Editorial Style Guide

A

abbreviations
Do not use abbreviations, except in special publications and sports schedules, that call for abbreviated months/dates; states; with company names because of space considerations; and with addresses as they actually appear on mailings.

academic degrees
Lowercase and use an apostrophe in nonspecific uses: He has a bachelor’s degree in journalism, or She has a master’s. But: He has a Bachelor of Arts in journalism. SMU has awarded 1,182 bachelor’s, 678 master’s and 76 doctoral degrees. When used after a name, the degree name is set off by commas: Bob Smith, Ph.D., spoke. (See the degrees entry for a complete listing of degrees offered by SMU.)

academic titles
Capitalize and spell out formal titles such as professor, chancellor, chair and dean when they precede a name: Dean Craig C. Hill, Professor Emeritus of Anthropology Ronald K. Wetherington. Lowercase when the title follows a name, unless the title is an endowed chair: Jennifer Collins, dean of Dedman School of Law; Dinesh Rajan, chair of the Department of Electrical Engineering; David D. Blackwell, the W.B. Hamilton Professor of Geological Sciences.

When using dean, notation should read as the dean of; James E. Quick, dean of research and graduate studies.

acknowledgment

acronyms
Because it is difficult to make unfamiliar acronyms memorable unless you have the resources of an AT&T or IBM – or the combined strength of everyone at SMU – avoid the use of acronyms, particularly in communications with external audiences. When you do need to use acronyms (such as in longer internal documents), use them only after the full name has been used at least once previously. Use acronyms without periods.

Commonly used acronyms:
AARO
ACE
CEO
CIS
DEA
FIRLEC
OIT
SACS
SAMSA

addresses
Keep address style consistent with postal regulations, using no punctuation.

Office of Public Affairs
PO Box 750174
Dallas TX 75275-0174

Use appropriate street abbreviations: Ave., Ln., Ste. (Suite), Blvd., St.
If using indicia, Southern Methodist University must go on the top line in all return addresses.
Southern Methodist University
Division of Enrollment Services
Office of Undergraduate Admission
PO Box 750181
Dallas TX 75275-0181
Admission
Singular, not plural.

adviser
Not advisor or advisors.

affect vs. effect
Affect, as a verb, means to influence: The final exam will affect his final grade.
Effect, as a noun, means result: The effect of the Hopwood decision on minority enrollment is substantial.
Effect, as a verb, means to cause or bring about: The new athletics director will effect many positive changes in the department.

African American
Use African American, not Black or Negro. Hyphenate when used as an adjective: African-American Studies. When using the term black, capitalize only when used as part of a formal title: the Black History Program.

afterward
Not afterwards.

ages
Always use figures. When the context does not require year or years old, the figure is presumed to be years.
Ages expressed as adjectives before a noun or as substitutes for a noun use hyphens.
Examples: A 5-year-old boy. The boy is 5 years old.
The boy, 7, has a sister, 10. The woman, 26, has a daughter 2 months old. The law is 8 years old. The race is for 3-year-olds. The woman is in her 30s (no apostrophe).

all right
Two words.

alma mater

Alternative Breaks

alumni
Alumni is used for both male and female (plural) graduates (not alums). Alumnus is used for a single male graduate, alumna is used for a single female graduate and alumnae is used for plural female graduates.

a.m., p.m.
Lowercase, with periods. Avoid redundant usage: 8 a.m. this morning. See also the TDP and times entries.

American Athletic Conference

among, between
Use between when introducing two items and among when introducing more than two. It’s between you and me, but The vote was divided among several candidates.
However, between is the correct word when expressing the relationship of three or more items considered one pair at a time. Negotiations on a debate format are under way between the network and the Ford, Carter and McCarthy committees.

ampersand
In general, not a substitute for the word and. In narrative copy always spell out. Use only when part of a formal name: AT&T, Barnes & Noble, Procter & Gamble.
annual giving

apostrophe
For singular common nouns not ending in s, add ‘s.
the church’s fundraisers
the girl’s dresses
For plural common nouns ending in s, add only an apostrophe after s.
the churches’ fundraisers
the girls’ dresses
For singular proper nouns ending in s, add only an apostrophe after s.
Texas’ entrepreneurial spirit, not Texas’s …
Aeschylus’ plays, not Aeschylus’s …
Mr. Jones’ life
For singular common nouns ending in s, add ‘s if the next word does not begin with s. If the next word begins with s, add only an apostrophe.
the witness’s testimony
the witness’ schedule
For singular nouns that end in s sounds (such as x, z and ce), add ‘s if the noun does not end in s AND if the next word does not begin with s.
the fox’s lair
General Nimitz’s biography
the chief justice’s decisions
For singular nouns that end in s sounds (such as x, z and ce), add only an apostrophe if the noun does not end in s AND if the next word begins with s.
for your conscience’ sake
for his appearance’ sake
For proper nouns plural in form, singular in meaning, add only an apostrophe after s.
the United States’ economy
For common nouns plural in form, singular in meaning, add only an apostrophe after s.
economics’ principles (but for inanimate objects like economics, it often is better to say principles of economics)
For plural proper nouns ending in s, add only an apostrophe after s.
SMU Mothers’ Club
SMU Dads’ Club
SMU Mothers’ and Dads’ Clubs
The Joneses’ home (this refers to two or more members of the Jones family sharing the same home; but it would be Mr. Jones’ life – because it refers to the life of one person, Mr. Jones)
For nouns with the same singular and plural form (example: species, series, moose), treat them as plurals even if the context in which they’re used is singular.
the species’ survival
the series’ conclusion
the moose’s tracks
Joint possession vs. individual possession
• If ownership is joint, use possessive form after the last word.
  Jack and Jill’s house (if both Jack and Jill own the same house)
  SMU and Dallas’ partnership (if it’s a joint partnership)
• If ownership is individual, use possessive form after each relevant word.
  Jack’s socks and Jill’s socks (if they’re not sharing socks and have their own socks)
  SMU’s and Dallas’ contributions to the regional economy (if both contributed individually)
Descriptive phrases
• Do not use possessive form for a word ending in s if it is used in a descriptive sense.
  a Mustangs game
  the Cowboys game
• Use possessive form for a plural word that does not end in s.
  a children’s movie
  the people’s support
areas of study (as of April 2017)
Advertising
Anthropology
Applied Physiology and Health Management
Art (Portfolio Required)
Art History
Biochemistry
Biological Sciences
Biophysical Sciences
Business
  Accounting
  Business – Energy Management
  Business – Entrepreneurship
  Finance
  Finance with Alternative Asset Management Specialization
  Financial Consulting
  Management
  Marketing
  Real Estate Finance
  Risk Management and Insurance
Chemistry
Corporate Communication and Public Affairs
Creative Computing
Dance (Audition Required)
Economics
Economics with Financial Applications Specialization
Economics with Management Information Applications Specialization
Educational Studies (Teacher Certification)
Engineering
  Civil Engineering
  Computer Engineering
  Computer Science
  Computer Science with Cyber Security Specialization
  Computer Science with Game Development Specialization
  Electrical Engineering
  Electrical Engineering with Biomedical Specialization
  Engineering Management Information Systems
  Environmental Engineering
  Management Science
  Mechanical Engineering
  Mechanical Engineering with Biomedical Specialization
English
English with Creative Writing
Environmental Science
Environmental Studies
Ethnic Studies (African/African-American, Mexican-American)
Fashion Media
Film and Media Arts – B.A. (No Portfolio Required)
Film and Media Arts – B.F.A. (Portfolio Required)
French
French Studies
Geology
Geophysics
German
apposition
If the clause is restrictive, meaning that it is necessary to understand the meaning of the sentence, then commas are omitted. Computer scientist Margaret Dunham wants to know how an individual can effectively use a laptop to retrieve data. Put commas around an identification (appositive) that follows a name: R. Gerald Turner, president of the University, spoke to the group of students; or His wife, Gail, had lunch with an alumni group. But John and his daughter Christine went to the mall together; restrictive clause because John has more than one daughter.

assure
Assure means to make a person sure of something, or to convince: “I assure you, this team has been playing with a lot of emotion,” he told the reporters.

Athletics
Always capitalize when referring to the SMU department (Department of Athletics). It is Director of Athletics or Athletics Director (not Athletic Director) when used before a name and director of Athletics following a name. As a general term (not part of a departmental title), athletics is lowercase.

B

baccalaureate
bachelor's Lowercase as a general term (i.e., not as part of a full degree name, such as Bachelor of Arts degree). Elmore earned a bachelor's degree at SMU. See entries for degrees, master's and doctoral.

barbecue
Not barbeque, Bar-B-Q, B-B-Q or any other variation.
because, since
Use because to denote a specific cause-effect relationship: Because he was 12 years old, he got in at children’s prices. Since is acceptable in a causal sense when the first event in a sequence led logically to the second but was not its direct cause. Since 1915, students have attended SMU.

bi-
The rules in the pre-entry apply, but in general, no hyphen is used: bifocal, bilateral, bipartisan, bilingual, bimonthly, biweekly, biannual.

biannual, biennial
Biannual means twice a year, synonymous with semiannual. Biennial means every two years.

Bible
Capitalize without quotation marks when referring to the Scriptures in the Old Testament or the New Testament. Also capitalize related terms, such as the Gospels, Gospel of St. Mark, the Scriptures, the Holy Scriptures.
Do not abbreviate individual books of the Bible.
Also, lowercase bible as a nonreligious term: The SMU Editorial Style Guide is my bible.

biblical
Lowercase in all uses.

bimonthly
Every other month. Semimonthly means twice a month.

biweekly
Every other week. Semiweekly means twice a week.

Blu-ray disc

Board of Trustees
References to SMU’s Board of Trustees are in uppercase: He is on the Board of Trustees or He is on the Board. She is a member of SMU’s Board of Trustees.

book titles
Titles of books, including reference books, and periodical titles are italicized, except for the Bible, which is in roman typeface. Journal of Air Law and Commerce, The Chicago Manual of Style.

Budd Center for Involving Communities in Education, The

building names
See Appendix
Building and Campus Feature Names

George W. Bush Presidential Center
(Full name for first reference to the entity that includes the Library, Museum and Institute)
Second reference: Bush Presidential Center
More informal in context after first and second reference: Bush Center

George W. Bush Presidential Library and Museum
(Referring only to that joint entity)
Second reference: *Bush Library and Museum*  More informal in context after first and second reference: *Library and Museum* or *Presidential Library and Museum*

*Note:* the Library and Museum should generally be treated as one entity.

**George W. Bush Institute**

Second reference: *Bush Institute*

More informal in context after first and second reference: *the Institute*

*Note:* When including “the” to begin a title, “the” should not be capitalized unless beginning a sentence.  
*Further note:* It is acceptable to add “at SMU” after the Center or Library and Museum, but not after the Bush Institute.  In the latter case, the identification should be: *the George W. Bush Institute, housed at the Bush Presidential Center.* In certain circumstances, the George W. Bush Institute can stand alone, without locating it at the Center.

**C**

**Calatrava Sculpture Fountain**

Sculpture located in front of the Meadows Museum. See entry for *Wave.*

call letters  *(radio and television)*

Use all caps. Use hyphens to separate the type of station from the basic call letters: *WKRP-AM, KPLX-FM, WFAA-TV, KERA-Channel 13.*

campaign

Uppercase when referring to *The Second Century Campaign:* *You can help make SMU Unbridled: The Second Century Campaign a success.* Lowercase subsequent references: *Brad E. Cheves announced that the campaign is already off to a running start.*

**Campaign Executive Committee**

**Campaign Leadership Committee**

**Campaign Steering Committee**

campus-wide

capital vs. capitol

*Capital* is the city where a seat of government is located. Do not capitalize: *Austin is the state capital of Texas.*

    When used in a financial sense, *capital* describes money, equipment or property used in a business by a person or corporation.

    *Capitol* describes the actual building where a seat of government is located. Capitalize *U.S. Capitol* and *the Capitol* when referring to the building in Washington: *The meeting was held on Capitol Hill in the west wing of the Capitol.*

    Follow the same practice when referring to state capitols: *Texas pink granite was used in the construction of the Capitol of Texas. The State Capitol is on Congress Avenue.*

centennial

The centennial of SMU’s founding is 2011. The centennial of SMU’s opening is 2015. Always lowercase when not part of a title. Note that the official name of SMU’s centennial commemoration (2011–15) is *The Second Century Celebration.* Also note the following entries, which constitute the list of centennial titles.

**Centennial Chair**

**Centennial Cornerstone**

**Centennial Distinguished Chair**
Centennial Fountain, Cooper

Centennial Hall
Visitor Center in Hughes-Trigg Student Center

Centennial Pavilion, Gail O. and R. Gerald Turner

Centennial Professorship

Centennial Promenade

Centennial Quadrangle, R. Gerald Turner

Centennial Scholarship, Endowed

Center
Uppercase when referring to a specific SMU center or the George W. Bush Presidential Center. *The John Goodwin Tower Center for Political Studies brings many policy experts to campus. Events sponsored by the Center are well attended.*

centers and institutes
Spell out the full name on the first reference: *The Cary M. Maguire Center for Ethics and Public Responsibility, The John Goodwin Tower Center for Political Studies.* On subsequent references: *Maguire Center, Tower Center.* Uppercase Center, School and Program when referred to on subsequent references without the proper noun. *The Center helps students interested in political careers. The new engineering building will enhance the Lyle School's Program.*

century
Lowercase, spelling out numbers less than 10: *the first century, the 21st century.* For proper names, follow the organization's practice: *20th Century Fox, Twentieth Century Fund.* Hyphenate when used as an adjective: *18th-century literature.*

chair
According to SMU guidelines on the use of nonsexist language, use *chair* – not *chairman or chainwoman* for SMU Board members and department heads. Follow the corporation's nomenclature for positions outside of SMU: *W.R. Howell, retired chairman, J. C. Penney Company, Inc.*

Cheves, Brad E.

church
Capitalize as part of the formal name of a building, a congregation or a denomination, but lowercase in other uses: *Highland Park United Methodist Church and the Roman Catholic Church, but a Methodist church, a Baptist church.*

co-
Retain the hyphen when forming nouns, adjectives and verbs that indicate occupation or status: *co-author, co-chair, co-defendant, co-host, co-owner, co-pilot, co-singer, co-star, co-worker, co-sponsor, co-chair and co-op.*

Do not use a hyphen in other combinations: *coed, coeducation, coequal, coexist, cooperate, cooperative and coordinate.*

collective nouns
Nouns that denote a unit take singular verbs and pronouns: *class, committee, crowd, faculty, family, group, herd, jury, orchestra and team.* For example: *The committee is meeting to set its agenda. The faculty at SMU is one of the best in the nation. The jury has reached its verdict. A herd of cattle was taken to market. Central University Libraries seeks funds to expand its collection.* Although *Mustang Days* is a collective noun, it should take a plural verb. *At SMU, Mustang Mondays attract many high school students.*
**College**
Uppercase when referring to Dedman College of Humanities and Sciences. *Dedman College of Humanities and Sciences is the heart of SMU.*
Various departments are housed in the College.

colons
When to capitalize the first word after a colon
• Cap the first word after a colon only if it is a proper noun or the beginning of a complete sentence.
  *Breaking news: Dallas is hosting the Olympics.*
  *We promise you this: We will achieve our goals.*
• Do not cap the first word after a colon if it's the beginning of a series of items.
  *Consider three things before getting a dog: time, care and expense.*

Where to place a colon when there are quotation marks
• Put colons outside quotation marks unless they are part of the quotation itself.
  *He explained his “rules”: eat, drink and sleep.*

Avoid using a colon before a list when it directly follows a verb or preposition.
• After a verb
  *Incorrect: I want: cake, cupcakes and candy.*
  *Correct: I want cake, cupcakes and candy.*
  *Correct: I want the following: cake, cupcakes and candy.*
• After a preposition
  *Incorrect: I've danced with the legends, including: Fred Astaire, Gene Kelly and Michael Jackson.*
  *Correct: I've danced with the legends, including Fred Astaire, Gene Kelly and Michael Jackson.*

commas
When listing more than two items in text, do not follow the next to last item with a comma: *The flag is red, white and blue,* and *You may choose plant, vegetable or mineral.*

company names
Do not abbreviate except in special publications or when the company name is abbreviated in its own title: *Texas Instruments Inc., Trammell Crow Company, IBM Corporation.* Do not punctuate with a comma before Inc. *SMU board member Milledge A. Hart, III, is chairman of Hart Group Inc.*

complement vs. compliment
*Complement* is a noun and a verb denoting completeness or the process of supplementing something: *The ship has a complement of 444 sailors and 44 officers,* or *The tie complements the suit.*

*Compliment* is a noun or verb that denotes praise or the expression of courtesy: *The captain complimented the sailors on their fine work,* or *She was flattered by the compliments on her new outfit.*

complementary vs. complimentary
*The husband and wife have complementary careers,* but *They received complimentary tickets to the baseball game.*

compose, comprise
*Compose* means to create or put together. It commonly is used in both the active and passive voices: *He composed a song.* *The United States is composed of 50 states.* *The zoo is composed of many animals.*

*Comprise* means to contain, to include all or embrace. It is best used only in the active voice, followed by a direct object: *The United States comprises 50 states.* *The jury comprises five men and seven women.* *The zoo comprises many animals.* In general, the whole comprises the parts. When the sentence starts with the larger item, use *comprise.* Never use *is comprised of.*

composition titles
Apply the guidelines listed here to titles of books, movies, operas, plays, poems, songs and television programs, as well as lectures, speeches exhibitions and works of art.

The guidelines, followed by a block of examples:
Capitalization the principal words, including prepositions and conjunctions of four or more letters.
Capitalize an article – the, a, an – or words of fewer than four letters if it is the first or last word in a title. Titles of books, including reference books, and periodical titles are italicized, except for the Bible, which is in roman typeface. *Journal of Air Law and Commerce, To Kill a Mockingbird.*


congress, congressional
Capitalize *U.S. Congress* when referring to the U.S. Senate and the U.S. House of Representatives. Although *Congress* sometimes is used as a substitute for the House, it properly is reserved for reference to both the Senate and House.

Also capitalize *Congress* if referring to a foreign body that uses the term, or its equivalent in a foreign language, as part of its formal name: *The Argentine Congress, the Congress.*

Lowercase *congressional* unless it’s part of a proper name: *congressional salaries, the Congressional Quarterly, the Congressional Record.*

connote vs. denote
*Connote* means to suggest or imply something beyond the explicit meaning: *To some people, the word marriage connotes too much restriction.*

*Denote* means to be explicit about the meaning: *The word demolish denotes destruction.*

continual vs. continuous
*Continual* means a steady repetition, over and over again: *The merger has been a source of continual litigation.*

*Continuous* means uninterrupted, steady, unbroken: *All she saw ahead of her was a continuous stretch of road.*

council, counsel, counselor
A *council* is a deliberative body, and *council members* are those who belong to it.

To *counsel* is to advise, hence a *counselor* is one who advises, such as a guidance counselor, or an admission counselor, counselor-at-law.

couple of
The of is necessary; never use *a couple tomatoes* or a similar phrase. The phrase takes a plural verb in constructions such as: *A couple of tomatoes were stolen.*

course numbers
Use Arabic numerals and capitalize the subject when used with a numeral: *Philosophy 209.*

coursework
One word.

court names
Capitalize the full proper names of courts at all levels. Retain capitalization if U.S. or a state name is dropped: *the U.S. Supreme Court, the Supreme Court, the State Superior Court, the Superior Court.* For courts identified by a numeral: *2nd District Court, 5th U.S. Circuit Court of Appeals.*

courtesy titles
In general, do not use the courtesy titles Miss, Mr., Mrs., Ms. or Dr. on first and last names: *Joe Jones, Emily Smith.* The exceptions are with professors, such as *Professor Mark Chancy;* clergy, such as *The Reverend Dr., Reverend, Pastor* or with elected officials, such as *The Honorable, Senator, Congressman,* etc. Exceptions on second reference include individual preferences, particularly in development and donor publications/lists. Cultural dictates may also override SMU style in some cases.

cross country
Two words, no hyphen.

Crum Lacrosse and Sports Field
curriculum, curricula
Curriculum is the singular form, while curricula is the plural form.

D

D magazine
Capitalize and italicize only D.

Dads’ Club

Dallas
When used in datelines, the city name stands alone.

data
A plural noun, it usually takes plural verbs and pronouns: These data are inconclusive. Singular is datum.

database
One word.

dates
Use Arabic figures, without st, nd, rd, or th. For example: Their anniversary is March 20. Do not abbreviate, even when a specific date is given with a month: February 15, 1994, not Feb. 15, 1994.

   When a phrase lists only a month and a year, do not separate the year with commas. When a phrase refers to a month, day and year, however, set off the year with commas: January 1972 was a cold month. January 2 was the coldest day of the month. He was born March 3, 1944, in Michigan.

   Do not use “on” before dates: The bust was dedicated September 11, not The bust was dedicated on September 11.

dean
Capitalize and spell out formal titles when they precede a name: Dean Samuel S. Holland. Lowercase when the title follows a name, unless the title is an endowed chair: Thomas DiPiero, dean of Dedman College of Humanities and Sciences.

   When using dean, notation should read as the dean of; James E. Quick, dean of research and graduate studies.

dean’s list
Lowercase in all uses: He is on the dean’s list. She is a dean’s list student.

danship

Deason Innovation Gym

Dedman Center for Lifetime Sports

The Dedman Foundation

The Dedman School of Law
On succeeding references: The School of Law.

degrees
SMU offers these degrees (listed in alphabetical order):
B.A. – Bachelor of Arts
B.B.A. – Bachelor of Business Administration
B.F.A. – Bachelor of Fine Arts
B.H. – Bachelor of Humanities
B.M. – Bachelor of Music
B.S. – Bachelor of Science
B.S.C.E. – Bachelor of Science in Civil Engineering
B.S.Cp.E. – Bachelor of Science in Computer Engineering
B.S.E.E. – Bachelor of Science in Electrical Engineering
B.S.Env.E. – Bachelor of Science in Environmental Engineering
B.S.M.E. – Bachelor of Science in Mechanical Engineering
B.S.S. – Bachelor of Social Sciences
C.M.M. – Master of Church Ministries
D.E. – Doctor of Engineering
D.Min. – Doctor of Ministry
J.D. – Juris Doctor
LL.M. – Master of Laws
M.A. – Master of Arts
M.A. – Master of Arts in Dispute Resolution
M.B.A. – Master of Business Administration
M.B.E. – Master of Bilingual Education
M.Div. – Master of Divinity
M.Ed. – Master of Education
M.F.A. – Master of Fine Arts
M.I.T. – Master of Interactive Technology
M.L.S. – Master of Liberal Studies
M.M. – Master of Music
M.M.T. – Master of Music Therapy
M.R.E. – Master of Religious Education
M.S. – Master of Science
M.S.A. – Master of Science in Accounting
M.S.C.E. – Master of Science in Civil Engineering
Master of Science in Counseling
M.S.Cp.E. – Master of Science in Computer Engineering
M.S.E.E. – Master of Science in Electrical Engineering
M.S.E.M. – Master of Science in Engineering Management
M.S.Ent. – Master of Science in Entrepreneurship
M.S.Env.E. – Master of Science in Environmental Engineering
M.S.E.S. – Master of Science in Environmental Science
M.S.F. – Master of Science in Finance
M.S.F.M. – Master of Science in Facilities Management
M.S.I.E.M. – Master of Science in Information Engineering and Management
M.S.M. – Master of Sacred Music
M.S.M. – Master of Science in Management
M.S.M.E. – Master of Science in Mechanical Engineering
M.T.S. – Master of Theological Studies
Ph.D. – Doctor of Philosophy
S.J.D. – Doctor of the Science of Law

B.A., B.S., J.D., M.B.A. and Ph.D. are known widely enough to use “as is” in the first reference. Lesser-known degrees such as D.Min. should be used in full on the first reference: He received his Doctor of Ministry degree from SMU in 1993. See the bachelor’s and master’s entries.

department
Capitalize when referring to a specific academic department, no matter the order of the sentence: The Department of English, the English Department. However, lowercase when plural: The Anthropology and Biological Sciences departments are sponsoring a forum this afternoon.

dependent
Correct noun and adjective form. Not dependant.

dimensions
Use figures and spell out inches, feet, yards, etc., to indicate depth, height, length and width. Hyphenate adjectival forms before nouns. For example: He is 5 feet 10 inches tall, the 5-foot-10-inch man, the 6-foot man, the basketball team signed a 7-footer. Also: The car is 16 feet long, 6 feet wide and 5 feet high. The rug is 9 feet by 12 feet, the 9-by-12 rug. The storm left 9 inches of snow.

directions and regions
In general, lowercase north, south, east, west, northeast, northern, etc., when they indicate compass direction. However, capitalize when they designate regions: He drove north toward home. He lives in the North. Or: A storm system that developed in the Midwest is spreading eastward. Capitalize when used to denote widely known sections: West Texas, Southern California, South Florida, the South Side of Chicago, Far North Dallas. If in doubt, lowercase.

With names of nations, lowercase unless they are part of a proper name or are used to designate a politically divided nation: northern France, eastern Canada, the western United States, but Northern Ireland, South Korea, South Africa.

director
Director of, not for. Susan White is director of University Periodicals.

discreet vs. discrete
Discreet means prudent, circumspect: I’m afraid I was not very discreet.
 Discrete means detached, separate: There are four discrete sounds produced by a quadraphonic system.

disinterested vs. uninterested
Disinterested means impartial, which is usually the better word to convey the thought: A disinterested observer is a fair judge.
 Uninterested means that someone lacks interest: He was uninterested in the story she told.

Division of Enrollment Services
(combining Admission, Financial Aid, Student Financial Services and Bursar)
In news copy, continue to use the name of the office: Office of Undergraduate Admission, Office of Financial Aid, Office of Student Financial Services. If space allows, use Division of Enrollment Services as the header for return addresses and Business Reply Mail. Division of Enrollment Services Office of Undergraduate Admission, PO Box 750181, Dallas TX 75275-0181.
doctoral, doctorate
Lowercase as general terms (i.e., not as part of a full degree name, such as Doctor of Philosophy degree). *I am proud to have earned a doctoral degree at SMU. Wilhelmina earned her doctorate in art history.* See degrees, bachelor's and master's entries.

donors (guidelines for listing)
First and foremost, list donors according to their preference. Indicate deceased donors with a † following their name. See Robert H. Dedman, Sr. example below.

Place class years after the last name:
- Nancy McMillan Dedman '50
  and Robert H. Dedman, Sr. '53 †
- Patrick Harrison '03, '05
- Ann Thompson Maguire '52 †
  and Cary M. Maguire
- Cheryl Johnson Wyly '90 and Sam E. Wyly

Put commas before Jr., Sr., III, etc.

Alphabetical examples:
- Harry Crutcher, Jr.
- Mrs. Harry Crutcher, Jr.
- Ernest L. Smith, III
- Harrison P. Smith
- Irvin L. Smith, Jr.
- Christine Chandler Thompson
- Dorothy R. Wilson
- Robert E. Wilson, Jr.

When a donor has two last names, placement depends on whether the name is hyphenated. Always alphabetize under the first letter of the last name.

- A hyphenated name is one name.
  Shelley Simmonds Weidenbach is alphabetized under "W."
  Shelley Simmonds-Weidenbach is alphabetized under “S.” When two people with different last names are listed on the same line, alphabetize under the last name of the first donor in the listing.
  Janice Miller and Cheryl A. Terry are alphabetized under “M.”

Dr Pepper Snapple Group
Do not use a period after Dr in Dr Pepper.

DVD
Abbreviation for digital versatile disc or digital video disc.

E

editor in chief
No hyphens.

effect
See the affect vs. effect entry.

e.g.
Use for example instead, except with certain technical or legal references.
either
Use it to mean one or the other, not both. Right:
*She said to use either door. Wrong: There were lions on either side of the door. Right: There were lions on each side of the door. There were lions on both sides of the door.*

either ... or, neither ... nor
The nouns that follow these words do not constitute a compound subject; they are alternate subjects and require a verb that agrees with the nearer subject: *Neither they nor he is going. Neither he nor they are going.*

Elizabeth Perkins Prothro Hall
Elizabeth Perkins Prothro Hall on first reference. Prothro Hall is acceptable on subsequent references.

e-mail
Use in all instances for *electronic mail.* (no hyphen)

eremitus/remerta
This word often is added to formal titles to denote that individuals who have retired retain their rank or title. When used, place *emeritus* (in italics) after the formal title, in keeping with the general practice of academic institutions: Darwin Payne, professor *emeritus*; Professor *Emerita* Alessandra Comini.

en dash
Use an en dash with spaces for explanatory breaks in thought: *Gould’s lifework focuses on the concept of punctuated equilibrium – the idea that evolution is not a gradual process.*

do endowed chairs
Capitalize the formal name of the chair after the name of the professor: Zhong Lu, *Shuler-Foscue Chair of the Roy M. Huffington Department of Earth Sciences.* Or: Eugene McElvaney *Professor of Political Science* Dennis S. Ippolito is *chair of the department.*

do endowment

enroll vs. register
*Enroll* is the preferred word.

ensure, insure, assure
Use *ensure* to mean guarantee: *Steps were taken to ensure accuracy.*
Use *insure* for references to insurance: *The policy insures his life.*
*Assure* means to make a person sure of something, or to convince: “*I assure you, this team has been playing with a lot of emotion,*” he told the reporters.

esential clauses, nonessential clauses
Both types of clauses provide additional information about a word or phrase in a sentence. The difference between them is that the *essential clause* cannot be eliminated without changing the meaning of the sentence – it so restricts the meaning of the word or phrase that its absence would lead to a substantially different interpretation of what the author meant. An essential clause does not require a comma.

The *nonessential clause*, however, can be eliminated without altering the basic meaning of the sentence – it does not restrict the meaning so significantly that its absence would radically alter the author’s thoughts. A nonessential clause requires a comma.

In particular, this entry applies to “*that*” and “*which.*” See the *that vs. which* entry.
etc.
Try to avoid in body copy. Instead of: Be sure to bring your tent, sleeping bag, etc., on the camping trip, say: Bring items such as your tent, sleeping bag and backpack on the camping trip.

ethnic groups
Use African American, not Black or Negro. Hyphenate when used as an adjective: African-American Studies. When using the term black, capitalize only when used as part of a formal title: the Black History Program. Also, use Hispanic or Mexican American, Latin American, Native American and Asian or Asian American where applicable.

every day (adv.), everyday (adj.)
He goes to class every day. He wears his everyday cap.

every one, everyone
Two words when it means each individual item, one word when used as a pronoun meaning all persons.

ext.
Use ext. for extension when used with phone numbers. For more information, please call the Office of Public Affairs at 214-768-4060, ext. 366.

F

faculty
A collective noun that takes a singular verb. Refers to an entire group of educators who staff a department or school. When not referring to the whole group, use faculty members. Examples: The faculty is meeting here. Faculty members are meeting here. The faculty is discussing the issue. The Dedman College of Humanities and Sciences faculty has considered the proposal. Faculty members of Dedman College of Humanities and Sciences have made a decision. Do not use Faculty are ...

Faculty in Residence
Abbreviated FiR.

farther vs. further
Farther refers to physical distance: He walked farther into the woods.
Further refers to an extension of time or degree: She will look further into the mystery.

fax
As an adjective, noun and verb.

federal
Capitalize only for corporate or governmental bodies that use the word as part of their formal names: Federal Express, the Federal Trade Commission.
Lowercase when used as an adjective to distinguish something from state, county, city, town or private entities: federal assistance, federal court, the federal government, a federal judge.
Also, federal District Court (U.S. District Court is preferred), and federal judge William Wayne Justice (U.S. District Judge William Wayne Justice is preferred).

Fellow
Capitalize. Professor John Smith has been elected a Fellow of the American Society of Mechanical Engineers.

firsthand
One word, no hyphen in all uses.
first-year, first year
Hyphenate as an adjective: Most first-year students live in residence halls. No hyphen when used as a noun: All first years are encouraged to meet with their academic advisor.
Use first-year student in all references to a student in his or her first year of studies.

Gerald J. Ford Hall for Research and Innovation

foreign words
bourgeois (adj.), bourgeoisie (n.), café, cliché, coup d’état, crème brûlée, cul-de-sac, faux pas, fin de siècle, hors d’oeuvre, liaison, mélange, naïve, naïveté, pro bono, raison d’être, résumé, sauté(ed), vis-à-vis, cum laude, summa cum laude, magna cum laude.
Foreign words not in common usage should be italicized. If the word is listed in “Foreign Words and Phrases” in Merriam-Webster’s Collegiate Dictionary, Tenth Edition, it should be italicized. If it is listed in the English-language portion, it is not necessary to italicize.

former
Always lowercase, but retain capitalization for a formal title used immediately before a name: former President Carter.

Fort Worth, Fort Lauderdale, Fort Burgwin
Spell out, not Ft. Worth, Ft. Lauderdale or Ft. Burgwin.

forward
Not forwards.

Founders’ Day
Founders’ Day is the annual University celebration marking the creation of SMU, held on the third Friday each April. As this has become a spring homecoming, the series of events is referred to as Founders’ Day Weekend. Founders’ Day is acceptable when referring to the designated Friday. Examples: The groundbreaking will be held on Founders’ Day. All alumni are invited to Founders’ Day Weekend.

fractions
Spell out amounts less than one using hyphens between the words: two-thirds, three-fourths, four-fifths, etc. Use figures for precise amounts larger than one, converting to decimals whenever practical: 1 1/2, 3 3/4, 2 5/8, etc.

freshman
See the first-year, first year entry.

full time vs. full-time
Hyphenate when used as a compound modifier: She has a full-time job. No hyphen when used as an adverb. He works full time.

fundraising, fundraiser
Examples: They planned a fundraising campaign. A fundraiser was hired. They were hosting a fundraiser for the band trip.

G

government
Always lowercase and never abbreviate: the federal government, the state government, the U.S. government.

GPS
Abbreviation for global positioning system.
grade, grader
Hyphenate both the noun forms (first-grader, second-grader, 10th-grader) and the adjectival forms (a fourth-grade pupil, a 12th-grade pupil).

grade point average
Spell out on first reference: His grade point average is 3.8. Abbreviate on second reference: His high GPA earned him many awards.

grades
Examples: an A, a B, a C, a D, an F, an I (Incomplete), a WP (Withdraw Passing), a WF (Withdraw Failing).

When talking about grades in the plural, use an apostrophe: A’s, B’s, C’s, etc.

graduate
As a verb, use graduate in the active voice: She graduated from the University. Passive voice is correct, although unnecessary: He was graduated from the University. Do not drop from: John Smith graduated from SMU.

gray
Not grey. But, greyhound for the animal, and Greyhound for the bus company.

Greek(s)
Capitalize when used in reference to a Greek-letter fraternity or sorority.

groundbreaking
One word as an adjective and noun.

H

he, she
Avoid using as a generic term. Avoid the problem where possible by changing to plurals; otherwise, use he or she: The campus always seems strange to a first-year student (rather than him or her). The students will prepare for their exams. If he or she cannot attend AARO, a new date must be scheduled.

Hilltop Society
Recognizes donors who make gifts and pledge payments in consecutive fiscal years.

historian, historic, historical, history
A historic event is an important occurrence, one that stands out in history. Any occurrence in the past is a historical event. Always use a – not an – before each of these words: a history, a historian, a historic event, etc.

home page
Two words.

House of Representatives
Capitalize when referring to a specific governmental body: the U.S. House of Representatives, the Texas House of Representatives, etc. Also capitalize shortened references that delete the words of Representatives: the U.S. House, the Texas House, etc.
hyphen
Normally, close words with the following prefixes: re, pre, non, post, unless the second element begins with the same vowel or is a proper noun. Pre-element, re-election, post-Renaissance. For noncontinuous numbers, use hyphens: 214-768-9999.

Certain terms are hyphenated, as well, whether they are adjectives or nouns: President-elect Doe has yet to select any Cabinet members. The president-elect will be sworn into office January 20.

I

e.
“That is” or “such as” should be used instead, except with certain technical or legal references.

imply vs. infer
Writers or speakers imply with the words they use.
A listener or reader infers something from the words.

Institute
Uppercase when referring to a specific SMU institute or the George W. Bush Institute. The Dedman College Interdisciplinary Institute brings together experts from diverse fields. Events organized by the Institute generate great interest.

insure
Use insure for references to insurance: The policy insures his life. Also see the ensure, insure, assure entry.

internet
Lowercase.

intranet
Lowercase.

iPhone
One word as an adjective and noun.

it’s vs. its
It’s is a contraction for it is or it has: It’s up to you, It’s been a long time. Its is the possessive form of the neuter possessive pronoun: The company lost its assets.

J

JCPenney, J. C. Penney Company, Inc.
Use JCPenney for general marketing copy related to the retail and/or catalog business. Use J. C. Penney Company, Inc. for any donor listing to represent the overall corporation.

judgment
Not judgement.

Jr.
Abbreviate as Jr. and Sr. only with the full names of persons or animals. Precede by a comma: Paul B. Loyd, Jr. The notation ll or 2nd also may be used if it is the individual’s preference. Note, however, that ll and 2nd are not necessarily the equivalent of junior – they often are used by a grandson or a nephew. See Sr. entry.

K

kickoff
One word as an adjective and noun.
Kitt Investing and Trading Center

Kmart
No hyphen, no space, lowercase m.

L

languages
Capitalize the proper names of languages and dialects: Aramaic, Cajun, English, French, Persian, Spanish, Yiddish, etc.

laptop
One word.

lay vs. lie
The action word is lay. (If the word “put” can be substituted, lay is the proper word.) It takes a direct object. Laid is the form for its past tense and its past participle. Its present participle is laying.

Lie indicates a state of reclining along a horizontal plane. It does not take a direct object. Its past tense is lay. Its past participle is lain. Its present participle is lying.

When lie means to make an untrue statement, the verb forms are lie, lied, lying. Examples: I will lay the book on the table. The prosecutor tried to lay the blame on him. He lies (not lays) on the beach all day. He is lying on the beach. He lay on the beach (past tense of lie).

laypersons
Not laypeople.

leadership order in lists
Follow this order when names are being combined into a single list for programs, ex officios on executive boards and so on:
Board (starting with the chair, then alphabetical)
President
Provost
Vice Presidents (alphabetized by last name)
Deans (alphabetized by last name)
Director of Athletics and Chief Investment Officer and Treasurer (alphabetized by last name)

When a list has the headline “Administration,” though, volunteers and deans are not included:
President
Provost
Vice Presidents (alphabetized by last name)
Director of Athletics and Chief Investment Officer and Treasurer (alphabetized by last name)

It would be appropriate to have a list with the headline “Deans” to the right of or below the “Administration” list.

lecture titles
Capitalize and use quotes (no italics) for their formal titles: Archaeology Professor Mike Snyder will present “A Study of Iron Age Inhabitants of the Northeast Texas Area.”

lecturer
Instructor in a given field.
legislative titles
On first reference: Use Rep., Reps., Sen. and Sens. as formal titles before one or more names in regular text. Spell out and capitalize these titles before one or more names in a direct quotation. Spell out and lowercase representative and senator in other uses.


On second reference: Do not use legislative titles before a name on second reference unless they are part of a direct quotation.

Congressman and congresswoman should appear as capitalized formal titles before a name only in direct quotations, but they may be used in lowercase in subsequent references to the legislator that do not use his or her name, just as senator is used in reference to members of the Senate.

liaison

Library
Uppercase when referring to a specific SMU library. DeGolyer Library is home to SMU’s special collections. The Library sometimes mounts exhibitions for the public.

lifestyle
Not life style or life-style.

ligatures
The union of two letters, utilized with certain typefaces. We use the fi and fl ligatures.

likable
Not likeable.

-ly
Do not use a hyphen between adverbs ending in -ly and adjectives they modify: an easily remembered rule, a badly damaged ship, a fully informed person.

M

“M” Award
Initial-cap the M and A, and put the M in quotation marks.

magazine names
Capitalize the name but do not place it in quotes; use italics. Lowercase magazine unless it is part of the publication’s formal title: The New York Times Magazine, SMU Magazine, TIME magazine. Check the masthead if in doubt.

majority vs. plurality
Majority means more than half of an amount. Plurality means more than the next highest number. For example, 51 votes for one person out of a possible 100 would be a majority, while 40 votes for one person and 30 votes for another would constitute a plurality.

Martha Proctor Mack Grand Ballroom, The
The is part of the name.
master's
Lowercase as a general term (i.e., not as part of a full degree name, such as Master of Science degree). *Stella earned her master's degree at SMU.* See degrees, bachelor’s and doctoral entries.

Meadows Foundation, The

Meadows Museum Sculpture Plaza

media
In the sense of mass communication, such as magazines, newspapers, the news services, radio and television, the word is plural: *The news media are often the target of criticism.*

memento, mementos

memorandum, memoranda

midnight
Do not put a 12 in front of it. It is part of the day that is ending, not the one that is beginning.

military titles
Capitalize a military rank when used as a formal title before an individual's name. Spell out any title used before a name in a direct quotation.

On subsequent references, do not continue using the title before a name. When a title is substituted for a name, spell out and lowercase.

millennium

Miller Event Center

minorities
Use *African American*, not Black or Negro. Hyphenate when used as an adjective: African-American Studies. When using the term black, capitalize only when used as part of a formal title: *the Black History Program*. Also, use Hispanic or Mexican American, Latin American, Native American and Asian or Asian American where applicable.

mobile marketing

Moody Coliseum
Basketball and volleyball facility.

Mothers’ Club

Museum
Uppercase when referring to a specific SMU museum. *The Meadows Museum specializes in Spanish art. People from around the world visit the Museum annually.*

music
Capitalize, but do not use quotation marks for orchestral works: *Bach’s Suite No. 1 for Orchestra*. If the work has a special full title, all of it is quoted: “*Rhapsody in Blue,*” “*Symphonie Fantastique.*”

Mustang Plaza and Mall

my.SMU.edu
When referring to the resource in copy, use my.SMU. When referring to the web address rather than the name of the site, use my.smu.edu without the capitalization used in the resource name.
nation
Use only in reference to a country when the subject deals with governmental or political matters: The nation was founded in 1885 but This country has three mountain ranges.

nationwide

nondiscrimination statement
SMU must include the nondiscrimination statement in each of its electronic and printed publications of general distribution that provide information to prospective and current students and employees. The statement must be included in each announcement, bulletin, catalog or application form that it makes available to the persons described above, or which is otherwise used in the recruitment of students or employees. Inserts may be used pending reprinting of these publications.

The short version may be used for position announcements and advertisements and for publications that do not fall under the above guidelines.

long version
Southern Methodist University (SMU) will not discriminate in any employment practice, education program, education activity or admissions on the basis of race, color, religion, national origin, sex, age, disability, genetic information or veteran status. SMU’s commitment to equal opportunity includes nondiscrimination on the basis of sexual orientation and gender identity and expression. The Executive Director for Access and Equity/Title IX Coordinator is designated to handle inquiries regarding the nondiscrimination policies, including the prohibition of sex discrimination under Title IX. The Executive Director/Title IX Coordinator may be reached at the Perkins Administration Building, Room 204, 6425 Boaz Lane, Dallas, TX 75205, 214-768-3601, accessequity@smu.edu. Inquiries regarding the application of Title IX may also be directed to the Assistant Secretary for Civil Rights of the U.S. Department of Education.


short version
SMU will not discriminate in any program or activity on the basis of race, color, religion, national origin, sex, age, disability, genetic information, veteran status, sexual orientation or gender identity and expression. The Executive Director for Access and Equity/Title IX Coordinator is designated to handle inquiries regarding nondiscrimination policies and may be reached at the Perkins Administration Building, Room 204, 6425 Boaz Lane, Dallas, TX 75205, 214-768-3601, accessequity@smu.edu.

nonprofit
No hyphen.

noon, midnight
Do not put a 12 in front of them; they stand alone.

numbers
In text, and in general, spell out numbers one through nine. Use numerals for 10 and above.

Some exceptions are percentages, ratios, monetary amounts, temperature readings, ages, physical dimensions and sports scores: 44 percent, 104 percent, $4 (not four dollars), 4 C or four degrees centigrade (not 4 degrees centigrade), They won the baseball game 4–2, She is 4 years old, The porch is 9 feet by 11 feet, etc.

large numbers
When large numbers must be spelled out, use a hyphen to connect a word ending in “y” to another word; do not use commas between other separate words that are part of one number: twenty, forty, twenty-one, forty-one, one hundred forty-four, one thousand four hundred forty-four, one million four hundred forty-four thousand four hundred forty-four.
beginning of a sentence
Spell out a numeral at the beginning of a sentence. If necessary, rewrite the sentence to avoid this. The only exception to
this rule is when a sentence is started with a number that identifies a calendar year:
Wrong: 444 first-year students entered SMU last year.
Right: Last year 444 first-year students entered SMU.
Right: 1989 was a very good year.

casual uses
Spell out casual expressions: For the thousandth time, please clean the house. Thanks a million. She jogged a quarter of
a mile.

proper names
Use words or numerals according to an organization’s practice: 20th Century Fox, Twentieth Century Fund, etc.

figures or words
Spell out first through ninth when they indicate sequence in time or location: first base, the First Amendment, he was first
in line.

starting with 10th, use figures
Use 1st, 2nd, 3rd, 4th, etc. when the sequence has been assigned in forming names. The principle examples are geo-
graphic, military and political designations such as 1st Ward, 5th U.S. Circuit Court of Appeals, 7th fleet, 1st Sgt.

plural numbers
Add an “s” with no apostrophe to form plurals: She threw 6s. She remembers the 60s.
Centuries: The “10 and above” rule applies: Spell out centuries below 10; use numerals for 10 and above. Lowercase cen-
tury: the 20th century, the fourth century, etc.

commas
Include commas in all four-digit numbers, except when listing years and SAT scores, also tax forms, rules and regulations
and product model numbers: 1,458; 4,404; 9,999; etc. But, He scored 1100 on the SAT in 1993. Also, Form 1040A,
Amendment 2401C, Ferrari 8000XT.
Don’t use commas around the year when it is written with a specific month: July 1990, not July, 1990. However, do set
off the year with commas when a specific month and day are used: July 1, 1969, was a particularly hot day.
When giving a date for an event, do not use on before the date: The Mustangs will play Navy November 1 in Dallas (not
on November 1).

O

off of
The of is unnecessary: He fell off the stage, not He fell off of the stage.

Office of Information Technology
Often abbreviated OIT.

OK
Not okay, o’kay, or O.K.

on-campus, off-campus
Hyphenate only when used as a compound modifier. She used the sources available from the on-campus libraries. He
decided to live off campus.
online
One word, no hyphen, no matter the usage when referring to computer networks and services available via modem, such as the Internet.

over
In most cases, try to use the phrase more than: The course required more than eight hours of study each week. While over is generally used for spatial relationships such as The plane flew over the city, it can be used with numerals at times: She is over 30 and The shortstop hit 30 home runs and had 30 stolen bases.

overused words
Try to avoid overusing or trivializing descriptive words such as: unique, excellent, excellence, really, very, state-of-the-art, acclaimed, nationally/internationally recognized, world-class, world-renowned, quality, high-quality and prestigious.

P
page numbers
Use figures and capitalize page when used with a figure. When a letter is appended to the figure, capitalize it but do not use a hyphen: Page 4, Page 44, Page 20A.

part time vs. part-time
Apply the same rules as full time and full-time. In other words, hyphenate only when used as a compound modifier: She works at the restaurant part time. She has a part-time job.

percent
One word, no hyphen. Not per-cent. Always use figures with percents: 44 percent, 2 percent, etc.

possessives
For singular common nouns not ending in s, add 's.
   the church's fundraisers
   the girl's dresses
For plural common nouns ending in s, add only an apostrophe after s.
   the churches' fundraisers
   the girls' dresses
For singular proper nouns ending in s, add only an apostrophe after s.
   Texas’ entrepreneurial spirit, not Texas’s …
   Aeschylus’ plays, not Aeschylus’s …
   Mr. Jones’ life
For singular common nouns ending in s, add 's if the next word does not begin with s. If the next word begins with s, add only an apostrophe.
   the witness's testimony
   the witness’ schedule
For singular nouns that end in s sounds (such as x, z and ce), add 's if the noun does not end in s AND if the next word does not begin with s.
   the fox's lair
   General Nimitz’s biography
   the chief justice’s decisions
For singular nouns that end in s sounds (such as x, z and ce), add only an apostrophe if the noun does not end in s AND if the next word begins with s.
   for your conscience' sake
   for his appearance’ sake
For proper nouns plural in form, singular in meaning, add only an apostrophe after s.
   the United States’ economy
For common nouns plural in form, singular in meaning, add only an apostrophe after s.
For plural proper nouns ending in s, add only an apostrophe after s.

For nouns with the same singular and plural form (example: species, series, moose), treat them as plurals even if the context in which they’re used is singular.

Joint possession vs. individual possession
• If ownership is joint, use possessive form after the last word.
  Jack and Jill’s house (if both Jack and Jill own the same house)
  SMU and Dallas’ partnership (if it’s a joint partnership)
• If ownership is individual, use possessive form after each relevant word.
  Jack’s socks and Jill’s socks (if they’re not sharing socks and have their own socks)
  SMU’s and Dallas’ contributions to the regional economy (if both contributed individually)

Descriptive phrases
• Do not use possessive form for a word ending in s if it is used in a descriptive sense.
  a Mustangs game
  the Cowboys game
• Use possessive form for a plural word that does not end in s.
  a children’s movie
  the people’s support

potato
Definitely no e. Ditto with tomato. Plural: potatoes, tomatoes.

pre-
No hyphen unless the word that follows begins with a vowel or is a proper noun. Predental, prelegal, premedical.

President’s Associates
Recognizes donors who make gifts and pledgepayments of $1,000 or more during a fiscal year.

President’s Scholars
Singular possessive; apostrophe before s.

press
Use only when referring specifically to the printmedium. Otherwise, use news media (for both print and broadcast). In particular: news release.

principal vs. principle
Principal is a noun and adjective meaning someone or something first in authority, rank, importance or degree: She is the school principal. He was the principal player in the trade. Or a capital sum placed at interest, due as a debt or used as a fund. A portion of the annual income payment is a tax-free return of principal.

Principle is a noun that means a fundamental truth, law, doctrine or motivating force: They fought for the principle of self-determination.

pro bono
Two words, no italics.
pro rata
Two words, no italics.

professor
Never abbreviate and, as with other titles, capitalize only when it precedes a name: Professor of Journalism Tony Pederson praised the student for his excellent feature story, but Tony Pederson, professor of journalism, praised the student for his work.

However, capitalize the formal name of an endowed chair whether it is placed before or after the name: Harold W. Stanley, Geurin-Pettus Distinguished Chair in American Politics and Political Economy, gave the lecture.

professorship

Program
Uppercase when referring to a named SMU program. The Embrey Human Rights Program is popular with students. The Program continues to grow.

Prothro Hall
Elizabeth Perkins Prothro Hall on first reference. Prothro Hall is acceptable on subsequent references.

Q

quotation marks
Use quotation marks to surround the exact words of quoted material.

He said, “I love cake balls.”

Placement of commas, periods, semicolons and colons

For close-quote marks, the comma and the period always go inside.

“I love cake balls,” he said with glee.

He said, “I love cake balls.”

For close-quote marks, the semicolon always goes outside.

She said she likes “only chocolate cake balls”; she does not like vanilla.

For close-quote marks, the colon goes outside unless it is part of the quotation itself.

Don’t say it’s a “done deal”: We need specifics.

For open-quote marks before quoted material that does not constitute a full sentence, do not place a comma before the quoted material.

He said cake balls are “sublime and supremely satisfying.”

R

racket
Not racquet, when referring to the piece of sports equipment used in tennis, squash, badminton, etc.

ratios
For clarity and consistency, use figures and hyphens: the ratio was 4-to-1, a ratio of 4-to-1, a 4-1 ratio. As shown, the word to should be omitted when the numbers precede the word ratio. Always use the word ratio or a phrase such as a 2-1 majority to avoid confusion with actual figures.

religious references
Capitalize the proper names of monotheistic deities: God, Allah, the Father, the Son, Jesus Christ, the Son of God, the Redeemer, the Holy Spirit, etc.

Lowercase, however, pronouns referring to the deity: he, him, his, thee, thou, who, whose, thy, etc.

Lowercase gods in referring to the deities of polytheistic religions, but capitalize the proper names of pagan gods and goddesses: Neptune, Thor, Venus, etc.

Lowercase such words and phrases as god-awful, godlike, godliness and godsend.
religious titles
The first reference to a member of the clergy normally should include a capitalized title before the individual’s name. In many cases, *the Reverend* is the designation that applies before a name on first reference.

*Only use the Reverend Dr.* if the individual has an earned doctoral degree and reference to the degree is relevant.

Residential Commons

- Capitalize “Residential Commons” as a phrase and as individual Residential Commons names.
- The 11 Residential Commons are:
  - Armstrong Commons
  - Boaz Commons
  - Cockrell-McIntosh Commons
  - Kathy Crow Commons
  - Crum Commons
  - Loyd Commons
  - Mary Hay-Peyton-Shuttles Commons (includes three buildings: Mary Hay Hall, Peyton Hall and Shuttles Hall)
  - McElvaney Commons
  - Morrison-McGinnis Commons
  - Virginia-Snider Commons
  - Ware Commons
- Singular/plural: “Kathy Crow Commons is” but “the 11 Residential Commons are.”
- Use “the Commons” (initial capitalized) without the donor name to refer to an individual Residential Commons or Dining Commons on subsequent references.
- Don’t start a sentence with “Commons” – use “The Commons” or “Residential Commons” or “The Residential Commons” instead.
- Don’t shorten to “Res Commons,” and avoid “RCs” in formal communications.
- “Faculty in Residence” should be capitalized and not hyphenated, as shown. The acronym “FiR” can be used after being defined on the first reference, when using the acronym is appropriate, such as when “Faculty in Residence” would appear frequently in a document.
- Don’t refer to phrases that relate to previous housing systems, including:
  - Sophomore housing
  - Multiyear housing
  - First-year quad
  - Arts dorm
  - Honors dorm
  - Sophomore housing requirement
  - Dormitory
  - Cafeteria
- Don’t refer to the group of new facilities as “the Residential Commons complex” or “the Residential Commons” – the Residential Commons model includes all new and existing buildings that will support this living-and-learning experience.
- Avoid blanket statements like “all first-year students…” since the Residential Commons experience is different for different students.

résumé

Rio Grande

Robson & Lindley Aquatics Center

ROTC
Acceptable for all references to the *Reserve Officers’ Training Corps*, a nationwide program on many college campuses aimed at preparing young men and women to become officers in the U.S. armed services.

If reference to a specific service branch is necessary, use the following forms: *Army ROTC* or *Air Force ROTC* (no periods). Although SMU offers only the Army and Air Force versions (Air Force ROTC is offered through the University of 
North Texas, in conjunction with SMU), other colleges and universities also may offer Navy ROTC. (Navy ROTC includes those training for careers in both the Navy and the Marine Corps.) Do not use the abbreviations AROTC, AFROTC, or NROTC.

S

says
Said when referring to speechmaking.

School
Upper case when referring to a specific SMU school. Cox School of Business has a number of continuing education programs. Many business executives take classes at the School.

school names
The degree of formality required should dictate use. For example, in most cases, Cox School of Business is acceptable upon first reference, though in more formal situations Edwin L. Cox School of Business may be preferred. “The” is not part of school names. Plays and concerts are produced regularly at Meadows School of the Arts. School names may be shortened on subsequent references and may include “the.” The Meadows School faces the Boulevard. See School entry.

Cox School of Business, Edwin L. Cox School of Business
Dedman College of Humanities and Sciences
Dedman School of Law
Lyle School of Engineering, Bobby B. Lyle School of Engineering
Meadows School of the Arts
Perkins School of Theology
Simmons School of Education and Human Development
    Annette Caldwell Simmons School of Education and Human Development

seasons
Lower case all seasons and seasonal terms such as fall, spring, winter, wintertime, etc., unless they are part of a formal title: SpringFest, Winter Olympics, Summer Olympics, Fall Festival, etc.

The Second Century Celebration Official name of the commemoration of the centennials of the University’s founding (1911) and opening (1915). It is OK to use the word centennial to describe components of The Second Century Celebration, such as centennial events. Centennial and celebration are always lowercase.

Sr.
Abbreviate as Jr. and Sr. only with the full names of persons or animals. Precede by a comma: Paul B. Loyd, Jr. The notation II or 2nd also may be used if it is the individual’s preference. Note, however, that II and 2nd are not necessarily the equivalent of junior – they often are used by a grandson or a nephew.
See Jr. entry.

series
When listing more than two items in text, do not follow the next to last item with a comma: The flag is red, white and blue, and You may choose plant, vegetable or mineral.

service clubs
Capitalize the proper names: American Legion, Lions Club, Kiwanis Club, Rotary Club.
    Also capitalize words describing membership, as well as the formal titles of officeholders when used before a name: He is a Rotarian, a Lion, a Kiwanian, Lion’s District Governor Clarke Keys.
smartphone
A mobile telephone with computer features that may enable it to interact with computerized systems, send emails and access the web.

Smith, Dr. Bob
Refers to the Bob and Jean Smith Auditorium (per Meadows Museum style), the Dr. Bob Smith Pre-Med Advising Center and the Dr. Bob Smith Health Center. Do not abbreviate as the Smith Auditorium, the Smith Pre-Med Advising Center or the Smith Health Center. The whole name must be used in every instance.

SMU Campus at 100, The
The book published in 2012 to describe all of SMU's buildings, fountains, promenades, monuments and other landmarks and their histories.

SMU Dads' Club

SMU-in-Plano

SMU-in-Taos

SMU Libraries at 100, The
The book published in 2013 to commemorate SMU's Year of the Library.

SMU Mothers' Club

SMU presidents and terms
Dr. Robert S. Hyer, 1911–1920
Bishop Hiram Abiff Boaz, 1920–1922
Dr. Charles C. Selecman, 1923–1938
Dr. Umphrey Lee, 1939–1954
Dr. Paul Hardin, 1972–1974
Dr. James H. Zumberge, 1975–1980
Dr. L. Donald Shields, 1980–1986
Dr. A. Kenneth Pye, 1987–1994
Dr. R. Gerald Turner, 1995–

SMU Unbridled: The Second Century Campaign
Use the full name in every instance.

SMU: Unbridled Vision
The picture book published in 2011 to commemorate SMU's first 100 years.

SMU vision statement and mission statement
The vision of Southern Methodist University
To create and impart knowledge that will shape citizens who contribute to their communities and lead their professions in a global society.

The mission of Southern Methodist University
Southern Methodist University's mission is to be a leading private institution of higher learning that expands knowledge through research and teaching. Among its faculty, students and staff, the University develops skills and cultivates principled thought and wisdom. The University is dedicated to the values of academic freedom and open inquiry and to its United Methodist heritage. To fulfill its mission the University strives for quality, innovation and continuous improvement as
it pursues the following goals:
• To enhance the academic quality and competitiveness of the University.
• To improve teaching and learning.
• To strengthen scholarly research and creative achievement.
• To support and sustain student development and quality of life.
• To broaden global perspectives.
• To advance the University through select, strategic alliances.

social media
Facebook, Instagram, LinkedIn, Pinterest, Snapchat, Twitter, YouTube.

spacing between sentences
Use a single space between sentences in SMU publications. Style in correspondence may vary.

spring break
Not capitalized.

Sr.
Abbreviate as Jr. and Sr. only with the full names of persons or animals. Precede by a comma: Paul B. Loyd, Jr. The notation II or 2nd also may be used if it is the individual’s preference. Note, however, that II and 2nd are not necessarily the equivalent of junior – they often are used by a grandson or a nephew. See Jr. entry.

St. Louis

state
Lowercase in state of constructions: He is licensed in the state of Texas. Also, do not capitalize when referring to a level of legal or political jurisdiction: state Sen. Florence Shapiro, state Rep. Rafael Anchia ’90.

subject
Lowercase subjects, unless a language or followed by a roman numeral: English, French, Algebra I.

Sun Belt

T

TDP (time, date, place)
When listing the time, month, date and place of an event in news copy, list in this order: The sports banquet will take place at 7 p.m. July 1 in Moody Coliseum, The lecture will be held March 3 to 16 in Hughes-Trigg Student Center (not March 3 through 16), The bonfire will be held at 7 p.m. Wednesday, November 23, on the athletic fields. On invitations and programs, order may vary.

TEDxSMU

television
Spell out in all uses. Do not use tv, TV, or T.V.

term
Use instead of semester.

text message

that vs. which
In general, use *that* and *which* when referring to inanimate objects and to animals without a name. When choosing between the two, it often is necessary to determine whether the word will be used in an essential clause or in a nonessential clause.

Both types of clauses provide additional information about a word or a phrase in a sentence. The basic difference between the two lies in the fact that an essential clause cannot be taken out of the sentence without changing the sentence’s meaning. In other words, it is so essential to the phrase that its absence would lead to a substantially different interpretation of what the writer meant. *That* is the preferred pronoun to use when introducing essential clauses that refer to inanimate objects or animals without a name.

A nonessential clause, therefore, is a clause that can be taken out without changing the basic meaning of the sentence. *Which* is the only acceptable pronoun to introduce a nonessential clause that refers to an inanimate object or an animal without a name.

Punctuation: An *essential clause* must not be set off from the rest of the sentence by commas, while a *nonessential clause* must be set off by commas.

Examples: *The ruling that overturned the holiday schedule resulted in protests. The unpopular ruling, which was announced Tuesday, resulted in protests.*

**theater vs. theatre**

Use *theater* when making a generic reference: *I am going to the theater.*

When used with a proper name, spell in accordance with the correct title of the facility: *Bob Hope Theatre, Margo Jones Theatre, Greer Garson Theatre, but Hughes-Trigg Theater. Also in reference to Meadows – Division of Theatre, Theatre Studies.*

**times**

Use figures with all times except for *noon* and *midnight*, which should stand alone.

When using times for events that occur at the start of the hour, do not include :00. For example: *The meeting will begin at 11 a.m., and should last until 4 p.m.* For times that must include both the hour and the minute, use a colon: *8:30 a.m., 4:45 p.m.*

Use lowercase *a.m.* and *p.m.*, with periods between the letters. Do not use *AM, A.M., PM, P.M.*

Also, avoid such redundancies as *4 a.m. in the morning, 8 p.m. at night,* etc. If necessary, use *4 a.m. today or 8 p.m. Monday,* etc.

**titles**

In general, lowercase professional titles unless they precede a proper name. For example: *Dedman College of Humanities and Sciences Dean Thomas DiPiero, but Thomas DiPiero, dean of Dedman College of Humanities and Sciences.*

Also, *Professor of Journalism Tony Pederson, journalism Professor Tony Pederson,* but *Tony Pederson, professor of journalism.*

In general SMU does not use courtesy titles, such as Dr., but does use titles for clergy and elected officials, such as Bishop, Pastor, the Reverend, Senator, President.

**toward**

Not *towards.*

**John Goodwin Tower Center for Political Studies, The**

Spell out the full name on the first reference: *The John Goodwin Tower Center for Political Studies.* On subsequent references: *Tower Center.* Uppercase *Center,* when referred to on subsequent references without the proper noun. *The Center helps students ...*

**T-shirt**

Not *Tshirt, T shirt, tee shirt,* etc.

**Turner Centennial Quadrangle and Turner Pavilion**

**Turner, R. Gerald**
underway
one word.

United States
Spell out when standing alone. Use the abbreviated form, U.S., only as an adjective. The United States is the best country in the world, but Jim Chapman is a U.S. representative, or My wife is studying U.S. history. See also the nation entry.

University
When referring to an institution in general, use lowercase: There are many fine universities in the state of Texas.
When referring to SMU, use SMU or the University. In news releases, use Southern Methodist University on first reference, SMU on succeeding references.

University of Texas Southwestern Medical Center at Dallas, The
The is part of the name.

University-wide

upperclass
One word when describing college students (sophomores, juniors and seniors); two words when describing a class of society.

V

vice
Use two words, with no hyphen: vice president, vice chair, vice regent, vice chancellor.

videoconference, videoconferencing
One word.

voicemail
One word.

W

Washington
Never abbreviate when referring to the U.S. capital.
When you need to distinguish between the state and the federal district, use state of Washington or Washington state and Washington, D.C., or District of Columbia. (Note the comma after Washington.)

Wave
Wave, a perpetually moving sculpture, stands on the street-level plaza in front of the Meadows Museum. It is the first large-scale work designed by architect, artist and engineer Santiago Calatrava to be permanently installed in the United States.

website
If a website or an email address comes at the end of a sentence, punctuate accordingly. For more information, visit our website at smu.edu.
who vs. whom
Use *who* and *whom* when referring to human beings and to animals with a name.

*Who* is the word when someone is the subject of a sentence: *The player who hit the home run is circling the bases,* or *Who is it?*

*Whom* is the word when someone is the object of a verb or a preposition: *The player to whom the home run was credited is circling the bases,* or *With whom do you wish to speak?*

World Wide Web
Capitalize each word of this formal name for the system that links computer users worldwide.

worldwide
One word (no hyphen).

XYZ

Xerox
A trademark for a photocopy machine – do not use generically or as a verb.

X-ray
Use in all cases, as a noun, verb and adjective. Not *x-ray*.

years
Use figures without commas: *1991, 2005,* etc. When referring to decades or centuries, use an *s* without an apostrophe: *the 1890s, the 1920s, the 1960s,* etc.

Years are the lone exception to the general rule that numbers should not be used to start a sentence: *1989 was an extraordinary year.* But try to avoid this construction.

zero, zeros
No “e” in either case.

ZIP code
ZIP is an acronym meaning Zone Improvement Program. Don’t use periods between each letter.

Always include 0 and the three-digit PO box number after the ZIP for SMU addresses.

APPENDIX

Building and Campus Feature Names
*Formal names of buildings and features. Shorter names in parentheses also are acceptable on first reference.*

Airline Parking Center
Arden Forest
Armstrong Commons
Arnold Dining Commons
Barr-McMillion Natatorium
Binkley Parking Center
Bishop Boulevard
Blanton Student Observatory
The Laura Lee Blanton Student Services Building (Blanton Student Services Building)
Boaz Commons
The Brandt Garden
Bridwell Library
George W. Bush Presidential Center
George W. Bush Presidential Center Garden and Grounds
The Laura Bush Promenade (Laura Bush Promenade)
Caruth Hall
Centennial Cornerstone
Clements Hall
Cockrell-McIntosh Commons
Carr Collins, Jr. Hall (Collins Hall)
The James M. Collins Executive Education Center (Collins Center)
Cooper Centennial Fountain
Crain Family Centennial Promenade
Ann Lacy Crain Fountain (Crain Fountain)
Crosby Court
Kathy Crow Commons
Trammell Crow Building (Crow Building)
Crum Basketball Center
Crum Commons
Crum Lacrosse and Sports Field
Dallas Hall
Daniel Parking Center
Data Center
Dawson Service Center
Dedman Center for Lifetime Sports
The Dedman Life Sciences Building (Dedman Life Sciences Building)
Dr. Bob Smith Health Center
East Campus
The J. Lindsay Embrey Engineering Building (Embrey Engineering Building)
Expressway Tower
Joseph Wylie Fincher Memorial Building (Fincher Building)
Fred F. Florence Hall (Florence Hall)
Fondren Library Center (DeGolyer Library)
Fondren Science Building
Gerald J. Ford Research and Innovation Building
Gerald J. Ford Stadium (Ford Stadium)
Greer Garson Theatre
Greer Garson Theatre Fountain
Habito Labyrinth and Frost Marcus Labyrinth Gardens
Jake and Nancy Hamon Arts Library (Hamon Library)
Eugene B. Hawk Hall (Hawk Hall)
Mary Randle Hay Hall (Mary Hay Hall)
N.L. Heroy Science Hall (Heroy Science Hall)
Highland Park United Methodist Church
Hillcrest Foundation Amphitheater
The Hilltop
Hughes-Trigg Student Center
Hyer Hall of Physics (Hyer Hall)
The Jerry R. Junkins Electrical Engineering Building (Junkins Engineering Building)
Hoyt G. Kennemer Memorial Fountain (Kennemer Fountain)
Kirby Hall
Val and Frank Late Fountain (Late Fountain)
Umphrey Lee Cenotaph
Uumphrey Lee Center
Paul B. Loyd, Jr. All-Sports Center (Loyd All-Sports Center)
Loyd Residential Commons
Cary M. Maguire Building (Maguire Building)
Corporate Officers
R. Gerald Turner, President
Steven C. Currall, Provost and Vice President for Academic Affairs
Brad E. Cheves, Vice President for Development and External Affairs
Kenechukwu (K.C.) Mmeje, Vice President for Student Affairs
Christine C. Regis, Vice President for Business and Finance
Harold W. Stanley, Vice President for Executive Affairs
Paul J. Ward, Vice President for Legal Affairs and Government Relations, General Counsel and Secretary
Rakesh Dahiya, Chief Investment Officer and Treasurer
Rick Hart, Director of Athletics

Colleges, Academic Deans
Marc P. Christensen
Dean and Bobby B. Lyle Professor of Engineering Innovation
Lyle School of Engineering
Jennifer M. Collins
Judge James Noel Dean and Professor of Law
Dedman School of Law
Thomas DiPiero
Dean
Dedman College of Humanities and Sciences
Craig C. Hill
Dean
Perkins School of Theology
Samuel S. Holland
Algor H. Meadows Dean
Meadows School of the Arts
Elizabeth Killingsworth
Dean and Director ad interim
Central University Libraries
Stephanie L. Knight
Leon Simmons Dean
Annette Caldwell Simmons School of Education and Human Development
Matthew B. Myers
Dean and Tolleson Chair in Business Leadership
Cox School of Business
James E. Quick
Dean of Graduate Studies
Associate Vice President for Research
Postal Regulations (Mailing)
Style requires that no punctuation be used in addresses. Spell out names of streets and abbreviate state names, without the use of periods. Do not use periods in “PO Box.” Also, use the nine-digit ZIP code. Telephone and fax numbers with area codes and any other preceding numbers should have those numbers set off from the seven-digit number with hyphens: 214-768-9999.

Redundant Expressions
Avoid combinations of words that together make for a redundancy. Here are just a few:
old antique
from whence
ascend upward
descend downward
hoist up
assemble together
blend together
coalesce together
congregate together
connect together
fuse together
gather together
join together
merge together
collaborate together or jointly
bisect in two
endorse (a check) on the back
shuttle back and forth
continue to persist
recur again or repeatedly
big in size
few in number
large in size
short in length or height
small in size
tall in height
completely unanimous
visible to the eye
capitol building
courthouse building
fellow colleague
habitual custom
doctorate degree
passing fad
basic fundamental
free gift
past history
new innovation
advance planning
chief, leading or main protagonist
original prototype
new recruit
temporary reprieve
pointed barb
first beginning/first began
consensus of opinion
knots per hour