University of Minnesota College of Veterinary Medicine Editorial Style Guide

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Editorial style guide purpose

An editorial style guide is necessary to ensure consistent voice, tone and language across multiple content channels, authors and editors.

This style guide includes specific rules regarding:
- voice (active versus passive and first person versus second/third)
- tone (casual or formal)
- usage, formatting and grammar conventions (capitalization, spelling, punctuation, words to avoid and abbreviations).
- language (how to refer to people and things, desired inclusive language, words to avoid, etc.)

Who is this editorial style guide for?

The style guide is a reference guide for anyone who writes or edits CVM content.
- CVM writers
- CVM interns
- Proofreaders hired by CVM
- CVM faculty and staff who submit content for publication on vetmed.umn.edu

Content channels

This style guide applies to content in/on the following content channels:

- vetmedu.umn.edu website
- Profiles magazine: semi-annual magazine for donors, alumni and high-level stakeholders (government decision makers). Contains feature stories as well as updates. One printed issue, one electronic issue.
- Social Media
  - Facebook: posts about all major stories, events and updates from college. Strong with alumni, students, UMN colleagues, community members (veterinarians).
  - Twitter: posts about all major stories, events and updates from college.
  - Instagram: a newer channel for the college, working on building stronger engagement. Strong with students and alumni.
- Email newsletters

- - Alumni Tales: a eNewsletter for all alumni of the college sent approximately 6 times a year. Provides a curation of most recent college news and alumni focused stories.
    - CVM Brief: monthly eNewsletter sent to all CVM employees and students. Enjoys strong audience engagement
  - Email marketing
    - Two mass emails for each issue of Profiles to highlight stories
    - Six emails a year for Alumni (10 if you count Profiles emails)
  - Donor-specific messages each fall in support of Annual Fund campaigns and end-of-tax-year giving

What's new

7/30/20: Capitalize Black when talking about Black people, lower-case white when describing white people. SOURCE

References

CVM follows the *AP Stylebook*, with a few exceptions described in this document.

For more detail, or style issues not addressed in this guide:

- Greater University of Minnesota Editorial Style
  - UMN editorial suggestions
- Additional style questions: AP Stylebook
- Spelling/Meaning/Usage: Merriam Webster Dictionary
- The Progressive's Style Guide, a resource for making language accessible and representational to any and all readers
- If you have questions or feedback about this guide, please contact Martin Moen, mmoen@umn.edu or 612-747-0295.

Voice and Tone Guidelines

CVM content should reinforce our goals of positioning the CVM as a high quality and valuable institution in the world of veterinary medicine. Though we're writing ABOUT academia, we don't want to SOUND like academia.

Voice and Tone Characteristics

The voice and tone is a combination of professional/ambitious and friendly yet informative. On the whole, the voice and tone for vetmed.umn.edu content has the following characteristics:

- Friendly / Approachable / Sincere / Conversational
- Innovative / Smart
- Informative/Functional
- Professional / Ambitious
- Trustworthy
- Authoritative*
- Enthusiastic** (in certain content channels)

* The Media Room content takes a more authoritative tone as it's conveying the results of research to a sophisticated audience.
**More enthusiasm can be used in channels speaking directly to prospective students, like email and social media.

Use Active Voice

Using active voice in combination with first and second person POV, contractions and concise language gives a friendly, conversational feel to communication.

Active	Passive
View admission applications here.	Admission applications can be viewed here.

Use Contractions

Using contractions is another way to present a conversational tone. Not using them results in formal-sounding language.

Conversational	Formal
- Don't forget to upload your application forms. - You'll need to meet with an advisor…	- Do not forget to upload your application forms. - You will need to meet with an advisor…

● We're proud to be part of the Health Sciences program...	● We are proud to be part of the Health Sciences program...

Conversational, Not Casual

Using a conversational tone is a way to engage people to bring them into our community and listen to what we're doing and what our work is about.

There's a difference between friendly, conversational voice and tone and casual. Think of it as the difference between how you'd talk to people at work and how you talk to your friends. When we talk to our friends we use cultural references and expressions.

Conversational Tone	(Too) Casual Tone
We're proud of the educational support students have access to at UMN CVM.	We're super pumped about the educational support students can get here!

Point of View

There are multiple points of view you can use when writing, and each has its use. In keeping with the desired conversational and friendly voice and tone, try to use the first and second person POV as much as possible. An exception is the Media Room content, where we're using a more authoritative tone. In these cases third-person POV is more desirable.

Note that you can also mix points of view to keep writing interesting. For example, second person POV is great for conversational tone, but the constant "you" can get annoying.

First-person POV: we, us, our (don't use "I")
First-person perspective conveys an intimacy with the reader.

- *Join us for a virtual event on **May 16 starting at 11 a.m. CT** and participate in some of our fun virtual activities to make this day as special as possible.*

- *Our researchers aim to reveal and resolve the increasingly intertwined elements of animal and human health in our environment based on the concept of One Medicine and One Science.*

- ***Q: Does Minnesota have a supplemental application?***
  A: No. We use a behavioral interview in place of a supplemental application.

Second-person POV: you, your, yours

Second person perspective is speaking directly to the reader, and is friendlier than third person. It's also the preferred perspective for writing directions.

- *You must complete all prerequisite courses by the end of the spring term prior to the fall term you wish to apply to, or you'll be ineligible for admission.*
- *View admission requirements before submission. (implied "you")*

Third-person POV: he, she, it, they, names of companies, etc.

Third person perspective is great for matter-of-fact information conveyance. Here's second person vs. third person perspective:

- SECOND PERSON:
  You must complete all prerequisite courses by the end of the spring term prior to the fall term you wish to apply to, or you'll be ineligible for admission.

- THIRD PERSON (often mixed with passive voice):
  Applicants who do not complete all prerequisite courses by the end of the spring term prior to the fall term in which admission is being sought will be ineligible for admission.

Readability Level

In general, the content published on the CVM website and social media channels should aim to be consumable by the general public, with readability at the 10-12th grade level.

Media Room content has a slightly different audience and voice, see [Media Room/Press Releases](#) section.

You can check the readability level of your content using [ATOS](#) or [Grammarly](#).

Exceptions by Content Channel

The voice and tone guidelines defined here should apply to all CVM content channels, with a few exceptions detailed here.

Media Room/Press Releases

- **Voice:** Voice of Media Room content should obviously be professional, but skew more authoritative.
- **POV:** Third person POV
- **Language/Reading Level:** The News section has a different audience than the rest of the site: journalists and media. Since they are likely already familiar with much of the scientific subject matter presented, terms that may be unfamiliar to the general public usually do not need to be defined.*

*Caveat: Whether a term should be defined is also affected by the length of the content it appears in. For *Research Roundup* pieces, which are very short (around 200 words), it's often not practical to define the term. Besides, the audience is likely knowledgeable enough that it isn't required.

However, for longer articles, for example, a longer piece in PROFILES that combines several *Research Roundup* pieces, then it makes sense to explain unfamiliar terms.

Social Media

CVM publishes posts on Facebook, Twitter, Instagram. Ideally we'd like to post different content to all three channels, but due to a resource crunch we post the same content.

SInce there are several different types of content posts on social media, they require different treatment.

- **Posts promoting recent research**: refer to **Media Room** voice and tone guidelines

- **Posts about people and events** can be more casual and enthusiastic, and you can use "we" first-person perspective. Restrained use of exclamation points is fine.

Using Hashtags

Where appropriate, use hashtags in social media.
- On Twitter, use a max of two. Instagram is okay with using more hashtags and more general ones.
- Don't use spaces in a hashtag
- Use hashtags inline to save space! (e.g., "Welcome 2020 #dvm students!")
- Hashtags are powerful when they refer to **specific** events, places or trending topics:
  - #Wimbledon
  - #covid19
  - #westworld

Here are some commonly used CVM hashtags:

- #umnpride
- #umncvm
- #profiles (used when linking to PROFILES content)
- #dvm
- #isfl (Integrated Food Systems Leadership)
- #researchroundup

Email (to Students and Alumni)

- Email to students vs. alumni

TBD

Quick Guide

If you read nothing else in this style guide, read this section. These are the most common changes we have to make (and ones people seem to have the strongest opinions about).

Use sentence case for headlines (only first word capitalized)

Use downstyle (also known as sentence case) for headlines, where only the first word and proper nouns are capitalized.

Yes	No
Students win writing award	**Students Win Writing Award**

Don't use courtesy titles

- Don't use courtesy titles in general.
- *Mr., Mrs., Ms., Dr., Rev., Dean,* and *Professor* should not be used in second references except in quoted material.

Capitalizing a title

Capitalize a title preceding a name if it's a title by which the individual is called, but don't capitalize it if it follows the name:

YES Capitalize Before a Name	NO Don't Capitalize After a Name
The student group invited Professor of French literature Judy Jones to its annual fundraising event.	*Judy Jones, professor of French literature, has received an award.*

Capitalize full names of endowed professorships whether before or after a name. Exercise caution in using *the* before endowed professorship titles because, in some cases, there may be more than one person with the same title:

- ○ *She holds the Fesler-Lampert Chair in Urban and Regional Affairs.*
- ○ *Bob Smith, Distinguished McKnight University Professor in Child Development, has a new publication.*
- In less formal contexts, capitalize only the proper noun portion of the title when used

after the name; capitalize both when used before the name: *Mark Green, a Regents professor, spoke at the banquet. Regents Professor Mark Green spoke at the banquet.*

Apostrophe Used with Graduation Year

Apostrophes around graduation year: **'18 DVM** (curly quotes facing the proper way)

Terms to Avoid for Inclusive Language

TBD
- "They" is a good alternative if you aren't sure of the person's pronoun.
  - (AP Style accepted "they/them/their" as singular pronouns in 2017)

Do I Hyphenate It? Word List

TBA

Usage

abbreviations
- Use abbreviations if part of formal name (Morgan Stanley & Co.).
- *U.S.* is acceptable as an adjective, but use *United States* for the noun. *U.S.* is one of the few abbreviations for which periods should be used. *He got his U.S. passport in the United States.*
- In general, avoid abbreviations except in footnotes, tables, bibliographies, etc., where you must save space.
- Avoid using abbreviations in running text (Professor Smith, not Prof. Smith).

acronyms
- Use acronyms on second and subsequent references if given in parentheses after a first spelled-out use.
- Use acronyms without first spelling out if initials are widely recognized (e.g., CEO, NCAA, AIDS, HMO, NASA, FBI, HIV).
- Don't put in parentheses after a first spelled-out use if the organization is never mentioned again.

addresses
- Use plus-4 zip code when possible (e.g. 55405-3381)
- In running text, spell out *North, South, East, West* before the street name; *Street, Avenue, Road, Drive, Boulevard,* and the like.
- In mailing panels, the name of the state may be given with postal abbreviations.
- When listing a state in running text, use "Minn." instead of "MN", etc.

capitalization
- As a rule, official names are capitalized (Department of Surgery) and unofficial names are not (surgery department).
- Capitalize *University* when it refers to the University of Minnesota.
- Capitalize *West Bank* and *East Bank* only when they stand alone.
- Capitalize official names of parking ramps only (e.g. *University Avenue Ramp*)
- Capitalize geographical areas and localities (the Midwest, the South Side of Chicago, New York City), government bodies (the U.S. Congress, the Bloomington City Council), historical periods (the Depression, the Enlightenment), names referring to the Deity (God, Jehovah), sacred books (the Bible, the Koran), words denoting family relationships used in place of a person's name (Grandmother Jones), registered trademarks (Xerox).
- For phases of clinical trials, follow the National Institutes of Health's example, using an uppercase "P" and Roman numerals (Phase III trial).
- For disease names, capitalize those that are named for a person (e.g. Fanconi anemia, Asperger syndrome) only. Follow the National Institutes of Health when in doubt. See *disease names.*

DON'T CAPITALIZE:
- Majors unless they are proper nouns: *He is a physics major with a minor in chemical engineering. She majored in American history and French.*
- The *school* or the *college* in second references to the individual schools.
- "The" when it appears in the middle of sentences in unit/college/department names, with the exception of The Raptor Center: *They made a gift to The Raptor Center.*
- West bank or east bank when the *Twin Cities campus* is appended: *west bank of the Twin Cities campus*
- "Parking ramp" alone (e.g. *the parking ramp next to the building*).
- Job titles (chief executive officer, dean, worldwide sales manager); departments or offices that are not the official name (the alumni office)
- Nouns used with numbers to designate chapters, rooms, pages, etc. (chapter 1, room 234, page 1,986)
- Derivative adjectives (french fries)

- Simple directions (the west coast of Michigan).
- When referring to organizations by shortened/unofficial names: for example, *the University of Minnesota Foundation*, *the foundation*; *the Hormel Institute*, *the institute*; *the Center for Spirituality and Healing, the center.* Exception: *the University of Minnesota*, *the University*.

cities & states

- Major U.S. cities don't need state identifiers in running text, with the exception of cities of the same name in different states (e.g, Portland, Kansas City). These are Atlanta, Baltimore, Berkeley, Boston, Chicago, Cincinnati, Cleveland, Dallas, Denver, Detroit, Honolulu, Houston, Indianapolis, Las Vegas, Los Angeles, Miami, Milwaukee, Minneapolis, Nashville, New Orleans, New York, Oklahoma City, Philadelphia, Phoenix, Pittsburgh, Salt Lake City, San Antonio, San Diego, San Francisco, Seattle, and St. Louis. If there is a major city of the same name in another state, however, include the state name.
- Foreign cities commonly associated with a country don't need a country identification (e.g., London, Bangkok, Tokyo, Toronto).
- Use state names with smaller and lesser-known cities.
- Spell out state names when they're part of a narrative: *Her parents moved from Woodstock, Illinois, to Glenwood, Minnesota, after she graduated from high school.*
- Abbreviate state names according to AP style and offset with commas when they appear with cities as exceptions to the rule above, generally for space-saving measures (in obituaries, Special Thanks, social media, lists, etc.): *St. Paul, Minn., is east of Minneapolis*

contact information

- Use names in contact information (John Doe, not director of development) unless there's a compelling reason not to do so.
- Consider including a call to action with the person's contact information when appropriate.

corporations

- Use the name used by the company, including abbreviations and ampersands. However, *Inc.* or *Ltd.* usually may be dropped, and "*the*" should not be capitalized.
- Abbreviations are acceptable (Co., Corp., etc.) in notes, bibliographies, and lists.
- If referring to a company in the middle of the sentence, follow AP style and don't offset Inc. or Ltd. with commas (e.g., *The gift from Medtronic Inc. funds heart research*). But generally try to avoid this construction.
- Don't use "decorative punctuation" such as the asterisk in E*Trade or the exclamation

point in Yahoo! These are part of the companies' logos, not part of their spelling.

dates

- Use an en dash to show a range of dates and don't repeat *20* (2012–13, not 2012–2013). If the date range spans centuries, use all four digits in both the first and last year in the range (1994–2014).
- If the day of the month appears, use a comma before and after the year (by the January 15, 2014, deadline).
- Use numerals for decades (1960s or the '60s, 2000s or the '00s).

DON'T

- Use the year with the month only if it's not the current year.
- Don't use a comma between the month and the year alone (by the January 2014 deadline).
- Don't use *st, nd, rd, th,* even if dates are adjectives (*March 1 event*, not *March 1st event*).
- Don't abbreviate months.

times

- Lowercase *a.m.* and *p.*m., be sure to use the periods
- *Noon*, not *12 p.m.* or *12 noon*.
- Times come before days and dates (at 4 p.m. Friday; at 9 a.m. Monday, June 7).
- When referring to a time range, use "to," not a dash or hyphen (*from 5 to 7 p.m.,* not *from 5–7 p.m.*).
- Don't use *o'clock* unless it's in quoted material or in contexts such as formal invitations.
- Don't use *:00* with a time unless it's a very formal publication in which it would be appropriate—for instance, invitations.

headlines & subheads

- Use downstyle (also known as sentence case) for headlines, where only the first word and proper nouns are capitalized: *Students win writing award*, not *Students Win Writing Award*.
- If using quotation marks in headlines, use single quotes: *University gains in 'Best Hospitals' rankings*
- Don't use periods in headlines, but DO use them in subheads

Initials [names]

- Use middle initials in formal publications, unless a person prefers otherwise.

- Be consistent from person to person in use of the middle initial.
- Two initials should be separated by a space (R. J. Nabisco).
- In scientific citations, it is acceptable to use only a single initial and a last name.
- A single initial should not be used in running text.

invitations, printed formal

NOTE: This differs from AP Stylebook because invitations are not a form of journalistic writing.
- Don't require end-of-line punctuation.
- Numbers greater than 10 may be spelled out.
- Street numbers may be spelled out.
- :00 or o'clock may be used.

italics

DO
- **Italicize bacteria names, such as *Salmonella***
- **Italicize journal and book names**

lists

DO
- In vertical lists, use a period after each item if one or more is a complete sentence. In that case, the first words should be capitalized. Otherwise, capitalization of the first words depends on the context.
- Alphabetize or put listed items in some other logical order
- Maintain parallel construction in listed items, either sentence fragments or complete sentences.
- Don't do numbered lists in running text.
- Don't use a colon after a verb or a preposition introducing a list *(including Ben, Julie, and Pete* instead of *including: Ben, Julie, and Pete)* unless the introductory phrase contains some variation of *the following* or *as follows*.

names & titles

names
- No comma before *Jr.* or *Sr.* or *III.*
- Don't set off by commas: *John Finnegan Jr. is dean of the School of Public Health.*
- Space between initials (J. P. Morgan).
- Use academic degrees when appropriate (M.D*.,* Ph.D.). See *degrees*.

- After a first reference, subsequent references should use only a person's last name, except in obituaries.

titles (people)
- Don't use courtesy titles in general. *Mr., Mrs., Ms., Dr., Rev., Dean,* and *Professor* should not be used in second references except in quoted material.
- Capitalize a title preceding a name if it's a title by which the individual is called: *The student group invited President Kaler to its annual fundraising event. The dean congratulated Professor Judy Jones on her award.* But *Judy Jones, professor of French literature, has received an award from Eric Kaler, president of the University of Minnesota.*
- Capitalize full names of endowed professorships whether before or after a name. Exercise caution in using *the* before endowed professorship titles because, in some cases, there may be more than one person with the same title: *She holds the Fesler-Lampert Chair in Urban and Regional Affairs. Bob Smith, Distinguished McKnight University Professor in Child Development, has a new publication.*
- In less formal contexts, capitalize only the proper noun portion of the title when used after the name; capitalize both when used before the name: *Mark Green, a Regents professor, spoke at the banquet. Regents Professor Mark Green spoke at the banquet.*

DON'T
- Don't capitalize a functional title (program director Jill Johnson).
- Plurals are not capitalized (music professors Walfrid Kujala and Ray Still).

pronouns
- Use "their" instead of he or she, him or her, or his or hers.
- May use "their" as a singular pronoun
- Ask sources their pronouns and use them consistently and accurately throughout any and all writing

proper nouns
- Use wherever/whenever possible
- Don't use "it", "this", or "that" in reference to any critical points in your story/piece
- Names used for and by individual places, persons, and organizations convey respect, understanding, acceptance, and clarity. At the same time, common nouns and pronouns can dilute an issue or simply create confusion. While conversational tone is often well utilized in campaign writing, great care should be taken to avoid misleading readers. For

example, overuse of words such as "it," "that," and "this" may leave the reader wondering who the writer is talking about at a critical point in the story

second references

- Second and subsequent references to a person generally use only the last name, except in obituaries. *Mr., Mrs., Ms., Dr., Rev., Dean,* and *Professor* should not be used in second references except in quoted material. An exception may be made for donors if a development officer requests it.

symbols

- In text, spell out the words percent, degrees (temperature), feet, inches, and cents. In tables, it is acceptable to use symbols for these (%, °, ', ").
- The symbols ™ and Ⓡ should be omitted in text. See Trademarks.

phone numbers

- In text, use a hyphen between area code and number: xxx-xxx-xxxx (no parens)
- An exception may be made for phone numbers in list form—for instance, on business cards, stationery, and posters.

the in names

- Don't capitalize, no matter how the corporation, organization, or publication spells it.
- *The* at the start of titles of creative works is generally capitalized *(The Canterbury Tales)*.

subheads:

- If there is more than one sentence, use a period.
- If not a full sentence, don't use a period.
- For full sentences, use a period.

titles (organizations)

- Names of associations, organizations, conferences, meetings, etc., follow the same guidelines as for compositions, except that the article *the* preceding a name is lowercased even when it is part of the formal title and the organization capitalizes it. Use the group's abbreviation for its name.
- Use *Co.* when a business uses the word as part of its formal name. *Inc., Corp., and Ltd.* are usually not needed but when used after the name of a corporate entity should be abbreviated.
- Such words as *club, team,* and *conference* are lowercased when used alone.

titles (publications and creative works)
- Titles of books, periodicals (including online magazines), movies, podcasts, television series, plays, works of art, musical compositions (except those with generic titles, e.g., Symphony No. 5 in C Minor), collections of poetry, and long poems published separately are italicized.
- Titles of lectures, speeches, episodes of television and radio series, songs, poems, articles from newspapers and periodicals, chapters, short stories, essays, and individual parts of books are in Roman type and in quotation marks.
- Lowercase articles (a, an, the), coordinate conjunctions (and, or, for, nor), prepositions of four letters or fewer, and *to* in infinitives. Capitalize everything else, including those parts of speech if they appear as the first or last word in a title *(On the Waterfront)* and prepositions of five letters or more.
- Place quotation marks around the names of academic papers, dissertations, grant proposals, scientific studies, and theses, and capitalize principal words:
  - *Her dissertation was titled "The Impact of Foreign Films on American Audiences."*
  - *His newest study, "Preclinical Evaluation of a Novel Transcatheter Mitral Valve," was published last year.*

Formatting

line breaks
- Don't break a proper name
- Don't break a hyphenated word except at the hyphen
- Don't end a column at a hyphen
- Bring down at least three characters of a hyphenated word
- Don't allow more than two consecutive lines to end in a hyphen

spaces after periods
Only use one space after a period.

Web/Email Styles

Web-specific words/phrases
- database (one word)
- email, can now be used as verb

- home page (two words)
- internet (lower case)
- log on
- login (noun), log in (verb)
- web (no need to say "World Wide Web")
- website, webcast, webcasting, and webcam
- Wi-Fi

URLs

- http:// and www. are not needed at the start of a web address: give.umn.edu. But before dropping these, make sure the URL works without them.
- Bold weight (both print and web)
- URLs are lowercase, unless the page name is case sensitive. For example, these represent two different pages:
  - https://www.xyzcompany.com/stuff.htm
  - https://www.xyzcompany.com/STUFF.HTM
- Don't break a line after a period or a slash within a web or an email address. Bring the period or slash down to start the next line. Don't add a hyphen.
  www.kellogg.umn
  .edu/admissions

Terminology

Academic

advisor

- This is the preferred spelling.

alumni, etc.

- alumni -- plural, both genders ([See *Merriam Webster*](See Merriam Webster))
- alumnus -- singular, male
- alumna -- singular, female
- alumnae -- plural, female
- After a person's name, graduation year(s) and degree(s) punctuated as such: *Jane Smith, '57 B.A., '63 M.A., '66 Ph.D., received the award.*
  - Stipulate class years in alumni-specific publications only.

chair
- Use instead of chairman (chair of the English department). An exception may be made for *chairman of the board,* although *board chair* is preferable.

courses
- The names of courses are capitalized, no italics and no quotes: *All first-year students are required to take Basics of Biology.*

crowdfunding
- Use when referring to supporter-led and -initiated online fundraising campaigns.

data
- Only use in the plural: *The data show that this program was successful.*

degrees (academic)
- Use an apostrophe in *bachelor's degree* and *master's degree.*
- Use after a person's name, graduation year(s) and degree(s) punctuated as such: *Jane Smith, '57 BA, '63 MA, '66 PhD, received the award.*
- In general-interest publications, *DVM* (when referring to a medical doctor) will be the only degree listed after a name (other than in a list of graduation years and dates). In medicine and health publications, it's also acceptable to use *PhD* after names to distinguish between scientists and types of physicians.
- Don't use periods in *MD, PhD, BS,* etc.
- Don't capitalize *bachelor of science, master of arts,* etc. Don't capitalize the field (bachelor of arts in philosophy) unless it is a proper noun (bachelor of arts in English).
- In general, avoid the use of *Dr.*

departments
- Capitalize departments/units within colleges, such as the Center for Animal Health and Food Safety. (See *capitalization.*)
- Even when awkward, go with official names of departments. For example, The Raptor Center always capitalizes "The" so we should, too.
- DON'T substitute an ampersand (&) for "and" in long titles.

fiscal years
- abbreviate as FY13, FY14, not fiscal 14, Fiscal 2014, etc.

giving levels

- Capitalize without apostrophes: *Presidents Club, Builders Society, Regents Society, Trustees Society, Chancellors Society*

grant proposals

- Place quotation marks around the names of academic papers, dissertations, grant proposals, and theses, and capitalize principal words: *Her dissertation was titled "The Impact of Foreign Films on American Audiences."*

specialists/specializing

- In Minnesota veterinary medicine, *specialist* has a legal definition. Only use it when referring to people who have attained certification by one of the nationally recognized boards.

text giving

- This term refers specifically to using a text message to make a gift. "Mobile giving" is an umbrella term that refers to using a mobile device to make a gift; that gift could be made either via a text message or on a website.

University of Minnesota

- Spell out *University of Minnesota* on first reference, except in sections where space is at a premium.
- *University, U of M, U of MN, UMN,* and *the U* are acceptable on subsequent references.

University of Minnesota College of Veterinary Medicine

- The CVM
- The U of MN CVM

other (non-U of M) college and university names

- Use the punctuation the school uses: University of Wisconsin–Madison; University of California, Los Angeles; etc.

Campus and Building Names

campus names

- When referring to the St. Paul campus, use "University of Minnesota Twin Cities campus" or "University of Minnesota Twin Cities campus in St. Paul" if space allows.
- Don't use "coordinate campus(es)" in reference to Morris, Crookston, Rochester, or Duluth. Use "system campus(es)"
- Abbreviate University of Minnesota colleges and campuses without periods, spaces, or hyphens (UMD, UMC, CLA, etc.).

system campuses
- *University of Minnesota Medical School, Duluth campus* is the official name of the satellite campus of the Medical School. *The Duluth campus of the Medical School* or *Medical School's Duluth campus* are also acceptable. (The Duluth and Twin Cities campuses used to be considered separate medical schools, but today the Medical School is considered one school with two campuses.)
- Generally, don't use commas: *He attended the University of Minnesota Duluth. She graduated from the U of M Crookston with an aviation degree.*
  - Exception: UMM is the only coordinate campus that uses a comma in its branding. The others don't, so if you are looking to be consistent in a piece, omit the comma. If UMM is listed alone, feel free to include.
- Don't use commas in abbreviations: *UMD, UMC, UMM, UMR.*

Masonic Cancer Center, University of Minnesota
- Per gift agreement, not *University of Minnesota Masonic Cancer Center* or *Masonic Cancer Center, University of Minnesota.*
- Place this official name at the end of a sentence whenever possible to avoid awkward sentence construction. (e.g. to avoid: *Researchers at the Masonic Cancer Center, University of Minnesota have discovered a cure for pancreatic cancer.*)
- On second reference, *Masonic Cancer Center* is OK, but *MCC* is generally not used.

University of Minnesota Masonic Children's Hospital
- As of October 2014, the hospital has now been renamed *University of Minnesota Masonic Children's Hospital.*
- On second reference, *Masonic Children's Hospital, the University's children's hospital,* and *the U's children's hospital* are acceptable.

DON'T
- Don't use *Children's Hospital* alone, to avoid confusion with Children's Hospitals and Clinics of Minnesota. Don't use UMMCH in publications.
- Don't use *the* before the hospital's name: *Johnny's pediatrician referred him to*

University of Minnesota Masonic Children's Hospital for the complicated procedure.

University of Minnesota Medical Center
- As of 3/26/14, the foundation is no longer calling it *University of Minnesota Medical Center, Fairview.*

University of Minnesota Pediatric Dental Clinic
- Official name is: The University of Minnesota Pediatric Dental Clinic, Made Possible by Delta Dental of Minnesota

Veterinary Medical Center
- Houses the Robert Lewis Small Animal Hospital, the Large Animal Hospital, and Leatherdale Equine Center
- Is also the name of the building that houses the Robert Lewis Small Animal Hospital and the Large Animal Hospital

Campaigns/Initiatives

Driven
- Always italicize the name of the campaign in text.
  - LONGER: Please make a gift to *Driven: The University of Minnesota Campaign* in your estate plans.
  - SHORTER: (on second reference and/or where including the complete name would duplicate information already in the sentence):
    The University of Minnesota announces its multi-year comprehensive fundraising campaign, *Driven*, which launched in September 2017.
    OR
    The *Driven* campaign, a University-wide fundraising effort, has raised more than half of its $4 billion goal.

- The period in the logo is an important part of the visual brand that represents the campaign, but is confusing/unhelpful in text. Don't use it when referring to the campaign in text.

Retaining all Our Students (RaOS)
- Initiative announced by President Kaler in January 2014, styled with lower-case *all* and abbreviated *RaOS*. Explanation from U Relations: "Kaler's a chemical engineer and he

chose the name and acronym and gave it an 'elements-like' feel."

Media Room/Scientific

bacteria names
- Italicize bacteria names in running text (e.g. *Salmonella, Borrelia*)
- Capitalize bacteria names in running text, headlines, etc.
- Don't Italicize bacteria names in headlines or subheads

clinical trials
- For phases of clinical trials, follow the National Institutes of Health's example, using an uppercase "P" and Roman numerals (Phase III trial).

disease names
- Capitalize only diseases named for a person (e.g. Fanconi anemia, non-Hodgkin lymphoma, Asperger syndrome).
- When in doubt, search for and follow the capitalization and punctuation used by the [National Institutes of Health](#).
- Don't capitalize other "label" names (e.g. cystic fibrosis, type 1 diabetes, acute myeloid leukemia).

nonsurgical (not non-surgical)

Commonly Used Words

The following list includes the preferred spelling and capitalization of commonly used words in CVM writing, as well as easily confused words.

(please feel free to add to this as you come across words you find yourself looking up frequently for reasons of spelling, capitalization, spacing, etc.)
- Email
- flier, not flyer
- firsthand
- fundraiser, fundraising, etc.
- ground water (noun); groundwater (adj.) – *The groundwater recommendations will protect our state's ground water.*

- lifesaving
- longtime
- child care (two words)
- health care
- 3-D, not 3D
- system-wide (with hyphen)
- benefited/benefiting (even though double ts are technically correct, e.g., benefitted/benefitting, we prefer use of single t)
- combated/combating (not combatted/combatting, same comment as above)
- Abbreviations for months (following AP style) are acceptable.

Text Related to Graphic Elements

Image captions
- Use a caption if there's a person, place, or that the reader is likely to want to identify.
- Use *(left), (from left),* or the like if there might be confusion about who's who.
- Don't use a middle initial if the full name with initial is already in the story.
- Don't use periods in captions that are not sentences.

Inclusive Language

The growing diversity of the nation's population underscores the need for the College of Veterinary Medicine to be culturally responsive through our service, research, and education missions. The College seeks to be a dynamic and multicultural community for learning, working, and discovery in response to a diverse and ever-changing society.

Since the language on the CVM website and other communication channels is a representation of us, please review the following guidelines surrounding diversity, inclusion and sensitivity in your writing and adjust it accordingly.

In order to further invest in CVM's effort to increase diversity and inclusivity, the information in this section was adapted from **The Progressive's Style Guide**, a resource for making language accessible and representational to any and all readers.

"person first" language

People-first language aims to make personhood the essential characteristic of every person.

- Use whenever space permits and when not part of a direct quote: *person who has cancer*, not *cancer patient.*
- Strict adherence to people-first language can lead to awkward sentence construction and may not align with reclamations of social identities, but attuning to our shared humanity by telling stories that center people first, rather than exploiting identities, should be an aim of progressive writing

age

DO
- Most times there is no need to refer to a person's age. When the need arises, list the specific age number (or range), rather than assigning a category that may be vague and create negative connotations.
- Whenever possible, ask for the preferred terminology. One person may prefer "senior," while another person with the same age number may prefer "older adult." (see self-identification above)

DO NOT
- Avoid using age-related terminology to describe a situation metaphorically, especially if the phrasing is meant as an insult or is used flippantly.
- Do not use language that patronizes, sentimentalizes, distorts, or ignores people based on their age number.
- Do not use negative, value-laden terms that overextend the limitations of a young person's developmental stage or the severity of an older person's health.
- Do not assume that someone who is older is living with a disability

African American, Asian American, Native American

DO
- *Native American* or *American Indian:* use the name preferred by the person or group being highlighted.

- *African American, African-born American,* or *black:* use the name preferred by the person or group being highlighted.

DO NOT
- Do not hyphenate

SELF-IDENTIFICATION
- People who are robbed of opportunities to self-identify lose not just words that carry political power, but may also lose aspects of their culture, agency, and spirit. Progressive writing, as much as possible, should strive to include language that reflects peoples' choice and style in how they talk about themselves. If you aren't sure, ask.

disability/different ability

"The medical-only model of thinking about disability views disability as a 'problem' that belongs to the disabled individual. It is not seen as an issue to concern anyone other than the individual affected. For example, if a wheelchair-using student is unable to get into a building because of some steps, the medical model would suggest that this is because of the wheelchair, rather than the steps."—The University of Leicester

DO
- Most times there is no need to refer to a person's disability, but when the need arises, choose acceptable terminology for the specific disability or use the term preferred by the individual.
- Whenever possible, ask the preferred terminology. One person with a visual disability may prefer "blind," while another person with a similar disability may prefer "person with low or limited loss of vision."

DO NOT
- Don't use language that villainizes, sentimentalizes, or heroizes people with disabilities.
- Avoid stereotyping phrasing that equates "thin" or "ablebodied" with health.
- Avoid negative or value-laden terms that overextend the severity of a disability.

Terms Used by Disability Rights Activists	Terms Avoided by Disability Rights Activists
- cognitive disability - Deaf - Deaf culture	- a mute - ability - able-bodied

• Disability	• addict
• disabled person	• afflicted by
• emotional disability	• alcoholic
• Fat-shaming	• closed ears
• hard of hearing	• crazy
• learning disability	• crippled by
• limited vision, low vision, partially-sighted	• deaf ears
	• dialogue of the deaf
• neuroatypical	• differently abled
• neurodivergent	• disAbled, (dis)abled,
• non-disabled, nondisabled	• dis/abled
• non-visible disability	• divyang
• on the autism spectrum	• dumb
• partial hearing loss, partially deaf	• dwarf, midget, vertically
	• challenged
• people without disabilities	• handi-capable
• person who has . . . (schizophrenia, etc.)	• handicapped
	• hearing-impaired y idiot
• person who is . . . (blind, etc.)	• invalid
• person with . . . (muscular dystrophy, etc.)	• lame (never use to
	• refer to a person) y loony
• A person who uses . . . (a wheelchair, etc.)	• maniac y mentally
	• handicapped
• physical disability	• mongoloid
• PWDs (people with disabilities)	• nut, nut job, nutter, nutso
• PWS (people who stutter)	• patient y psycho y retarded y schizo
• substance use	• schizophrenic (never use to mean "of two minds")
	• slow
	• speech-impaired
	• suffering from . . .
	• temporarily able- bodied39
	• the blind
	• the deaf
	• the disabled
	• victim of . . .
	• vision-impaired y wheelchair-
	• bound, confined to a wheelchair, in a wheelchair

economy, housing, and space

DO

- Include titles, credentials, and positions held only when they are germane to the story.
- If someone's social circumstances are relevant to the story, be specific: "Homeowners at risk of foreclosure."
- While people who work in the home may not have a contractual employer, rather than equating employment with work and saying "they don't work," reference the work they contribute in the home.
- Understand the difference between historically legal terms, such as "minimum wage" or "basic wage," and descriptive, advocacy terms, such as "living wage" and "fair wage," and also how usage can change
- Understand the difference between "income inequality," "pay inequality," and "wealth inequality," and be precise.
- Consider whether terms and phrasing are crass, inaccurate, or may reinforce stigma, implying criminalization or invoking fear (bum, indigent, vagrant, beggar) and take the time to re-word or frame the issue with adequate context to go against those patterns.
- Avoid stereotyping phrasing that equates "sin" or "sickness" with homelessness, and at the same time, don't shy away from language around mental or physical health if it is germane to a story about housing.

Terms Used by Economy and Housing Rights Justice Activists	Terms Avoided by Economy and Housing Rights Justice Activists
- caste apartheid - economic opportunity - equity - financial stability - giving families the tools they need - global stratification - low-income (as an adjective) - people experiencing material poverty - persons experiencing homelessness or illness - racial equity - strengthening families - Favela	- at-risk - basic - classy - culture of poverty - disadvantaged - economic mobility - financial security - giving families the resources they need - in need, the needy - lazy - less fortunate - professionalism - supporting families - the poor

• ghetto (historical and current usages that illuminate injustices or belong to one's identity) • green the ghetto • homeless person • housing first • slum (as self-definition) • workforce housing	• unskilled labor • work ethic

environmental justice and science

- Know the science and be precise with terminology.
- Know the audience and consider using language that will bring that audience along.
- Understand that "climate change" and "global warming" have been in the public domain for a long time and it may be hard to avoid using these terms.
- As needed, reframe the discussion in terms of direct impacts on people's lives, livelihoods, and communities.

Terms Used by Environmental Justice Activists	Terms Avoided by Environmental Justice Activists
• alternative energy • biodiversity • carbon footprint • climate action • climate action plan • climate change • climate change denier/skeptic • climate chaos • climate instability • climate weird-ing • global warming • greenhouse effect • greenhouse gas • innovation • our deteriorating atmosphere	• climate change doubter • climate refugee • eco-fascist, eco-nazi, eco-terrorist • greenie • tree hugger, tree hugging

● permaculture ● pseudoscience

food

- While much of the language around food is not pejorative, it is important to consider terms carefully for their historical, scientific, and political meanings before using them. Words like hunger and famine are sometimes used casually with potentially mixed or even damaging effect.
- Focus on the stories of local people and people trying to gain, regain, and retain sovereignty and access to food. There is often an opportunity to tell the stories of people, and we can do a better job of not missing them or letting our focus stay elsewhere on abstractions or concepts.
- Use language that is accurate ("SNAP," not "food stamps," in the U.S.), but don't miss opportunities to also be descriptive ("safety net program") of the reality

Terms Used by Food Justice Activists	Terms Avoided by Food Justice Activists
● a malnourished person ● an undernourished person ● daily undernourishment ● day laborer ● farm to table ● farmer ● food poverty ● food security ● food insecurity ● food and nutrition security ● food sovereignty ● hunger ● safety net program ● seed to table ● slow food ● starvation ● worker welfare	

gender and sex

DO

- Despite their being problematic, be aware that binary gender and sex terms are still important descriptors in anti-sexism work.
- Biologists may now be striving to describe physiological sex as non-binary, but society is still largely unaware of this trend and may need ongoing reminders.
- There are more than two genders, and it is always ok to note this. There are also more than two sexes, and it is always ok to note this.
- "They" is a good alternative if you aren't sure of the person's pronoun.
  - (AP Style accepted "they/them/their" as singular pronouns in 2017)
- Always use a transgender person's chosen name. (See self-identification above.)
- If a gender-neutral term is available and does not change the meaning, consider using it. Often this means just pluralizing the antecedent to avoid use of singular pronouns: "Employees should read their packets carefully," not "Each employee should read his packet carefully."; "Invite your spouse or partner," not "Invite your boyfriend or husband."
- Use parallel terms or terms of equal status and avoid terms that denote gender inferiority: "husband and wife, staff in the office," not "man and wife, girls in the office."
- Where appropriate, use examples of same-sex partners and families, and LGBQQTIA2-S (lesbian, gay, bisexual, queer, questioning, transgender, intersex, asexual, two-spirit) people's lives and experiences.

Terms Used by Gender Identity Justice Activists	Terms Avoided by Gender Identity Justice Activists
- a transgender person - Agender - bigender - crossdresser (if this is how the person selfidentifies, but not as a catchall) - Gay - Gender Affirmation Sex Reassignment Surgery, gender confirmation surgery - Genderfluid - genderless - Genderqueer	- bathroom bill - be a man, man - up - berdache - feminazi - Gender Identity - Disorder (GID) (offensive because it labels people as "disordered") - Gender-bender - he-she - hermaphrodite - homosexual - it

- gray-A - Hen - Hijra - humankind, humanity - Intersex - Kathoey - Muxe - Mx. - non-binary - Non-cisgender, cisgender - non-discrimination law, ordinance - Non-gendered - sex work - sex worker - sexual orientation - slut, slut-shaming (if this is how a person or group self-identifies) - they, them, their - third gender - trans woman, trans man - transgender (adj.) - transgender people - transition, transitioning - two-spirit	- lifestyle choice - mankind - non-straight - pre-operative, post-operative - prostitute, whore - sex change, sex change operation - sexual preference, sexual preference - she-male, shemale - shim - trannie, tranny - trans* - a transgender - transgender (noun) - transgendered (adj.) - transgenders - transsexual, transexual (unless this is how the person self-identifies) - transvestite (unless this is how the person self-identifies) - walk of shame

- TERMS USED BY SEX AND GENDER IDENTITY JUSTICE ACTIVISTS:
  -

BE AWARE/WARY
- of scientific nomenclature, which is also influenced by culture and often perpetuates stereotyped thinking. At the same time, scientific studies can also be baked with prejudice at a structural level, and so even a study written according to inclusive guidelines can still reproduce biased language and biased frames.
- of language that suggests "innateness" of characteristics, especially language that pulls for essentialism of gender or sex.
- that using language that is motivated by trying to make others "fit in" can backfire, leaving folks feeling like they have to conform.

NONSEXIST LANGUAGE
- Use whenever possible (chair, chairperson, police officer, etc.).
- Although *chairman of the board* may be used, *board chair* is preferable.
- Avoid the *his or her* dilemma by recasting in the plural.

DO NOT
- It is never appropriate to put quotation marks around either a transgender person's chosen name or the pronoun that reflects that person's gender identity. It is usually best to report on transgender people's stories from the present day instead of narrating them from some point or multiple points in the past.
- Avoid defaulting to umbrella terms like gay or homosexual. Use LGBTQ to refer to a broad community or be specific when relevant: lesbian, gay man, bisexual woman, etc.
- Be mindful of appropriate and respectful in-group versus outgroup naming. Queer is an acceptable in-group term but it is often better to refer to queer communities rather than calling an individual queer unless they have already told you this is how they identify. When referring to the broader community, queer (as in queer people) or LGBTQ (as in LGBTQ people) is appropriate – gay, however, is not. LGBTQ is only appropriate when referring to the broader community or groups of people, not when referring to individuals.
- Same-sex marriage is shorthand that should be used only when needed for clarity or for space purposes (such as, in headlines). Generally, in text, it is more accurate to refer to "same-sex couples' marriage rights" or something similar.

geopolitics

- Style for foreign placenames evolves with common usage. Leghorn has become Livorno, and maybe one day München will supplant Munich, but not yet. Many names have become part of the English language: Geneva is the English name for the city that Switzerland's French speakers refer to as Genève and its German speakers call Genf. Accordingly, opt for locally used names, with some main exceptions (this list is not exhaustive; apply common sense): Andalusia, Archangel, Basel, Berne, Brittany, Catalonia, Cologne, Dunkirk, Florence, Fribourg, Genoa, Gothenburg, Hanover, Kiev, Lombardy, Milan, Munich, Naples, Normandy, Nuremberg, Padua, Piedmont, Rome, Sardinia, Seville, Sicily, Syracuse, Turin, Tuscany, Venice, Zurich.
- But bear in mind that Colonel Gaddafi renamed Libya "The Great Socialist People's Libyan Arab Jamahiriyya" and so there are some exceptions that should not follow the previous guideline.

Terms Used by Global Justice Activists	Terms Avoided by Global Justice Activists
- West Bank/separation/security barrier (when referred to in its totality; "fence" or "wall" may be ok when referring to specific segments) - Palestinians, Palestine is best used for the occupied territories (the West Bank and Gaza); if referring to the whole area, including Israel, use "historic Palestine" - fat country / lean country - global south / global north	- Jerusalem should not be referred to as the capital of Israel; it is not recognised as such by the international community - second world - third world - war on terror

human health

- Consider whether terms and phrasing are crass, inaccurate, or may reinforce stigma, implying helplessness or inviting pity (AIDS victim) and take the time to re-word or frame the issue with adequate context to go against those patterns.
- Avoid stereotyping phrasing that equates "thin" or "ablebodied" with health.

immigrants and refugees

- Remember: an asylum seeker can become an undocumented immigrant only if they remain after having failed to respond to a removal notice.
- Young undocumented immigrants brought to the U.S. as children are referred to as DREAMers (retaining capitalization of the DREAM Act).
- Use the word "immigrant" with great care, not only because it is often incorrectly used to describe people who were born in the reported country, but also because it has been used negatively for so many years.
- Presume innocence.
- By definition, a person is never illegal; an "illegal immigrant" makes as much a sense as saying an "illegal accountant," were they accused of tax fraud.

Terms Used by Immigrants' Rights Activists	Terms Avoided by Immigrants' Rights Activists

• asylee • asylum seeker • children of immigrants • family • foreign national • person • person seeking citizenship • person with citizenship in . . . • refugee • refused asylum seeker • stateless person • undocumented immigrant	• alien • an illegal • anchor baby • ex-pat • failed asylum seeker • illegal alien • illegal asylum seeker • illegal immigrant • legal alien • legal citizen • legal resident • legalized • migrant (when used too casually to refer to refugees; however, migration • has been effective in Favianna Rodriquez's art campaign) • natural, naturalized (except when used in the legal sense of U.S. immigration law) • resident alien • second-generation

indigeneity and ancestry

- "Indigenous" is internationally inclusive for all Indigenous peoples.
- Whenever possible, use a specific name (e.g., Cherokee and Inuit). If you are not aware of the preferred name, whenever possible, ask.
- Capitalize the proper names of tribes, nationalities, and peoples
- The term "Indian" is outdated and should be replaced by the term "First Nation" whenever possible
- The term "Eskimo" is outdated and has been replaced by "Inuit."
- Avoid vocabulary and usage that carries hierarchical valuation and may denote inferiority. Use neutral terms instead. For example: "Indigenous peoples in Canada have traditions and cultures that go back thousands of years," not "Canada's Indigenous people have traditions and cultures that go back thousands of years." Similarly, do not say "Canadian First Nations" as Canada is the colonial power and many Indigenous people do not identify as Canadian.
- Expressions such as "myth," "folklore," "magic," "sorcery," and "superstition(s)" used in

relation to Indigenous beliefs, as well as words that imply that all Indigenous creation and religious beliefs are less valid than other religious beliefs, should be avoided.

- "Aboriginal People" can be used to refer to more than one Aboriginal person. The use of "Aboriginal Peoples" is preferred as it emphasizes the diversity of people within the group known as Aboriginal people. "Native" is a word similar in meaning to "Aboriginal." It should always be given a capital "A" and never abbreviated.

police and incarceration

- Use decriminalizing language.
- Separate the act or crime from the person. Do not define people entirely based off their criminal act (or accused criminal act).
- In the United States, prisons are different than jails.
  - Jails are where people are held awaiting trial and often run by the county.
  - Prisons are often run by the state (or federal) and are where people are serving sentences after being convicted.

Terms Used by Police and Incarceration Reform Activists	Terms Avoided by Police and Incarceration Reform Activists
- formerly incarcerated person - incarcerated person - inmate - jail - justice-involved individual - parolee - person in prison - person with conviction - prison - prison officer - prisoner - returning citizen	- Correctional institution - Correctional officer - Ex-offender - Guard - Offender - The formerly incarcerated - Incarcerated

race and ethnicity

- Tell stories from the perspective of the community being represented, rather than telling the story through the lens of the dominant power brokers. Centering the perspective of

marginalized groups will often take getting educated on common underlying assumptions – actively seek out this information.

- Understand what race, racism, racial identity, ethnicity, ethnic oppression, and ethnic identity are.
- Avoid references that draw undue attention to ethnic backgrounds or racial identities. When references are valid, learn the most appropriate specific terminology or use the term preferred by the person or group concerned.
- Remember to mention the race or color of white people as well.
- Capitalize the proper names of ancestral, national, place, and religious identities: Indigenous Peoples, Arab, FrenchCanadian, Inuit, Jew, Latin, Asian, Cree, etc.
- Combining names of continents is a common way of identifying someone's ancestry: African American, AfroCuban, Eurasian. These should be capitalized. These are also sometimes used to indicate race, however there are problems with using these descriptors as analogues for racial identities. Describing a person who is black and lives in Canada as African American may create inaccuracies if they don't self-identify culturally as African, if they do self-identify as Canadian, or if they are white, born in Africa, and recently moved to Canada.
- Instead of saying "an African American" or "a black" try "a black person" or "a person of color." Some groups will prefer the former terminology, and it will still be important to use language used by the people being represented.
- At the same time, note: "person of color" and "Black" are not synonymous. Also, "person of color" and "immigrant" are not synonymous.
- Black/White are sometimes capitalized and sometimes lowercase. Consider your audience; again, follow the lead of your constituencies; and set a consistent house style and follow it.
- Don't assume you know all the ways that a phrasing may land; take the time to check it out with others.
- Using "minority" may imply inferior social position and is often relative to geographic location. When needed, the use of "minority ethnic group" may be preferred over "minority group." Note, "minorities" are actually 85% of the world population and make up the global majority.
- Also commonly used, "racial minority" or "visible minority" typically describe people who are not white; "ethnic minority" refers to people whose ancestry is not English or Anglo-Saxon and "linguistic minority" refers to people whose first language is not English (or not French in Quebec).
- Avoid generalizations based in race or ethnicity, including common expressions with a history rooted in oppression.
- Do not define a person's appearance based primarily on their nationality or cultural background.

Terms Used by Racial Justice Activists	Terms Avoided by Racial Justice Activists
- bias - bigotry - black, Black - cultural appropriation - culture - ethnic minority - linguistic minority - microaggression - oppression, internalized oppression - person, people of color (with consideration) - polite white supremacy - prejudice, discrimination - racial minority - racism - visible minority - white supremacy (white privilege is still used)	- BME/BAME - Caucasian - Colorblind - Diverse - Ghetto (especially as an adjective or adverb) - Grandfathered in - Gyp, gypped - Minority - Multicultural - Oriental - Post-racial - Races, subspecies - Radicalized - Thug - You people, those people

Punctuation

ampersands
- Don't use, always spell out "and"
- Only use an ampersand if it is part of a name of a business (like AT&T)

apostrophes
- Generally, follow AP style. Possessives of singular nouns ending in *s* are formed by adding an apostrophe (e.g., Russ' dog).
- Don't use to form plurals (it should be 1940s, not 1940's) unless it would be confusing without (thus A's and B's, not As and Bs; p's, not ps).

colon
Don't capitalize the word following a colon unless there are two or more complete sentences following the colon.

Yes	No
He had one job to do: pick up his socks.	He had one job to do: Pick up his socks.
There were three choices for dessert: cake, pie, or marshmallows.	There were three choices for dessert: Cake, pie, or marshmallows.
Tom had a decision to make: He could pick up his socks. He could load the dishwasher. He could take a nap.	Tom had a decision to make: he could pick up his socks. He could load the dishwasher. He could take a nap.

commas

In a series of three or more words or phrases, use the serial comma.

Yes	No
The flag is red, white, and blue.	The flag is red, white and blue.

dashes & hyphens

Dashes and hyphens are NOT the same. Hyphens are used only for compound words or breaking words to the next line.

- Use en dashes to denote a range (pages 40–48) and to join adjectives when one of the adjectives is already a compound (New York–Boston route).
- Em dashes may be used for material that amplifies, explains, or digresses.
- Close up spaces around em dashes (*the four states—Wisconsin, Illinois, Indiana, and Michigan—that border Lake Michigan*).

ellipses

Use the ellipsis character, not dot-space-dot-space-dot.

exclamation points

- Varies per content channel. Exclamation points are only acceptable in social media posts.
- Use sparingly

Hyphenation

- Hyphens and dashes are NOT the same. Hyphens are used only for compound words or breaking words to the next line.
- When more than one prefix is joined to a base word, hyphenate the prefixes standing alone (*micro- and macroeconomics*).
- An en dash, not a hyphen, should be used with a range of dates (1967–69) or times (5–7 p.m.) or to join adjectives where one of them is already a compound (post–Civil War).

DO Hyphenate	DON'T Hyphenate
Words beginning with "self"	Words beginning with: • co • non • pre • post • Re Unless there is a possibility of confusion (co-op, post-master's) or the root word begins with a capital letter (post-Renaissance).
Variations of decision-maker, decision-making	Compounds with *vice* (*vice chair, vice president*).
University-wide	• campus wide • *fundraiser* • *fundraising* • *freelance* • *yearlong* • *health care* • *African American* • *Asian American* • *Native American* • *American Indian*

Compound Words

Hyphenate an adjective-noun modifier if there is a possibility of confusion (senior-class speaker). It is not necessary to hyphenate when the pair is familiar (high school student).

- Don't hyphenate a modifier that comes after the noun unless *Merriam Webster's* hyphenates it.

Yes when it's an adjective	NO when it's a noun
● Top-tier school Exceptions: if it's an adverb (ly) (Widely known fact)	● That school is top tier

percentages

Use a number and the % symbol, unless it's at the beginning of a sentence.

Yes	NO
The study found that 90% of people like cheese.	Ninety percent of people like cheese.

quotation marks (smart vs. straight)

- Smart (curly) quotation marks and smart apostrophes are used in all cases except to indicate length.
- Straight quotes are used to designate inches, straight apostrophes to designate feet.

trademarks

- Per *Chicago Manual of Style*: "Although the symbols ™ and Ⓡ often accompany trademark names on product packaging and in promotional material, there is no legal requirement to use these symbols, and they should be omitted wherever possible."

Article/Post/Email Templates

Research roundups

Learn more about research roundups [here](). A research roundup is 200-300 words and comprised of:

1. **1-2 sentences of context** — What problem is widely observed? Why is it an issue that needs solving?
2. **1-4 sentences on who conducted the study, what they were aiming to accomplish, and any pertinent methodology** (if applicable) — Were the methods somehow novel? What sample size did the study utilize? Were there any limitations to the study worth noting?
3. **1-2 sentences on key findings and what they mean**
4. **1-2 sentences on what research this study is calling for in the future**
5. **A link to the paper**
6. An image that represents the species or research area this project focuses on (clink link to view in example below)

[Example]():
Research roundup: Can worker bees infect the queen with viruses?

July 6, 2020

Worker honeybees feed, groom, and tend to the queen throughout her lifetime, which could theoretically provide an opportunity for pathogens to spread from the workers to the queen. As a result, scientists suspect that the queen may carry similar viruses to the ones carried by the worker bees in her colony. A team of researchers led by [Declan Schroeder, PhD](), recently published a study exploring similarities between pathogens found in worker bees and queens and analyzing pathogen transmission from workers to queens. The researchers took queens from 42 colonies and relocated them into unrelated foster colonies. Worker samples were taken from the source colony on the day of queen exchange and the queens were collected 24 days after introduction. All samples were screened for six of the most impactful pathogens in beekeeping. The researchers found that honey bee pathogen presence and diversity in queens cannot be revealed from screening workers, nor were pathogens successfully transmitted to the queen. The results of this study reveal that the pathogen profile of a newly introduced queen does not reflect that of the resident workers. Future experiments should focus on how queens become infected with viral pathogens, since worker bees have been ruled out as a potential source of infection for queens. This is especially important because, according to the research team, queens are key vectors for vertical transmission within colonies.

Read more in the June 16 paper published in [MPDI]().

[237 words]

Research Roundup Social Media Posts

Always write social media posts to go along with the roundup. See below for steps and examples:

Facebook

Keep these under 300 characters, if possible. The shorter, the better.

A recent study led by Associate Professor Declan Schroeder, PhD, rules out worker bees as a potential source of infection for queens. Read more in our recent #researchroundup, which also links to the paper: https://bit.ly/2O1wOrO

- Summarize the paper in 1-2 sentences
- Tag key terms and #researchroundup
- Link to the roundup — but first, make the link shorter in Bitly
- Upload the photo that is published with the roundup directly to the post itself (it may not auto-fill otherwise)

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280 characters max.

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- Tag key terms and #researchroundup
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Email

Profiles Email

Two mass emails for each issue of Profiles to highlight stories.
TBD

Alumni Emails

Six emails a year for Alumni (10 if you count Profiles emails)
TBD

Annual Fund Campaigns

TBD

End-of-Year Giving

TBD