

CONTENTS

- 9.1 Abbreviations
- 9.2 Academics
- 9.3 Capitalization
- 9.4 Numbers
- 9.5 Portland Locations
- 9.6 Punctuation and Usage

WRITING GUIDELINES

With a few exceptions, the UO's editorial standards follow *The Chicago Manual of Style* and *The American Heritage Dictionary of the English Language*. We encourage you to use these resources for more detailed information.

Abbreviations

Except for common Latin abbreviations, don't use an abbreviation without spelling it out first.

IN THIS SECTION

- Building Abbreviations
- Business Names
- Days of the Week or Months
- Group or Program
- Latin Abbreviations
- Lundquist College of Business
- Lundquist College Proper Names
- Mailing Addresses
- Measurements
- Pac-12
- State Names
- Time
- University of Oregon

BUILDING ABBREVIATIONS

Lillis	LIL
Peterson	PETR
Anstett	ANS

BUSINESS NAMES

In general go by the official business name on the company's corporate website. Pay close attention to where commas and other punctuation are placed. If they spell their name in ALL CAPS, we do too. Use hoovers.com as a secondary source.

JELD-WEN
Mazama Capital Management, LLC
Moss Adams LLP
Palo Alto Software, Inc.
U.S. Bank

DAYS OF THE WEEK OR MONTHS

Write out months or days of the week unless space is too limited.

The class meets Mondays, Wednesdays, and Fridays.

but

Mon., April 6	First class meeting
Tues., April 7	Midterm examination
Wed., April 8	Final examination

GROUP OR PROGRAM

In the first reference to any college group or program spell out the proper name. In subsequent references shorter names and phrases such as the center or the college are preferable to acronyms.

Lundquist Center for Entrepreneurship then Lundquist Center or the center

LATIN ABBREVIATIONS

The abbreviation e.g. means 'for example.' Set the example off with parentheses and put a comma after the unitalicized abbreviation.

Many UO students major in one or more Romance languages (e.g., French, Italian, Spanish).

The abbreviation i.e. means 'in other words.' Set the clarification off with parentheses and put a comma after the unitalicized abbreviation.

The University of Oregon Telephone Directory is provided free to UO employees (i.e., faculty members, officers of administration, classified staff members, and graduate employees).

The abbreviation etc. adds little value. If the unlisted items denoted by etc. are not important enough to include, don't bother using the abbreviation.

Submit a yellow printing-revision form to change such publication details as quantity, ink color, and paper stock.

not

Submit a yellow printing revision form to change quantity, ink color, paper stock, etc.

LUNDQUIST COLLEGE OF BUSINESS

Spell out the first reference to Lundquist College of Business then Lundquist College or the college. Note the lowercase "c." We do not capitalize "the center" or "the college."

Never abbreviate the name of the college, even on subsequent reference.

LCB (never use)

LUNDQUIST COLLEGE PROPER NAMES

Accounting Circle
Alpha Kappa Psi
Board of Advisors
Beta Alpha Psi
Braddock Tutoring
Business Academic Residential Community
(never abbreviate as BARC)
Business Honors Program
Business Minor Program
Business Research Institute
Business Technology Center
Cameron Center for Finance and Securities Analysis
Center for Sustainable Business Practices
Department of Finance
Department of Management
Department of Marketing
Department of Operations and Business Analytics
Job Shadow Program
Lillis Business Complex (never abbreviate)
Lundquist Alumni Network
Lundquist Center for Entrepreneurship
Lundquist College of Business (never abbreviate as
LCB)
Master of Accounting Program
Master's of Business Administration Association
Mohr Career Services (never Career Services
Center)

New Venture Championship
Oregon Consulting Group
Oregon Executive MBA
Oregon MBA Alumni Association
Oregon MBA (never abbreviate as OMBA)
PhD Program
School of Accounting
Sports Product Management Program
Strategic Planning Project
Undergraduate Advising
Undergraduate Programs
University of Oregon American Marketing
Association
University of Oregon Financial Management
Association
University of Oregon Investment Group
UO Net Impact
Volunteer Internal Revenue Tax Assistance
Warsaw Sports Business Club
Warsaw Sports Marketing Center

When used in a sentence do not use a comma after
the Inc., Co., or LLC in a company's name.

He has worked at Spray Systems Co. since 1961.
Nike, Inc. Chairman and CEO Phil Knight.
For fifteen years, Palo Alto Software, Inc. has
maintained its headquarters in Eugene.

MAILING ADDRESSES

In mailing addresses, use the two-letter postal
abbreviation for states. Except for the hyphenated
nine-digit ZIP code, no punctuation is required in
the mailing address. Delivery of US mail to university
offices requires the four-digit extended ZIP code
before University of Oregon. Do not include building
names and room numbers in mailing addresses.

On envelopes or mailing lists, write addresses in
capital letters.

LUNDQUIST COLLEGE OF BUSINESS
1208 UNIVERSITY OF OREGON
EUGENE OR 97403-1208

In standard running text, write the same address
as follows:

Lundquist College of Business, 1208 University
of Oregon, Eugene OR 97403-1208.

Abbreviate compass directions in mailing addresses
and in running text. One-letter compass directions
require a period (N., W.); two-letter abbreviations (NW,
SE) do not.

MORLEY JAMES
1811 NW BEACON BLVD
PORTLAND OR 97202

Use the following abbreviations with a mailing
address that includes a street number. If an address
number isn't used, don't abbreviate.

AVE Avenue
BLVD Boulevard

In running text, spell out the standard abbreviations used in mailing addresses—Street, Avenue, Boulevard, Place, Court, Lane

The Museum of Natural and Cultural History is located at 1680 East 15th Avenue, Eugene, Oregon.

MEASUREMENTS

Spell out terms of measurement in the text:

inches	millimeters	kilometers
miles	minutes	percent

PAC-12

Use Pac-12 as an abbreviation for the Pacific-12 Conference.

STATE NAMES

Spell out state names unless space is restricted or when giving a mailing address. Use the two-letter United States Postal Service abbreviations (e.g., OR) in mailing addresses; don't insert a comma between the city and the state.

The university is located in Eugene, Oregon.

but

Direct related inquiries to the Office of Affirmative Action and Equal Opportunity, 474 Oregon Hall; send mail to 5221 University of Oregon, Eugene OR 97403-5221.

If space is limited in text other than a mailing address, use longer standard abbreviations with periods (e.g., Ore. or Oreg. for Oregon).

TIME

Use noon instead of 12:00 p.m.

Use midnight instead of 12:00 a.m.

The class meets at 10:30 a.m.

The lecture begins at 4:00 p.m. and the reception at 5:15.

There are several correct ways of expressing inclusive times. Don't mix and match them.

The workshop lasted from 8:00 a.m. to 10:45 p.m.

Visiting hours are 8:00-10:00 a.m.

The museum is open between noon and 5:00 p.m.

not

The workshop lasted from 8:00 a.m.-10:45 p.m.

Visiting hours are between 8:00-10:00 a.m.

Schedule:

Workshop 10:30 a.m.-noon

Lunch noon-1:30 p.m.

Reception 6:30-7:30 p.m.

UNIVERSITY OF OREGON

Spell out the first reference to the University of Oregon. Use the UO, Oregon, or the university to abbreviate subsequent references.

not

U of O

WRITING GUIDELINES

Academics

IN THIS SECTION

- Academic Quarters
- Academic Rank
- Administrative Titles
- Alumni
- Degrees
- Departments and Offices
- Equal Opportunity and Affirmative Action
- Faculty
- Grade Point Average
- Hierarchy and Tradition
- Master of Accounting
- Staff

ACADEMIC QUARTERS

The quarter system is divided into four terms: fall term, winter term, spring term, and summer session. Terms are not capitalized.

ACADEMIC RANK

Not all faculty members are professors. When the academic rank of a faculty member is mentioned in a UO publication, use the official, university-conferred rank—one of the following:

assistant professor	postdoctoral fellow
associate professor	professor
fellow	research associate
graduate employee	senior instructor
graduate research fellow	senior research assistant
instructor	senior research associate
lecturer	

Acting, adjunct, courtesy, emerita or emeritus, pro tem, or visiting may also be part of the official academic title. Don't capitalize general references to academic rank or title.

ADMINISTRATIVE TITLES

Refer to people who oversee academic or administrative units as follows:

Academic/ Administrative Unit	Title
area	coordinator
center	director
college	dean
committee	chair
department	head
institute	director
museum	director

office	director
professional school	dean
program	director
vice presidency	vice president

Don't hyphenate the following titles:

vice chair	vice president
vice chancellor	vice provost

ALUMNI

The term "alumni" is frequently misused to refer to an individual; however, it is plural and always refers to more than one person. You cannot be "an alumni" of a university.

Singular: *alumna* refers to a woman; *alumnus* refers to a man. *Alum* is informal and gender neutral.

Plural: *alumnae* refers to women only; *alumni* refers to men or to women and men.

State alumni degrees and degree years as follows. In running text, separate names and degree listings with commas. Be careful to use an apostrophe (') rather than a single quote mark (') before the degree year. No comma is necessary if no degree is indicated:

Susan Thelen, BS '83

but

Susan Thelen '63

Alexis Udall, PhD '77

Thomas Morales, BA '63, MA '67, JD '74

If multiple alumni and their degree years are indicated, use semicolons to separate each listing:

Alexis Udall, PhD '77; Thomas Morales, BA '63, MA '67, JD '74; Susan Thelen, BS '83

DEGREES

Don't capitalize general references to academic degrees and honors. Do capitalize the abbreviated degree after someone's name.

I have bachelor of arts and master of fine arts degrees.

but

Korinna Goudy, MFA

Do not use periods in degree abbreviations.

DEPARTMENTS AND OFFICES

Capitalize names of departments only when using the official name

Department of Operations and Business Analytics

but

operations and business analytics department

Departments of Management and Marketing

but

management and marketing departments

Office of the Dean

but

dean's office

EQUAL OPPORTUNITY AND AFFIRMATIVE ACTION

UD policy recommends that university materials include a statement on equal opportunity—and requires its inclusion in publications and advertisements used for recruitment of students and employees.

Full Statement

The University of Oregon is an equal-opportunity, affirmative-action institution committed to cultural diversity and compliance with the Americans with Disabilities Act. This publication will be made available in accessible formats upon request. Accommodations for people with disabilities will be provided if requested in advance.

Shorter Statement

For university stationery and position announcements

An equal-opportunity, affirmative-action institution committed to cultural diversity and compliance with the Americans with Disabilities Act

Minimal Statement

For newspaper and journal position advertisements and other printed materials where space is very tight.

EO/AA/ADA institution committed to cultural diversity

FACULTY

Faculty is a singular noun and requires a singular verb unless there's more than one faculty. It refers to a collective body of people.

The university faculty is large and vocal.

but

The faculties at the University of Oregon and Oregon State University differ greatly.

Use faculty member (singular) or faculty members (plural) to refer to individuals.

Consult your advisor or another faculty member in your department.

The advisory group consists of four faculty members and one student.

GRADE POINT AVERAGE

Use two digits after the decimal when stating a grade point average (GPA):

2.50 [not 2.5]

4.00 [*not* 4.0]

HIERARCHY AND TRADITION

Traditionally, academic units are called *colleges* or *schools*, *departments* or *programs*, and occasionally areas. Exceptions that already exist should be regarded as anomalies rather than as models.

Lundquist College of Business

School of Law

Printing and Mailing Services

University of Oregon Libraries (Knight Library is the name of a building)

MASTER OF ACCOUNTING

The correct abbreviation for the Master of Accounting degree is MActg. The "MAcc" abbreviation is only used when referring to the Master of Accounting program. If unsure, spell out Master of Accounting.

STAFF

Staff is a singular noun and requires a singular verb unless there's more than one staff. Like faculty, it refers to a collective body of people.

Welcome to our staff.

Some staffs have 30 employees, some only one.

Use staff member (singular) or staff members (plural) to refer to individuals.

Do you need one staff member or two this weekend?

Our staff members are always ready to help you.

WRITING GUIDELINES

Capitalization

IN THIS SECTION

- Academic and Administrative Titles
- Groups of People
- Things

ACADEMIC AND ADMINISTRATIVE TITLES

Capitalize the principal words in a title that appears before the name of a particular person. Don't capitalize a title elsewhere.

Vice President Robin Holmes

but

Robin Holmes, vice president for [not of] student life

Assistant Professor Keith Kirby

but

the assistant professor or Keith Kirby, assistant professor

An exception is in the heading or closing of a letter:

Keith Kirby

Assistant Professor

When a title is used as an appositive before a name, not as a part of the name but as a descriptive tag, it is lowercased.

Professor John Chalmers

Associate Professor Linda Krull

but

finance professor John Chalmers

associate professor of accounting Linda Krull

President John Wesley Johnson

but

UO president John Wesley Johnson

GROUPS OF PEOPLE

The names of racial, linguistic, tribal, religious, and other groups of people are capitalized. Don't hyphenate them.

African American or Black

Alaska Native

American Indian or Native American

Asian (from the Far East, Southeast Asia, India, China, or Korea)

Asian American

Caucasian or White

Chicana, Chicano

Hispanic

Latina, Latino

Mexican American

North African

Pacific Islander

people of color

people with disabilities [not the handicapped, the disabled, or the differently abled]

THINGS

Capitalize only the formal names of departments, institutes, schools, centers, and government agencies. Don't capitalize words that aren't part of the formal names.

Some administrative units include the full name of a person. In such cases there are two acceptable informal names.

Formal

Charles H. Lundquist

College of Business

Informal

the Lundquist College

or the college

Only a few offices include University of Oregon in their official names. They also have two references, formal and informal.

Formal

University of Oregon

Alumni Association

University of Oregon

Foundation

Informal

the association

the foundation

WRITING GUIDELINES

Numbers

IN THIS SECTION

- Cardinal and Ordinal Numbers
- Dates
- Money
- More Than, Fewer Than
- Percent
- Telephone Numbers

CARDINAL AND ORDINAL NUMBERS

In most cases, spell out figures from zero through nine except in cases such as scientific matter dealing with physical quantity, scores for sporting events, or when speaking of academic credit or course numbers. Always use figures with percent.

one course

three terms

two semesters

but

1.5 milliliters

0.3 credits

HIST 101

5 percent

Write numbers 10 and greater as numerals.

Write out numbers at the beginning of a sentence, or rewrite the sentence so that it doesn't begin with a number.

With the exception of years and test scores, four-digit and greater numbers should always have a comma after the thousand position.

With the exception of first through ninth, do not spell out ordinal numbers.

Gwen stole second base in the top half of the first inning.

18th- and 19th-century literature is his specialty.

DATES

Don't use a comma in dates giving only the month and year.

January 1995

Use two commas to set off the year in dates giving the month, day, and year.

Does July 5, 1909, ring a bell?

Use an en dash instead of a hyphen between the first and second number to denote inclusive dates. When the century or the millennium changes, all the digits are repeated.

The 1999-2000 catalog is missing from the archive.

She served a term in 2000-2001.

When writing inclusive dates between, for instance, 2001 and 2009, don't include the 0 after the en dash (zero is a place holder with no value).

The professor was on leave during 2006-7.

Inclusive dates after 2009 revert to the two-digit standard.

The provost returns for the 2015-16 academic year.

Except in formal invitations, use cardinal rather than ordinal numbers for the date.

The ceremony is scheduled for October 16, 2001.

but

You are cordially invited to attend the inauguration of the President of the United States on the Sixteenth of January, Two Thousand and Sixteen.

In general, don't use on with a date or day. Occasionally you need to include on to avoid confusion.

Commencement will be Saturday, June 12.

but

He performed in 1776 on August 12, 2012.

MONEY

Use figures for fractional amounts of more than one dollar. Use zeros after the decimal point for whole-dollar amounts only when they appear in the same context with fractional amounts.

The ticket prices are \$5.00 for general admission, \$3.50 for students and senior citizens.

\$7.95

\$2

\$4,020

\$100,000

\$1.5 million

MORE THAN, FEWER THAN

Don't use *over* or *under* when referring to numbers; use *more than* or *fewer than*.

PERCENT

Percent is one word. Always use figures with it. Use decimals, not fractions. The % symbol may be used in scientific data or tables.

8.25 percent [*not* 8-1/4 percent]

TELEPHONE NUMBERS

Separate numbers with hyphens, not dots.

6-5396

541-346-5396 [*not* 541.346.5396]

WRITING GUIDELINES

Portland Locations

IN THIS SECTION

- University of Oregon in Portland
- Lundquist College of Business in Portland

UNIVERSITY OF OREGON IN PORTLAND

When referring to the university's campus in Portland (not the building), use *University of Oregon in Portland*. On second reference, the *UD in Portland* is acceptable.

To describe the facility that houses the University of Oregon in Portland, use White Stag Block.

When addressing an envelope, use the following template:

NAME OF SCHOOL OR COLLEGE OR UNIT
UNIVERSITY OF OREGON IN PORTLAND
70 NW COUCH ST STE ____
PORTLAND OR 97209-4038

When writing the address within text (such as a listing in a brochure), use this template:

Name of School or College or Unit
University of Oregon in Portland
70 NW Couch Street Suite ____
Portland, Oregon 97209-4038

LUNDQUIST COLLEGE OF BUSINESS IN PORTLAND

When referring to the Lundquist College of Business's Portland location, don't say building. It is not a University of Oregon building, and we are one of many tenants. Instead use the following:

Portland location	Portland office
Portland presence	109 NW Naito

Note: The entrance to our Portland location is different from the mailing address.

Entrance Location

109 NW Naito Parkway

Mailing Address

University of Oregon
Lundquist College of Business–Portland
38 NW Davis, Suite 200
Portland, OR, 97209-4062

Punctuation and Usage

IN THIS SECTION

- Ampersand
- Apostrophe
- Colon
- Comma
- Dashes—Em and En
- Exclamation Point
- Hyphen
- Pronouns
- Punctuation in Lists
- Slash
- Spelling and Troublesome Terms
- Websites and URLs

AMPERSAND

The ampersand shouldn't be used as a replacement for and in nonabbreviated text. The ampersand may only be used sparingly in certain *abbreviations* or in the names of architecture, accounting, advertising, or law firms.

R&D (*but* research and development)

Q&A (*but* question and answer)

the law offices of Morgan, Lewis & Bockius

Ernst & Young

APOSTROPHE

Don't use apostrophes in plural nouns. This includes dates, such as 1870s and 1990s. The only time you need to use an apostrophe in forming a plural is to avoid ambiguity. For instance, if you're writing about letter grades, you may need the apostrophe to distinguish A's from the word As.

ifs, ands, or buts

dos and don'ts

but

Make sure you dot your I's and cross your T's.

The possessive for names or singular nouns ending in s is formed with an additional s.

The Lundquist College of Business's new Lillis Business Complex.

Dylan Thomas's poetry

COLON

The colon is often used to introduce a list or series. However, it's redundant to use a colon directly after such verbs as *are* and *include*.

COMMA

Use commas to separate all the items in a series of three or more ending in *and* or *or*.

DASHES—EM AND EN

The em dash indicates a break in the syntax of a sentence.

The en dash indicates continuing or inclusive numbers in dates, times, or reference numbers.

Quotes within the text get an em dash

“You cannot escape the responsibility of tomorrow by evading it today.” —Abraham Lincoln

EXCLAMATION POINT

Overuse of the exclamation point imparts an adolescent quality to most writing. Use it sparingly to express surprise, disbelief, or other strong emotion.

HYPHEN

Compound adjectives should be hyphenated to eliminate ambiguity of meaning. Otherwise, leave open.

first class mail

\$2 million grant

but

study-abroad programs

work-study student

The prefixes *anti*, *co*, *post*, *pre*, *non*, *multi*, and *re* generally don't require a hyphen unless followed by a proper noun.

antinuclear

codirector

postdoctoral

premajor
nonmajor
multidisciplinary
reconsider
but
post-Renaissance
non-English

However, *do* use a hyphen when coining a new word, indicating support, or distinguishing confusing terms and awkwardly formed words.

pro-feminist
re-create (as opposed to recreate)
pre-business [*not* prebusiness]

PRONOUNS

Avoid the use of awkward or unpronounceable pronoun combinations.

his or her [*not* his/her]
him or her [*not* him/her]
he or she [*not* s/he]

PUNCTUATION IN LISTS

When the items in a list are sentence fragments, no ending punctuation is necessary. When the items form complete sentences, a punctuation mark, usually a period or semicolon, may be used at their terminus. The style chosen for the list should be consistent. Do not mix and match sentence fragments and complete sentences within a list.

SLASH

The slash is used to separate alternatives, such as *and/or*. In most other cases, try to use words instead of the slash.

faculty or staff member [*not* faculty/staff]

Use a hyphen instead of a slash to link two words.

middle-secondary education [*not* middle/secondary]

SPELLING AND TROUBLESOME TERMS

The University of Oregon follows spelling and usage conventions in *The American Heritage Dictionary of the English Language*.

Use the first spelling listed, never the variant, except in official titles or proper names. If a compound noun isn't listed as one word, use two.

acknowledgment [*not* acknowledgement]
adviser [*not* advisor], but advisory
café
catalog [*not* catalogue]
classroom [*not* class room]
cliché
co-op [as opposed to coop]
commercialize
course work [*not* coursework]
database [*not* data base]
decision making
e-business [*not* eBusiness]
email [*not* E-mail or e-mail]
envelop [*not* envelope]

first hand [adjective]
first-hand [adverb]
fieldwork [*not* field work]
flier ['a paper handout' or 'a person who flies,' *not* flyer]
fundraising [*not* fund-raising]
GPA [*not* G.P.A.]
grassroots [*not* grass-roots]
gray [*not* grey]
hands-on experience
Hawaii [*not* Hawai'i]
internet [*not* Internet]
judgment [*not* judgement]
livestream [*not* live stream or live-stream]
MActg [*not* MAcc] when referring to degree
MAcc [*not* MActg] when referring to program
MBA [*not* M.B.A.]
marshaling [*not* marshalling]
merchandise [*not* merchandize]
online [*not* on-line]
Pac-12
percent [*not* per cent]
RSVP
real-world experience
résumé [noun] or resume [verb]
shoemaking [*not* shoe making]
theater [*not* theatre]
toward [*not* towards]

traveling [*not* travelling]

web [*not* Web]

website [*not* web site or web-site]

WEBSITES AND URLS

Both URLs and email addresses need to be copied exactly—including punctuation, capitalization, and spacing. It is not necessary to include 'http://www' in URLs.

Brevity and simplicity are best, so the preferred URL form is the shortest and simplest that works. Check that the URL works in web browsers as listed in your text document.

Avoid breaking URLs over two lines.