About this style guide
This publication provides guidelines for addressing issues of grammar and style likely to be encountered while producing publications (e.g., brochures, newsletters, posters) for Wartburg College.

The guidelines are based largely on two sources: The Associated Press Stylebook and The Chicago Manual of Style. Both offer widely followed standards for writers and publishers. We recognize different types of publications and different audiences may require different approaches. For instance, an invitation or poster will have different stylistic requirements than a news release. Our goal is for all of our publications to communicate effectively. These guidelines do not apply to technical or academic writing.

Our style guide also includes suggested terms and phrases that can be used to talk about the Wartburg College experience. We take great pride in our tight-knit campus community that challenges students to lead and serve as a spirited expression of their faith and learning. This guide will provide you with the tools to effectively share that message with others.

Useful links
Wartburg College Fast Facts
Institutional Learning Outcomes
Wartburg College Strategic Plan 2010-2020
Mission Team Talking Points
Master Plan
Guidelines for use of the Wartburg logo and wordmark
Reverse Paramedic Method (for clear, concise writing)

Editorial style

Abbreviations
The names of the 50 U.S. states should be spelled out when used in the body of a story, whether standing alone or in conjunction with a city, town, village, or military base. No state name is necessary if it is the same as the dateline. When required — in datelines, lists, agate, tabular material, and short-form listings for party affiliation (D-Ala., R-Mont.), use these abbreviations. Postal code abbreviations in parentheses are not acceptable.

Ala. (AL)  Md. (MD)  N.D. (ND)
Ariz. (AZ)  Mass. (MA)  Okla. (OK)
Ark. (AR)  Mich. (MI)  Ore. (OR)
Calif. (CA)  Minn. (MN)  Pa. (PA)
Colo. (CO)  Miss. (MS)  R.I. (RI)
Conn. (CT)  Mo. (MO)  S.C. (SC)
Del. (DE)  Mont. (MT)  S.D. (SD)
 Fla. (FL)  Neb. (NE)  Tenn. (TN)
Ga. (GA)  Nev. (NV)  Vt. (VT)
Ill. (IL)  N.H. (NH)  Va. (VA)
Ind. (IN)  N.J. (NJ)  Wash. (WA)
Do not abbreviate the states of Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas, and Utah. Spell out days of week: Monday, not Mon.; Tuesday, not Tues. Abbreviate the months Jan., Feb., Aug., Sept., Oct., Nov., and Dec. when used with a date: Feb. 10, not February 10; Wednesday, Oct. 5, not Wednesday, October 5. Do not abbreviate the months of March, April, May, June, and July.

**Academic Degrees**

*Preferred*
- Bachelor of Arts degree
- bachelor’s degree
- Master of Arts degree
- master’s degree
- Doctor of Philosophy degree
- doctorate

*Acceptable*
- B.A. degree
- M.A. degree
- Ph.D. degree

**Academic Titles**

Basic title externally; full title internally (in stories, not in Juice)

**Academic Year**

Capitalize Fall Term, Winter Term, and May Term.
Capitalize Fall Break, Winter Break, and Tour Week.
Lowercase break, term, and week when plural: *Fall and Winter terms*

We do not use freshman, sophomore, junior, or senior (except in athletics and external press releases). The preferred terms are first-year, second-year, third-year, and fourth-year. Use class year (Sue Smith ’17) on first or second reference.

**Adviser, not advisor**

Exception: When advisor is in a proper name: *Student Senate Advisors Award.*
Use preferred spelling on subsequent references.

**Alumni**

Alumni is plural, referring to more than one Wartburg graduate of either gender: *Alumni return to the campus for Homecoming.* A singular female graduate is an alumna: *Sally Wright, a Wartburg alumna, spoke at the meeting.* A singular male graduate is an alumnus: *The doctor said he was proud to be an alumnus of Wartburg College.*

Wartburg publications identify alumni by the final two digits of their class year: *John Jones ’02.*
Married alumni couples, when mentioned together, are identified by their class year and the spouse’s maiden name: John '02 and Amy Smith '04 Jones were married in August. A married alumna listed singly can be identified as Amy Smith Jones ’04 or Amy Jones ’04. In both cases, the class year follows her name: Amy Smith Jones ’04 chaired the committee.

**Ampersand**
An ampersand (&) should only be used when it is part of a proper name: *Department of Journalism & Communication, Ogilvy & Mather*

**Apostrophes**
Use an apostrophe to indicate deletion of numerals: *He was a student in the ’60s. She was president of the Class of ’91.*
Use an “s” without an apostrophe to indicate spans of decades or centuries: *the 1990s, the 1800s.*
Do not use apostrophes with campus building names: *Founders Hall, Knights Village.*

**Athletics**
Athletic Department, not Department of Athletics
Titles: Director of Athletics, Associate Director of Athletics, Assistant Athletic Director

**Campus Buildings**
Bachman Fine Arts Center (not Fine Arts Center)
Grossmann Hall (frequently misspelled with only one "n")
Löhe Hall (To create the umlaut on Mac, type Option-u, followed by the letter. The easiest way to create a PC umlaut is to copy and paste it from another document.)
McElroy Center
Saemann Student Center (not Student Center)

- McCaskey Lyceum: Capitalize lyceum when it is used with McCaskey, lowercase lyceum when it is used alone.
- Information Center
- Digital Print Center
- McCoy East
- McCoy West
- The Wartburg Store
- Mensa
- Den
- Hagemann Castle Room
- Knights Ballroom (This is the area created by opening all of the meeting rooms on the north end of the second floor. The individual rooms are not ballrooms: *Heritage Room, St. Elizabeth Room, and Knights Room.* For an event scheduled in both rooms, lowercase rooms: *The Artist Series dinner begins at 6 p.m. in the Heritage and St. Elizabeth rooms.*)
- Ticket Office
- Science Center
- Vogel Library
• Wartburg Chapel: Capitalize chapel when it is used with Wartburg; lowercase chapel when it is used alone. The Wartburg Choir will perform in the Wartburg Chapel. Students gathered at the chapel for worship.
• Wartburg-Waverly Sports & Wellness Center (The W): Use the full name, with parentheses, on the first reference, followed by The W in succeeding references.

• Hoover Fieldhouse & Track (fieldhouse is one word in this usage)
• Schuldt Natatorium
• Levick Arena
• Walker Wrestling Room
• Fitness Center
• Canfield Strength and Conditioning Room

College Address
Wartburg College, 100 Wartburg Blvd., P.O. Box 1003, Waverly, IA 50677-0903

ELCA
Use Evangelical Lutheran Church in America (ELCA) on first reference and ELCA in succeeding references.
Northeastern Iowa Synod, not Northeast Iowa Synod

Emeritus
This designation should only be used when the title has been granted by the Board of Regents.

Dates
Use cardinal, not ordinal numbers in dates: March 9, not March 9th; Feb. 16, not Feb. 16th.

Departments and Offices
Capitalize the formal names of departments and offices: Department of Biology; Admissions Office.

The following list includes the letterhead titles of most departments and offices:
Admissions Office
Affirmative Action
Alumni & Parent Relations Office
Annual Fund Office
Department of Art
Artist Series
Department of Biology
Booster Club
Department of Business Administration & Economics
Business Office
Campus Programming Office
Center for Community Engagement
Department of Biochemistry, Chemistry & Engineering Science
Department of Community Sociology
Counseling Services
Development Office
Digital Print Center
Dining Services
Enrollment Management Office
Department of English & Modern Languages
Financial Aid Office
Global & Multicultural Studies Office
Department of Health, Physical Education & Athletics
Department of History
Human Resources Office
International Programs Office
International Relations Program
Information Technology Services
Institute for Leadership Education
Institutional Research & Assessment Office
Department of Journalism & Communication
Department of Mathematics, Computer Science & Physics
Marketing & Communication Office
Pathways Center
Office of the President
Operations & Maintenance Office
Registrar’s Office
Department of Religion & Philosophy
Residential Life Office
Department of Social Science
Department of Social Work
Spiritual Life & Campus Ministry Office
Student Diversity Programs Office
Student Life Office
Sustainability Office
Wartburg-Waverly Sports & Wellness Center
Vogel Library
Volunteer Action Center
The Wartburg Store
Wartburg West
  • Wartburg West (location for Waverly/Iowa uses)
  • Urban Studies Program at Wartburg West (program name for Waverly/Iowa uses)
  • Wartburg West at Cathedral Square North (location in Denver and surrounding areas)
  • Wartburg College Urban Studies Program-Denver (program name for Denver and surrounding areas)
  • Wartburg College Urban Studies Program at Wartburg West-Denver (for use outside Iowa and Denver)
  • Always spell out Saint when referring to Saint John's Episcopal Cathedral.
Diversity and Inclusion
Use race or ethnicity as an identifier only when pertinent. When referring to American minority students as a whole use students of color. This term does not include international students.

Ethnic sensitivities
Always ask individual preference.

- **African American/black**: It’s acceptable to use these interchangeably to describe black people in the United States. When referring to a specific individual, use the term he or she prefers.
- **American Indian/Native American**: The two terms are synonymous. It’s best to use individual preference, if known. When possible, use national affiliation rather than the generic American Indian or Native American.
- **Asian, Asian American**: Use Asian when referring to anyone from Asia, but use Asian American when specifically referring to those of Asian ancestry who are American citizens.
- **Mexican American, Hispanic, Latino/Latina**: Use Mexican when referring to anyone of Mexican citizenship, and use Mexican American when referring to those of Mexican ancestry who are permanent residents or citizens of the United States. Hispanic and Latino/Latina are umbrella terms referring to a person whose ethnic origin is in a Spanish-speaking country, as well as residents or citizens of the United States with Latin American ancestry.

When speaking of minority (racial and cultural) and international students collectively, the preferred term is students of color. When referring to minority students (racial and cultural) use American students of color. Hyphenate African American, Native American, etc., when used as an adjective. *The book is about African-American leaders.*

Gender sensitivities
Wartburg subscribes to the policy of using non-gender-biased language: *Chair, rather than chairman or chairwoman; Knights, not Lady Knights*. Be aware of language with discriminatory connotations. Here are just a few examples and suggested replacements.

- Best man for the job – best candidate
- Businessmen – business professionals, business leaders
- Chairman – chair, chairperson, department chair
- Craftsman – artisan
- Foreman – supervisor
- Mankind – humankind
- Man-made – synthetic, manufactured
- Manpower – personnel

Email
Email is one word and not capitalized within a sentence: *The president sent an email summary of the Wartburg College Board of Regents meeting.*
Endowed Chairs & Professors

**Hoover Fieldhouse & Track**
Fieldhouse is one word, a deviation from the *AP Stylebook*.

**Non-**
The rules of prefixes apply but, in general, do not use a hyphen when forming a compound that does not have special meaning and can be understood if not used before the base word (nonprofit). Use a hyphen before proper nouns or in awkward combinations, such as non-nuclear.

**Numbers**
In general, spell out whole numbers below 10; use figures for 10 and above: *The professor teaches three classes on Monday. Her largest class has 50 students, while her smallest class has nine students.*

With ordinal numbers, spell out first through ninth when they indicate sequence in time or location. Starting with 10th, use figures: *He was first in line. The runner finished in 12th place.*

Always use figures for ages: *The student enrolled at Wartburg when she was only 16. The baby is 8 months old.*

Use figures for percentages and spell out "percent" instead of using the symbol: *Alumni giving increased 3 percent.*

Use figures for money: *5 cents, $1.05, $2.8 million.*

**Postgraduate, postdoctoral**
One word. *He received a scholarship for postgraduate study at Stanford University.*

**Punctuation**
Use a comma before “and” in a series (a deviation from the *AP Stylebook*): *Alumni, parents, and friends support the college.* Use a comma before and if what follows is a complete sentence.

Commas and periods go inside quotation marks. Semicolons and colons go outside quotation marks: *Alumni recall the cries of “Outfly,” which usually began the night before a big test. They called the tradition “Outfly”; it was a day off for students and faculty.*

**Room Numbers**
Capitalize room when it precedes the number of a room in a campus building: *Luther Hall Room 106 or Room 106, Luther Hall.*

**Sports Terms**
- **All-American and Academic All-American** are always capitalized: *He was a wrestling All-American. “All” is not capitalized in conference honors: She was an all-conference selection. He was named to the first-team all-Conference.*
- **Cross country:** No hyphen. *Wartburg hosted the cross country meet.*
- **Field goal:** Two words as a noun; hyphenated as an adjective. *The Knights made a field goal to win the game; His field-goal attempt was no good.*
• **Free throw; free-throw**: Two words as a noun; hyphenated as an adjective. *She shot a free throw; He was the free-throw champion.*

• **First-team**: lowercase and hyphenate.

• **Halftime**: One word. *The Wartburg Dance Team will perform at halftime.*

• **Home plate**: Two words
  **Home run**: Two words as a noun; hyphenated as an adjective.

• **Nonconference**: One word. *The Knights open the season with a nonconference game.*

• **Place-kicker**: Hyphenated in all uses.

• **Playoffs**: One word when used as a noun or adjective. *Wartburg made the playoffs. The Knights won the playoff game.*

• **Postseason, preseason**: No hyphen. *The team began preseason training.*

• **Running back**: Two words.

• **Shut out; shutout**: Two words as a verb; one word as a noun or adjective. *The Knights shut out their opponents. Wartburg leads the league in shutouts.*

• **Turn around; turnaround**: Two words as a verb; one word as a noun or adjective. *The coach hopes to turn around the team’s losing streak. Jackson’s turnaround jump shot sent the game into overtime.*

**Student-athlete**
Always hyphenated

**Telephone Numbers**
No parentheses around area code: 319-352-8200
Abbreviate extensions: 319-352-8200, ext. 8347
Toll-free number: 1-800-772-2085
FAX: Fax 319-352-8301

**Theatre vs. theater**
Theatre is the program. Theater is the location. In general, only use theatre if it is the name of a specific theatre (Players Theatre and Wartburg theatre courses).

**Time**
Use figures and no colons with the hour. Lowercase a.m. and p.m.: 11 a.m., not 11:00 a.m.; 11:30 p.m.
Spell out noon and midnight: noon, not 12 a.m. or 12 p.m.; midnight, not 12 a.m. or 12 p.m.

**Titles—Academic and Occupational**

Doctor: Abbreviate (Dr. Penni Pier, Dr. Daniel Black)
Reverend: Abbreviate and include “the” in front of the title (the Rev. John Smith)
Formal titles: Capitalize and spell out titles, such as president, professor or dean, when they precede a name (President Darrel Colson, not Pres. Darrel Colson; Professor Diane McCarty, not Prof. Diane McCarty) Do not capitalize titles when they are used without a name: The president awarded the degrees. The dean chaired the meeting. The pastor led the worship service.
Occupational titles: Do not capitalize, unless it precedes a name (Dr. Deborah Loers, vice
president for student life and dean of students; Dr. John Zelle, professor of computer science; Jennifer Sassman, director of financial aid)

Titles (Composition)
Internally, titles of books, magazines, newspapers, pamphlets, movies, operas, plays, poems, songs, hymns, television and radio programs should be italicized: War and Peace, Atlantic Monthly, the Chicago Tribune, Don Giovanni, Macbeth, The Star Spangled Banner, American Idol, All Things Considered. In news releases, such titles should be put in quotation marks. Capitalize the principal words of a title, including prepositions and conjunctions of four or more letters: Time After Time. Capitalize articles (a, an, the) or prepositions of fewer than four letters if they are the first or last word in a title: A Farewell to Arms, On the Street Where You Live.

Upperclass vs. upper class
When referring to third- and fourth-year students, upperclass is one word. Upper class is used when referring to an economic status.

Wartburg College vs. the college
Capitalize college when it is used with Wartburg. Lowercase when it stands alone. Wartburg College is one of Waverly's largest employers. The college reported a record year in enrollment. Similarly, Wartburg College Board of Regents as the proper name. Board of regents or regents elsewhere.

Website: One word, not capitalized within a sentence. More details about the Artist Series are available on the college website.

Common Language
The following descriptors can be used in press releases and programs and for various departments and endeavors. If you have a need for an individualized boilerplate identifier, please contact your account executive.

College identifiers
- **General (short)** — Wartburg, a selective four-year liberal arts college of the Lutheran Church (ELCA), is internationally recognized for community engagement. The college enrolls X,XXX students from XX U.S. states and XX countries.

- **General (long – used with hometowner news releases)** — Wartburg, a four-year liberal arts college internationally recognized for community engagement, enrolls X,XXX students. Wartburg is affiliated with the Evangelical Lutheran Church in America and named after the castle in Germany where Martin Luther took refuge disguised as a knight during the stormy days of the Reformation, while translating the Bible from Greek into German.
• **Music (short)** — At Wartburg, a four-year liberal arts college, about XXX of the X,XXX students are involved in the college’s three touring ensembles or one of the 12 other vocal and instrumental music ensembles. Wartburg is affiliated with the Evangelical Lutheran Church in America and named after the castle in Germany where Martin Luther took refuge disguised as a knight during the stormy days of the Reformation, while translating the Bible from Greek into German.

• **Music (long)** — Wartburg is a selective liberal arts college of the Lutheran Church (ELCA), internationally recognized for community engagement. The college’s X,XXX students come from XX countries and XX U.S. states. Wartburg is dedicated to challenging and nurturing students for lives of leadership and service as a spirited expression of their faith and learning.

Wartburg offers majors in music education, performance, music therapy, and church music. The college’s 15 vocal and instrumental music ensembles are open to music and nonmusic majors. The Wartburg Choir, Wind Ensemble, and Castle Singers tour annually and travel abroad every third year during the college’s one-month May Term.

All-State musicians and Lutheran Summer Music participants who enroll at Wartburg qualify for a minimum $2,500 scholarship. Meistersinger Music Scholarships offer up to $5,000 per year to music and nonmusic majors, based on audition.

Wartburg takes its name from the Wartburg Castle in Eisenach, Germany, where Martin Luther took refuge for 10 months during the stormy days of the Protestant Reformation. Music groups frequently visit the castle during their May Term trips abroad.

**Ways to talk about Wartburg students, our community, and our programs**

The most important thing is considering your audience. The public will not understand educational jargon or “academese.” News releases should be written in simple language that most middle school students can understand. As stated before, these recommendations do not apply to academic and technical writing.

When referring to Wartburg students in news releases, use the traditional freshman, sophomore, etc., to denote a student’s academic standing. In brochures, books, or other pieces designed for prospective and current students and their families, use first-year, second-year, etc.

Be wary of words that could have double meaning or be considered pejorative. See examples below.

<table>
<thead>
<tr>
<th>Avoid</th>
<th>Preferred</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anxious</td>
<td>Eager</td>
</tr>
<tr>
<td>Received (honors, degrees)</td>
<td>Earned</td>
</tr>
<tr>
<td>Dormitory</td>
<td>Residence hall</td>
</tr>
</tbody>
</table>
The college also has a preferred lexicon that should be used, when possible, to maintain consistency in pieces created across the campus.

<table>
<thead>
<tr>
<th>Avoid</th>
<th>Preferred</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small community</td>
<td>Tight-knit community</td>
</tr>
<tr>
<td>Extra-curricular</td>
<td>Co-curricular</td>
</tr>
<tr>
<td>Whole person</td>
<td>Well-rounded</td>
</tr>
<tr>
<td>Multidisciplinary, interdisciplinary</td>
<td>Integrative</td>
</tr>
<tr>
<td>Vocation (used in canonical documents)</td>
<td>Calling (discovering your purpose, unlocking your potential)</td>
</tr>
</tbody>
</table>