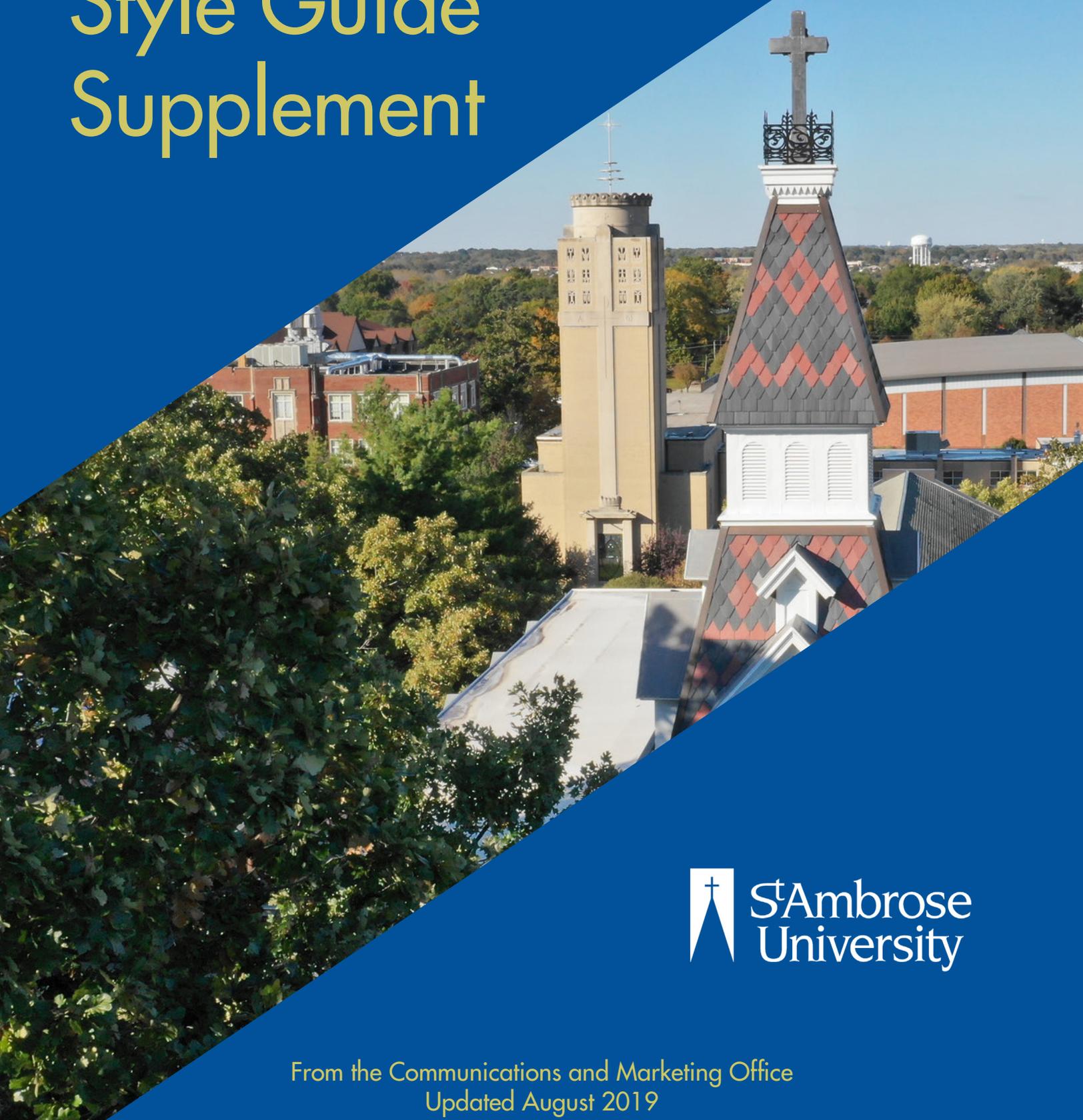


Editorial and Style Guide Supplement



From the Communications and Marketing Office
Updated August 2019

SAU at a Glance



Small, private, non-profit and Catholic, St. Ambrose University has a 138-year history of faith service learning and a curriculum that offers both a liberal arts foundation and a strong professional focus. A St. Ambrose education enables students to seek a lifetime of experiences that will enrich their own lives and the lives of others.

Located in Davenport, Iowa, St. Ambrose offers more than 60 undergraduate majors, 14 master's programs and three doctoral programs. It annually serves more than 3,000 students from across the Midwest, U.S. and the world.

Alumni routinely tell us the St. Ambrose experience empowers and inspires students by supporting and encouraging personal growth within a welcoming and inclusive community. An SAU education promotes service and values social justice, while also encouraging every Ambrosian to explore their own path, challenge old assumptions and question easy answers. St. Ambrose hopes its students will grow from failure, overcome challenges and stay true to what they value, no matter how difficult that may be.

SAU at a Glance

St. Ambrose offers a curriculum built to help students succeed in the professional world, one taught by dedicated professors with a strong understanding of the skills, knowledge, and, most importantly, character traits the workplace values most:

- Our **College of Business** features an innovative business and healthcare sales degree, marketing programs focused on new digital opportunities and an international business perspective that thrives in a global economy.
- The **Center for Health Sciences Education** is home to doctoral programs in physical and occupational therapy and a master's in speech-language pathology. These are among the most highly regarded and innovative such programs in the region. SAU also is filling voids in regional healthcare through one of only four master's programs for physician assistants in Iowa. Several nursing degree options also are filling an essential community need and an online Master of Public Health degree program is helping shape the industry. Our health sciences students participate in interdisciplinary team focused clinics that provide health care to community members in need.
- Our **College of Arts & Sciences** helps artists flourish, performers entertain, and communicators convey. It creates scientists and engineers who investigate and create, as well as theologians and philosophers who think, question and explore. More than that, our liberal arts foundation creates critical thinkers across the curriculum, a skill employers value most of all.

From its very beginning, this Diocesan, community-based institution has been focused on the diverse educational goals of a diverse group of students. Yet, it never has strayed from its core mission of enriching the lives of students who are drawn to our caring community and driven to carry that empowering sense of empathy and a commitment to service throughout their lives.

Compassion and empowerment define the St. Ambrose experience.

Style Guide Supplement



SAU Publication Schedule

- Scene magazine is published three times each year.
- The AmbroseZine e-zine is published in the final week of each month.
Standard deadline: third Thursday of each month.

Key Style Points

- St. Ambrose and St. Ambrose University are preferred references. Use SAU and Ambrose sparingly and, for SAU, be certain the reference does not pre-date the change to university status in 1987.
- As a general rule, write in past tense, following conventional newspaper style. Use the attribution “said” as opposed to “says” in all but the occasional long-form feature.
- The title president should **not** be used in front of Sr. Joan’s name. **Recommended: Sister Joan Lescinski, CSJ, PhD, the president of St. Ambrose University.** Option: The St. Ambrose University president, Sister Joan Lescinski ... Not acceptable: President Joan Lescinski, CSJ, PhD. On second reference, she prefers Sr. Joan for institutional use. For publications such as the Scene and Ambrosian, Sr. Lescinski is preferred.
- Cabinet members are referred to as vice president **for**, not **of**.
- **Use last names in all second references.** Limited exceptions for students.
- **Do not include periods in acronyms such as US, QC, PhD, AP, etc. ...**
- **Use Dr. only in reference to medical doctors**, per AP style preference. For professors and administrators with doctorates, we will use PhD on first reference. **Ex.: Rich Legg, PhD.** Other terminal degrees such as J.D., DPT, OTD etc., should be so noted. Note: This does not apply to the honorifics “Fr.” and “Sr.” We will continue to use those in all appropriate instances in opposition to AP style. Further, it is Rev. Thomas Hennen, not the Rev. as preferred by AP
- Do not hyphenate **vice president** or **Quad Cities**, except where proper names use hyphens, i.e.: Quad-City Times.
- If listing a **telephone number**, use all dashes: 563-333-6294. Use long dashes when setting off clauses within sentences. The ellipsis should be used only to indicate an edited quote.
- **Class years:** For graduates, list the graduation year, followed, if applicable, by post-graduate degrees. Example: Jon Turnquist '92, '10 MOL. For couples who both attended St. Ambrose, avoid repeating the last name: **John '84 and Jamie (Taylor) Smith '85.** Note the parentheses around the maiden name. When only the male is an alumnus, don't list the wife's maiden name
- **Heads and subheads:** Upper case in all instances.
- **Caps for academic departments.**

Religious References

DEITIES: Capitalize the proper names of monotheistic deities: God, Son of God, the Father, the Son, Jesus Christ, the Redeemer, the Holy Spirit. Also: Allah. Lowercase pronouns relating to the deity. Lowercase gods in referring to the deities of polytheistic religions.

LIFE OF CHRIST: Capitalize the names of major events in the life of Jesus Christ in references that do not use his name: The doctrines of the Last Supper, the Crucifixion, the Resurrection and the Ascension. But lowercase when the words are used with his name: The ascension of Jesus Also apply the principle to the events in the life of his mother.

RITEs: Capitalize proper names for rites that commemorate the Last Supper or signify a belief in Christ's presence: the Lord's Supper, Holy Communion, Holy Eucharist. Lowercase the names of other sacraments. Capitalize Benediction and Mass, but lower case modifiers of the latter: high Mass, low Mass, requiem Mass.

HOLY: Capitalize the names of holy days: Christmas, Easter, etc. Capitalize Holy Communion, Holy Father, Holy See, Holy Spirit, Holy Week.

PAPAL REFERENCES: Holy Father, Holy See. Preferred style is lowercase pope, unless used as a formal title: Pope Benedict XVI.

PRIEST REFERENCES: As with pope, use cardinal, archbishop, bishop and monsignor in lowercase unless used in a formal title. The Most Rev. Thomas Zinkula is our preferred style for a bishop. A.P. does not recognize the use of the term Father, but C&M publications will use the designation Fr. on all additional references: Fr. Grant.

SACRAMENTS: Capitalize the proper names for a sacramental rite that commemorates the life of Jesus Christ or signifies a belief in his presence: the Lord's Supper, Holy Communion, Holy Eucharist. Lowercase the names of other sacraments: baptism, confirmation, reconciliation, matrimony, holy orders and the anointing of the sick.

SAINT: Abbreviate as St. in the names of saints and cities. St. Jude, St. Paul, Minn., and, of course, St. Ambrose University. **Critical exception:** When referring to Ambrose of Milan, spell out Saint Ambrose to distinguish from the university.

NUNS: Use Sister with first and last name on first reference. Use Sr. with last name on second reference. (See exceptions for Sr. Joan on page 1.)



academic degrees

Lowercase and apostrophes should be used in bachelor's, master's, etc. Full degrees such as Bachelor of Arts and Master of Psychology should be upper-cased without possessive. Abbreviations are acceptable for BA, MA, LL.D and PhD. Do not use periods. The following are the correct abbreviations for master's and doctoral degrees at SAU (Note: SAU style excludes use of periods):

MAcc – Master of Accounting
MBA – Master of Business Administration
MCJ – Master of Criminal Justice
MEdT - Master of Education in Teaching
MEA – Master of Educational Administration
MSEP – Master of Science in Exercise Physiology
MOL – Master of Organizational Leadership
MPH – Master of Public Health
MPTTh – Master of Pastoral Theology
MSCJ – Master of Science in Criminal Justice
MSITM – Master of Science in Information Technology Management
MSNA – Master of Science in Nursing Administration
MSLP – Master Speech-Language Pathology
MSW – Master of Social Work
MPAS – Master of Physician Assistant Studies
DBA – Doctor of Business Administration
DPT – Doctor of Physical Therapy
OTD – Doctor of Occupational Therapy

academic departments

Upper case academic departments, but not majors and academic programs.

ACCEL

Refers to Adult College Curriculum for Education and Leadership program. However, the use of the name ACCEL is currently in question. Please refer to it as the St. Ambrose Adult Learning Program.

accreditation/accreditations

Not accreditation. St. Ambrose University is accredited by the Higher Learning Commission and a member of the North Central Association.

admissions

Capitalize the formal name (Office of Undergraduate Admissions or Graduate Student Admissions) but not the casual admissions office. The recruitment officers are admission (not plural) counselors

adjunct faculty

People not on tenure track whose association with the university is permanent.

Advancement Office

Home to the gift planning staff. Located in Alumni House, 1527, North Brady St., Davenport.

adviser

Not advisor

ages

Always use figures: The student is 19 years old. The student, 24, has a daughter 6 months old. Ages used as a noun or an adjective before a noun require hyphens: The 19-year-old student ran for office. See compound modifiers. An age range requires no apostrophe: The instructor was in her 30s.

alma mater

Use in lowercase without italics.

alumni

Alumnus refers to one male who attended a college or to a former student of unspecified gender. Alumna refers to one female. Alumni refers to two or more former students, all or some of whom are male. Alumnae refers to two or more females. Alumni who have changed their names since graduating, such as alumnae who assumed the last name of their husbands, will be listed by both the new name and the name by which they were known while attending St. Ambrose.

Alumni House

Home of Advancement Office and the Office of Alumni Engagement, located at 1527, North Brady St., Davenport. Purchased from the Diocese of Davenport in 1995.

Ambrose Dome

Two words, both capitalized. Indoor athletic facility on North Brady Street purchased by the university in the spring of 2011.

anniversaries

Use lowercase for centennial, sesquicentennial, bicentennial when referring to general anniversaries. St. Ambrose will celebrate its sesquicentennial in 2032. It will celebrate its 50th anniversary as a co-educational institution in 2018.

area codes

Follow the new A.P. style using hyphens only in telephone numbers. 563-333-6294.

athletics

Officially, St. Ambrose teams are the Fighting Bees. Bees is acceptable on second reference.

Use proper named facility titles when possible. Lee Lohman Arena. O'Rourke Field House. Stephen and Shelagh Roell Indoor Track. St. Vincent's Athletic Complex. Ray Shovlain Athletics Office Suite.

SAU teams compete in Division II of the National Association of Intercollegiate Athletics. NAIA is acceptable on all references. The football team competes in the Midwest League of the Mid-States Football Association. Baseball, basketball, cross country, golf, soccer, softball, track and field and volleyball teams compete in the Chicagoland Collegiate Athletic Conference. CCAC is acceptable on second reference. The bowling, swimming and diving, lacrosse, esports, athletic bands, cheer-leading and dance teams compete in the NAIA but are not affiliated with the CCAC.

b

bachelor's degree

(See academic degrees.)

basement

Generally, use lower level instead.

Board of Trustees

Capitalize in most university references. Consult with SAU director of publications before contacting a board member. On first reference, refer to trustees as St. Ambrose University Board of Trustee member.

buildings, facilities

University facilities, with the years they were built or opened in parentheses: Ambrose Hall (1882), Bookstore (1997*), Christ the King Chapel (1952), Cosgrove Hall (1968), Davis Hall (1922), Galvin Fine Arts Center (1969), Hayes Hall (1966), Kreiter Hall (2012*), LeClaire Hall (1916), Lewis Hall (1929), Library (1995), McMullen Hall (1940), PE Center (1981), Rogalski Center (2005), McCarthy Hall (2008), Wellness and Recreation Center (2017).

Student residences by name, with the years they were built or purchased in parentheses: Andrews House (1990), Bechtel Hall (2004), Cosgrove Hall (1968), Davis Hall (1922), Franklin Hall (2005), Hagen Hall (2000), Hayes Hall (1966), McCarthy Hall (2008), North Hall (2012), Rohlman Hall (1959), Strub House (1990), Schneider House (1990), Tiedemann Hall (1996).

Off-campus facilities by name, with addresses and the years they were built or opened in parentheses: Alumni House (1527, North Brady St., Davenport, 1995*), Center for Communications and Social Development (1310, West Pleasant St., Davenport, 2007*), Center for Health and Sciences Education at Genesis (1320, West Lombard St., Davenport, 2010), Children's Campus (1301 West Lombard St., Davenport 1983*), Menke Observatory (Wapsi Environmental Center, Dixon, Iowa, 1994), Professional Development Center* (1950 E. 54th Street, Davenport, 2004). Do not use ACCEL or 54th Street campus.

(* indicates building was purchased and opened in that year.)
before contacting a board member. On first reference, refer to trustees as St. Ambrose University Board of Trustee member.

C

campaign

Capitalize when referring to the full title of a major university fundraising drive, such as: The Campaign for St. Ambrose. Use lowercase when using campaign alone.

capitalization

Capitalize only proper names. Avoid capitalizing generic terms.

- academic calendar — Do not capitalize academic semesters: *fall semester*.
- academic departments/subjects — Capitalize academic departments. Do not capitalize courses unless a word is a proper noun. *He is studying photography in the Art Department. But: English.*
- administrative offices — Do not capitalize units unless using the full proper name of the department.
- class titles — Use lowercase: sophomore, junior senior and first-year. Avoid the use of freshman.
- colleges — Capitalize full names of colleges, schools, offices and departments.
- committee names — Capitalize full names, lowercase otherwise.
- degrees — Lowercase: *bachelor of arts, master's degree, doctorate*.
- departments — Capitalize formal name of departments.
- majors — Lowercase all majors, with the exception of languages: *marketing, communications, finance, international relations, Spanish, English*.
- programs — Uppercase programs: *Computer Science, Interior Design, Musical Theater*.

center

Capitalize when using as an official name: *Career Center, Center for International Education*.

Chair

Preferred over chairperson. Chairman and chairwoman are not acceptable.

Children's Campus

Use possessive.

cities, states

Identify most cities by state. Ex.: Bettendorf, Ia. Among the Quad-Cities, Davenport is the only exception. Follow A.P. style when referring to commonly known large cities such as Chicago and St. Louis or if the state's name is included in the city name, i.e: Iowa City. Use comma after the state unless ending a sentence. For Scene only, spell out the names of all states.

classes

Class of 1980, but 50th reunion class.

colleges, schools

St. Ambrose University consists of three colleges and two schools:

- College of Arts and Sciences
- College of Business
- College of Health and Human Services (note this is a 2012 change from the College of Education and Health Sciences)
- School of Education
- School of Social Work

commencement

Lowercase is all references. *Spring Commencement*.

composition titles

In a departure from A.P. Style, we will set off in italics all titles of books, films, magazines, newspapers, songs, plays, television programs and works of art.

convocation

Generally, use lowercase: *president's convocation*.

course names

Lower case, no quotation marks or italics.

d-e-f

dean's list

Lowercase, possessive

doctor

The honorific Dr. will be used only in rare exceptions in St. Ambrose publications. It should be used only in reference to medical doctors and never on second reference. In most situations, the phrase Daniel Broderick '82, MD, will be followed by Broderick on second references. Persons with doctoral degrees will be noted, and only on first reference, as follows: Aron Aji, PhD.

dormitories or dorm

Generally avoid these terms. The preferred term is residence halls.

emeritus

Not the same as retired. The titles emeritus (male) or emerita (female) are bestowed on many, but not all, retiring faculty. Place the word emeritus after the formal title: professor emeritus of biology, president emeritus, dean emerita of Arts & Sciences. Emeriti (all men or both men and women) and emeritae (all women) are plural nouns.

ethnic references

Preferred terms:

- American Indian
- Asian
- Asian-American
- black
- Hispanic
- Mexican-American
- white

faculty

When used alone, treat it as a singular noun. When referring to the people who make up the faculty, say *faculty members*.

first-year student

Use instead of freshman.

fiscal year

St. Ambrose University's fiscal year runs from July 1 through June 30.

Fulbright scholar program

The two main categories for U.S. applicants/recipients of these awards for international educational exchange are the Fulbright Student Program (for graduating seniors, young professionals, artists and graduate students) and the Fulbright Scholar Program (for faculty and professionals).

Fundraising, fundraiser

One word in both cases.

g-h-i-j

Galvin Fine Arts Center

Build in 1969, includes Allaert Auditorium, Madsen Hall, the Catich Gallery and Studio Theatre. Use full name in most references.

gender

If possible, avoid words that assume maleness. Use *humanity*, instead of *mankind*. Male pronouns (*he*, *his*) acceptable when the antecedent could be male or female — and are preferred over combination pronoun forms: *he or she*, *his/her*. A better option is plural forms: *they*, *theirs*. Avoid neutral construction that calls attention to itself. Avoid manufactured words such as *spokesperson*, *chairperson*.

Homecoming

Use caps when the reference is St. Ambrose specific: Homecoming 2012, St. Ambrose Homecoming queen Robin Burleson Ruetenik. In generic reference, don't capitalize.

junior, senior

Use full words when referring to a class status. Abbreviate as Jr. and Sr. with full names. Do not precede, or follow with, a comma: Howard Smith Jr.

k-l-m

KALA-FM

Public, non-profit, 10,000-watt FM (88.5) radio station owned by SAU, enlists student and community disc jockeys to broadcast 24 hours a day, including music, news and live broadcasts of SAU sports. Do not call it the campus radio station. Refer instead to the public radio station on campus.

Latin honors

Italic type, lowercase: *cum laude, magna cum laude and summa cum laude.*

Lee Lohman Arena

Official name of gymnasium located inside the Wellness and Recreation Center.

library

Refer to as the St. Ambrose University Library or the library.

mission statement

Both words lowercase. The SAU mission statement is: *St. Ambrose University—independent, diocesan and Catholic—enables its students to develop intellectually, spiritually, ethically, socially, artistically and physically to enrich their own lives and the lives of others.*

n-o-p-q-r

nonprofit

No hyphen.

online

One word.

PhD (see academic degrees and doctor)

No periods.

Physician Assistant program

The proper program name is Master of Physician Assistant Studies program.

postseason

One word, no hyphen.

Quad Cities

No hyphen, except in formal company names.

Residence Life and Housing Staff

The following titles and acronyms should be used:

- Resident Advisor (RA)
- Academic Community Advisor (ACA)
- International and Spiritual Student Ambassadors
- Student Hall Manager
- Summer Housing Assistant (SHA)

Room numbers

As follows: *Ambrose Hall, Room 120*

S

St. Ambrose University

St. Ambrose University, St. Ambrose and SAU are acceptable uses when referring to the university. Limit use of Ambrose to quotes. Use SAU sparingly and, if you do, be certain the reference does not pre-date the change to university status in 1987.

SAUtv

Use as indicated, with SAU capped and tv lowercased. SAUtv produces local shows and carries cable programs with an education and fine arts focus. St. Ambrose programs include Dateline SAU, a student-produced newscast for university events; and live SAU athletic games and pre-game shows. Selected SAUtv programs are also available throughout the region on Mediacom Cable's MC22 channel.

seasons

All four seasons should use lowercase: spring, summer, fall and winter. Uppercase all words in a formal name: SGA Spring Fling. Do not capitalize informal names such as spring semester, spring break.

semester

St. Ambrose has three, fall, spring and summer.

Staff

Used alone, it is a singular noun.

states

Preferred abbreviations: Ala., Ariz., Ark., Calif., Colo., Conn., Del., D.C., Fla., Ga., Ill., Ind., Kan., Ky., La., Md., Mass., Mich., Minn., Miss., Mo., Mont., Neb., Nev., N.H., N.J., N.M., N.Y., N.C., N.D., Okla., Ore., Pa., R.I., S.C., S.D., Tenn., Vt., Va., Wash., W. Va., Wis., Wyo. Never abbreviate: Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas and Utah. Spell out all state names in Scene magazine stories.

STEM, S-STEM

STEM is the acronym for the growing interdisciplinary field of study combining science, technology, engineering and mathematics. S-STEM refers to a National Science Foundation scholarship program. St. Ambrose received a \$600,000 S-STEM grant over five years in the spring of 2012.

t-u-v-w

theatre

The preferred spelling for St. Ambrose programs, productions, and locations.

under way

Two words in virtually all uses.

Veterans Recruitment and Services

No possessive in Veterans. Natalie Woodhurst '16 is the coordinator of Veterans Recruitment and Services.

vice president

No hyphen.

vision statement

Both words lowercase. Created in 2009, the St. Ambrose University Vision Statement reads: St. Ambrose will be recognized as a leading Midwestern university rooted in its diocesan heritage and the Catholic Intellectual Tradition. Ambrosians are committed to academic excellence, the liberal arts, social justice and service.

visiting professors, visiting instructors

Temporary hires for sabbatical replacements or occasional courses.

web page

Two words.

website/webcast

One word, lower-case.