fund raising, a noun, is two words. Fund-raising, which can be a verb or an adjective, is always hyphenated. Fund-raisers are conducted; they are never held. *Examples:* We hired a fund-raiser. He will take charge of the fund-raising campaign. Fund raising is not an easy task.

G

Golf Classic Official name of the Cleveland College Foundation's annual golf tournament. Use "Golf Classic" on first reference and "the tournament" on second reference.

good, well *Good* is an adjective that means something is as it should be or is better than average. *Good* should not be used as an adverb. *Well*, when used as an adjective, means suitable, proper or healthy. As an adverb, *well* means in a satisfactory manner or skillfully.

group Takes singular verbs and pronouns. *Example:* The group is reviewing its position.

H

health care Two words. As an adjective, the hyphenated form is preferred. *Examples:* Chiropractors are key providers of health care in today's society. SACA members were lobbying for the health-care initiative.

Health Center Always capitalize, when standing alone or when used with the name of the College, in reference to on-campus facilities. *Example:* The Cleveland Chiropractic College Health Center received high praise from patients. Students working in the Health Center get valuable hands-on training.

hyphen Do not hyphenate words beginning with the "non" prefix, except those containing a proper noun. Do not place a hyphen between the prefixes "pre," "semi," "anti" and nouns or adjectives, except those that begin with a vowel or that are proper nouns. *Examples:* It was a nondenominational church with many non-Catholic members. Students are encouraged to pre-enroll in the College's premedical seminars.

I

imply, infer Writers or speakers *imply* in the words they use. A reader or listener *infers* something from the words.

in, into *In* indicates location. *Into* indicates motion. *Examples:* He was in the room. She walked into the room.

Internet Always uppercase. Do not use "Web" in its place. "World Wide Web" is an acceptable alternative, depending on the context, when referring to the decentralized network of host computers that are linked by high-speed lines.

it's, its *It's* is a contraction for it is or it has. *Its* is the possessive form of the neuter pronoun. *Example:* It's been 30 years since the College left its Troost campus.

J

job descriptions Always lowercase.

junior, senior Abbreviate as Jr. and Sr. only with full names of persons or animals. Do not precede by a comma. Use II or III if it is the individual's preference. *Examples:* Carl S. Cleveland Sr., Carl. S. Cleveland Jr. and Carl S. Cleveland III.

K

Kansas City Use the state abbreviations “Mo.” or “Kan.” both preceded and followed by a comma when referring to Kansas City in datelines or copy to avoid confusion between the two.

kudos It means credit or praise for an achievement. The word is singular and takes singular verbs.

L

learning center Always lowercase. *Example:* The College’s learning center is supported by both the Registrar’s Office and the Office of Student Services.

left to right Use (l to r) when identifying people in group photos. If there is more than one row: (front row, l to r), (2nd row, l to r), (3rd row, l to r), (back row, l to r) and so on.

library Use lowercase “library” or “the library” unless part of the proper name, which is only necessary in certain circumstances. The Ruth R. Cleveland Memorial Library is located on the CCKC campus and the Carl S. Cleveland Jr. Memorial Library is located on the CCCLA campus. *Examples:* The CCKC library will conduct a book sale. The Carl S. Cleveland Jr. Memorial Library was dedicated on March 26, 2003.

like, such as Use such as whenever possible. Like generally means similar to and can lead to confusion. *Examples:* He uses techniques like Gonstead and Activator. [Wrong] He uses techniques such as Gonstead and Activator. [Right]

lists Within a sentence, separate items in a list with commas or semicolons if the items in the list include commas. *Examples:* The new students came from Moberly, Mo.; Hastings, Iowa; Hoboken, N.J.; and Boise, Idaho. The new student from Maryville, Mo., had degrees in biology, English, history and journalism.

M

Mac Acceptable in all references to a Macintosh computer. Do not follow “Mac” with computer. It is either Mac or Macintosh computer.

married alumni Use the “Drs. John ’86 and Jane ’89 Doe” construct for spouses that are both alumni. If a spouse is not an alumni, use the “Dr. John Doe ’86 and wife, Jane, or Dr. John ’86 and Jane Doe” construct.

mock up, mock-up Two words as a verb. One word as an adjective or noun. *Examples:* He will mock up the research poster. The mock-up outlines the research project.

money Use numerals and the “\$” sign for amounts of \$1 or above. Numerals followed by the word “cents” should be used for amounts less than \$1. For numbers one million and over, use a “\$” sign and numerals with the word “million” after them. *Examples:* The book cost \$17. That was 75 cents more than I had in my pocket. Too bad I don’t have \$1 million.

N

numbers Spell out numbers zero through nine. Use numerals for 10 and above. Exceptions are when referencing time, a percent, an address or money. Avoid starting a sentence with a number. Spell it out if it cannot be avoided. Use a comma in numbers with four or more digits. *Examples:* The intern did seven adjustments on Monday. She scheduled 13 more for the rest of the week. Twenty adjustments was her weekly goal. At that rate, she would do 1,040 adjustments annually.

O

off of The *of* is unnecessary. *Examples:* He fell off the bed. [Right] He fell off of the bed. [Wrong]

OK, OK'd, OK'ing, OKs Do not use *okay*.

online Always one word with no hyphen.

onto, on to One word when meaning “to put or place” something somewhere. Two words when referencing “movement” of some kind. *Examples:* John placed the X-ray onto the light board. Debbie moved on to treat her next patient.

P

parentheses Avoid whenever possible. Use commas or an “em dash” to emphasize part of sentence. If commas or em dashes cannot be used, the sentence or paragraph is likely too complex and should be rewritten. *Example:* Dr. Scott smiled as he welcomed the patient — his first one — shortly after opening the doors to a new clinic.

percent Always spell out and use a numeral. Do not use the “%” symbol. The only exception would be in charts or graphs, where use of the symbol is more appropriate.

principal, principle The “al” form as a noun means the leader of a school and should be capitalized if used as a title before a name. As an adjective, the “al” form means foremost in importance. The “le” form is always a noun and means a truth, law or assumption. *Examples:* The school’s top official was Principal Kenny Mercer. He saw discipline as his principal duty. Teaching students the basic principles of life was his primary goal.

publications Titles are italicized in print and bold on the Internet for magazines, newspapers and other publications. *Examples:* The *Clevelander* alumni magazine and the *In Touch* newsletter.

Q

Q&A format Use an ampersand without spaces and do not use quotation marks when referring to the format of a lecture or the period following a lecture. Within copy, use the taglines Q: and A: and put each speaker’s words in paragraph form.

R

rack, wrack The former as a noun refers to various types of framework or shelving; as a verb it means to arrange on a rack, to torture, trouble or torment. The latter as a noun means ruin or destruction; as a verb it means the same as the verb rack, the latter being preferred. *Examples:* He was put on the rack for his indiscretions. Her body was racked with pain. The storm caused wrack and ruin all along the Florida coast.

race/ethnicity Current practice and preference is to style the names of non-European Americans (Caucasion or White) without hyphens. Listed below are the most common ethnicities, although there are many more within each category.

African American or Black (*Americans of African or Caribbean descent*)

American Indian or Native American (*descendents of the original North, South and Central Americans*)

Asian Pacific American (*Americans of Asian descent or Pacific Island ancestry*)

Hispanic American or Latino (*Americans with ancestors from Spain, Mexico, Peurto Rico, Cuba, South/Central America*)

Multiracial/People of Color (*Multiracial is used for people of mixed race. People of color is used for any non-Europeans*)

S

school names Use the full name of an elementary, junior high or high school on first reference. On second reference, it is proper to omit the kind of school it is. *Examples:* Two current students at the College graduated from Nishna Valley Community High School. They are the only two students from Nishna Valley to ever attend here.

semicolons Use a semicolon to create more separation of thought or of information than a comma would provide, but less

separation than a period. Semicolons are also used to separate elements in a series where parts are already set off by commas and to join two sentences or independent clauses. *Examples:* Chiropractors in my family include Sam, my father; Joe, my uncle; Helen, my wife; and Janice, my cousin. Jody loves practicing chiropractic; she considers it her calling.

set up, setup Set up is two words as a verb. Setup is one word with no hyphen when used as a noun or an adjective. *Examples:* They will set up the adjustment tables. The setup process will take about an hour.

sex/gender Use plural nouns and pronouns (*e.g., students, professors, they, them*) whenever possible. Avoid the awkward *s/he* and *his/her*. If the singular cannot be avoided, use both pronouns joined by a conjunction. *Examples:* To be academically successful, students need to attend classes regularly and they need to take comprehensive notes. A college professor may have his or her own distinct teaching philosophy.

software applications Always follow the company-specific spelling, naming styles, etc. when referencing software or operating systems. Use the full proper name of the software or operating system on first reference. On second reference, the program name alone is acceptable. *Examples:* We use Adobe Photoshop 7 for photo editing. We run Mac OS X v10.2 Jaguar on our computers. Photoshop is a cool program that runs smoothly on OS X.

source names On first reference, sources not associated with the College should be identified by their name followed by a comma, their title followed by the word “at” or “of” and their company/organization. Sources associated with the College should be identified by their name and title only unless it could lead to ambiguity. If so, use the same rule for identifying normal sources. On second reference, identify the source by last name only. *Examples:* Dr. George Goodman, president of Logan College of Chiropractic, was on campus. Dr. Carl S. Cleveland III, president, met with him. Alan Morgan, director of communications at Cleveland Chiropractic College, was at the meeting with Goodman and Cleveland.

state names When a state’s name is used alone, spell it out. When coupled with a city name but not in a mailing address, use the AP or long abbreviation. Use the postal or short abbreviation as part of a mailing address. Following the examples is a list of abbreviations. *Examples:* Jon is from Kansas. He lives in Hays, Kan. His address was 141 Fir Ln., Hays, KS 67601.

<i>Ala./AL</i>	<i>Ill./IL</i>	<i>Mo./MO</i>	<i>Ore./OR</i>	<i>Wis./WI</i>
<i>Alaska/AK</i>	<i>Ind./IN</i>	<i>Mont./MT</i>	<i>Pa./PA</i>	<i>Wyo./WY</i>
<i>Ariz./AZ</i>	<i>Iowa/IA</i>	<i>Neb./NE</i>	<i>R.I./RI</i>	
<i>Ark./AR</i>	<i>Kan./KS</i>	<i>Nev./NV</i>	<i>S.C./SC</i>	
<i>Calif./CA</i>	<i>Ky./KY</i>	<i>N.H./NH</i>	<i>S.D./SD</i>	
<i>Colo./CO</i>	<i>La./LA</i>	<i>N.M./NM</i>	<i>Tenn./TN</i>	
<i>Conn./CT</i>	<i>Maine/ME</i>	<i>N.C./NC</i>	<i>Texas/TX</i>	
<i>Del./DE</i>	<i>Md./MD</i>	<i>N.D./ND</i>	<i>Utah/UT</i>	
<i>Fla./FL</i>	<i>Mass./MA</i>	<i>N.J./NJ</i>	<i>Vt./VT</i>	
<i>Ga./GA</i>	<i>Mich./MI</i>	<i>N.Y./NY</i>	<i>Va./VA</i>	
<i>Hawaii/HI</i>	<i>Minn./MN</i>	<i>Ohio/OH</i>	<i>Wash./WA</i>	
<i>Idaho/ID</i>	<i>Miss./MS</i>	<i>Okla./OK</i>	<i>W. Va./WV</i>	

student clinic Always lowercase.

students Use first name, last name followed the by the student’s trimester in parentheses on first reference. For undergraduate students, use the words “preprofessional student” lowercase before their name or following a comma after it. Depending on the context, it is also acceptable to use the abbreviation “UG” in parentheses after an undergraduate student’s name. Use last name only on second reference. *Examples:* Melanie Smith (VII) is president of the Pediatrics Club. Smith is also involved coordinates ICPA seminars on campus. Lynn Trapp, preprofessional student, plans to enroll in the College’s 10-trimester program. Prize winners at the luncheon were Sam Cryer (IX), Jon Mendes (III) and Trisha Siebels (UG).

T

titles Capitalize professional titles when they are used before a name. They are lowercase when used after a name. Capitalize and use quotation marks around composition titles, such as books, plays, movies, TV shows, songs, video games, etc.

Examples: President Carl S. Cleveland III spoke at graduation. Alan Morgan, director of communications, is a graduate of Emporia State University. The rock band sang an edgier version of “We’ve Only Just Begun” by the Carpenters.

time Use 7 a.m., 7:30 p.m., noon, midnight, etc. Do not use 7 o’clock, 7:00 a.m., 7 P.M. or any other similar construct.

trimester Lowercase and spell out when used alone. Capitalize and use the shortened form “Tri” followed by a hyphen and the appropriate Roman Numeral when referencing a specific class. Usage of “tri” and the plural form “tri’s” is also acceptable. *Examples:* Steve Pavcov from Hastings, Iowa, enrolled in the College’s D.C. program last trimester. He is now a member of the Tri-II class. Students from several tri’s welcomed Steve to campus.

U

under way Two words in virtually all uses. One word only when used as an adjective before a noun in a nautical sense. *Examples:* The project is under way and on schedule. Seamen from the local area were involved in the underway flotilla.

unique Unique means one of a kind. Do not describe something as *rather* unique or *most* unique.

V

versus Abbreviate as *vs.* in all references.

veto, vetoes The verb forms are vetoed and vetoing.

Visiting Lecture Series On first reference, capitalize Visiting Lecture Series. Use the acronym VLS on second reference.

W

web site Always lowercase and two words.

who, whom Use “who” and “whom” for references to humans and to animals with a name. Use that and which for inanimate objects. “Who” is the word when someone is the subject of the sentence; “whom” is the word when someone is the object of a verb or preposition.

X

X-ray Capitalize the “X” followed by a hyphen and lowercase the “r” in all references.

Y

years Use four-digit figures without commas. Add an “s” for spans of years, such as decades or centuries. To reference a particular century, add a “th” after the two-digit numeral followed by the word “Century” capitalized. *Examples:* Duncan was born in 1969. The music of the 1970s takes him back to his childhood. He also enjoys old-time music, including 1800s polka and 19th Century Celtic dirges.

Z

zero, zeros The verb forms are zeroed and zeroing.

ZIP codes Use all caps ZIP for *Zoning Improvement Plan*, but always lowercase the word *code*. Do not put a comma between the state name and ZIP code. *Examples:* The College’s ZIP code is 66210. The address is 777 Birch St., Boise, Idaho 83703.

Learn it. Use it. Share it.