Style Guide
Fall 2014

College of
there’s no college like it.
College of doing things differently.

Introduction

Unless noted, follow Associated Press style. Terms are alphabetized by the first letter of their titles. If no directions follow the entry, spell out on all references.
John Smith, who has a doctorate in Academic Affairs

On all subsequent references, the abbreviation is acceptable.

Academic Affairs

Avoid abbreviations and try to incorporate into phrasing as such:

John Smith, who has a doctorate in Academic Affairs.

When referencing those who advise or direct the work of students in the academic process, use advisor.

For all other references, use adviser.

alma mater

alum, alumna, alumni, alumnus

An alumna refers to a woman who has graduated from school.

An alumnus refers to a man who has graduated from school.

Alumni refers to a group of women that has graduated from the same school.

Alumni refers to either a group of men or a mixed gender group that has graduated from the same school.

academic degrees

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John Smith, who has a doctorate in Academic Affairs.

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For all other references, use adviser.

bachelor’s degree

bachelor's degree

See academic degrees.

Athletic Hall of Fame Award

bachelors degree

See academic degrees.

Butler Gymnasium

Spell out on first reference and use either Butler Gym or Butler on subsequent references.

capitalization

Use only for proper nouns. For example, after using Doane College on first reference, do not capitalize college on subsequent reference.

Cassel Open Air Theatre

Spell out on first reference and use Cassel Theatre on subsequent references.

Chab Weyers Education and Hixon Lied Art Building

Spell out on first reference. Use the Art and Education building or ArtEd on subsequent references. For specific spaces within:

Dredla Education Offices

Spell out on first reference. Use Dredla Offices on subsequent references.

Farley Korff Plaza

Basement-level outdoor patio on the northwest corner of the building. Spell out on first reference and use Korff Plaza on subsequent references.

Farley Korff Welcome Center

Basement-level indoor lounge in the west end of the building. Spell out on all references and use Korff Welcome Center on subsequent references.

College Heights Country Club

Spell out on first reference and use College Heights on subsequent references.

College Park

Education building housing, among others, Doane’s School of Graduate and Professional Studies.
Doane Forensics
The college's intercollegiate speech competition team. Spell out on first reference. Use forensic team on subsequent references.

The Doane Owl
Spell out on first reference. Use *The Owl* on subsequent references.

doctor
Use *Dr.* on first reference for those working in medical professions. For others who hold doctorate degrees, make sure to reference their specialty when it is not apparent. Use only on first reference.

Don Nyrop Great Hall
See Perry Memorial Campus Center.

Dredla Education Offices
See Chab Weyers Education and Hixson Lied Art Building.

Dredla Research Speaker Series
Spell out on first reference. Use *Dredla Series* on subsequent references.

Dutchter Fitness Center
See *Furher Field House*.

**Education Specialist**
An advanced academic degree resulting in administrative certification as a superintendent or other district-level positions requiring certification beyond the principalship. Spell out and capitalize on all references. If an abbreviation is necessary, use *Ed.S.*

Excellence in Teaching Award

Exceptional Service Award

**Facilities Office**
Doane's technical division with the following offices: Construction Services, Custodial Services, Facilities Operations, Grounds and Fleet Services and Maintenance Services. Use *Facilities Office* when referring to the group as a whole. Otherwise, mention the specific office.

Faculty Award for Distinctive Scholarship

Farley Korff Plaza
See Chab Weyers Education and Hixson Lied Art Building.

Farley Korff Welcome Center
See Chab Weyers Education and Hixson Lied Art Building.

Fiske Lodge
See Memorial Stadium.

Fred Beile Arena
See Furher Field House.

Frees Hall

Fred D. Brown Center
Spell out on first reference. Use *Brown Center* on subsequent references.

Furher Field House
Following Associated Press style, *field house* is two separate words. On first reference, use *Furher Field House* and on subsequent references *Furher* or *field house* may be used. For specific spaces within:

Dutchter Fitness Center
Fred Beile Arena
Spell out on first reference and use *Beile Arena* on subsequent references.

Hansen Leadership Hall

Hansen Speaker Series
Spell out on first reference. Use *Hansen Series* on subsequent references.

Heckman Auditorium
See *Communications Building*.

**Help Desk**

**Honor D Award**

**Information Technology**
Spell out on first reference and use *IT* on subsequent references.

Jessica Jacobs
See *Jacobs, '99*. Jacobs was a writer.

Joy Johnson and Mary Jones were sisters. Ann was an artist. Scholarships for individual students have specific criteria. See academic degrees for individual rules.

**Joe M. and Elizabeth Ledon Softball and Baseball Complex**
Spell out on first reference. Use *Ledon Complex* on subsequent references. Identify the baseball or softball field specifically when appropriate.

**Hixson Lied Art Building**

**Hixson Lied Plaza**

**Hixson Lied Art»

Joe M. and Elizabeth Ledon Softball and Baseball Complex

Kitty M. Perkins Fitness Center

Newburgh Held Tennis Complex

Rick and Wanda Gibson Hall of Fame Room
Spell out on first reference and use *Hall of Fame Room* on subsequent references.

KDNE
The call letters for Doane's student-run radio station, 91.9 FM.

Kitty M. Perkins Fitness Center

**Learning Commons**
See *Perkins Library*.

**Leroy W. & Bertha L. Hood Training Center**

Fred Beile Arena

Fred D. Brown Center

**Facilities Office**

Gaylord Hall
Spell out on first reference and use *Gaylord* on subsequent references.

George and Sally Haddix Recreation and Athletic Center
Spell out on first reference and use *Haddix Center* or *Haddix* on subsequent references of the building as a whole. For specific spaces:

Bob Erickson Court
Spell out on first reference and use *Erickson Court* on subsequent references.

Brian S. Campbell Cardio Fitness Center
Spell out on first reference and use *cardio and fitness center* on subsequent references.

Kitty M. Perkins Fitness Center

Newburgh Held Tennis Complex

**Lied Science and Mathematics Building**
Spell out on first reference. Use *Lied Building* or *Lied* on subsequent references.

**Information Technology**
Spell out on first reference and use *IT* on subsequent references.

**Lied Science and Mathematics Building**

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**Martin Maintenance Building**
Spell out on first reference. Use *Martin Building* on subsequent references.

**Masters' programs**
Advanced degrees offered through School of Graduate and Professional Studies (GPS). The college has five such programs: Master of Arts in Counseling (MAC); Master of Arts in Management (MAM); Master of Arts in Counseling with an emphasis in School Counseling (MACSC); Master of Education in Curriculum & Instruction (MECI); Master of Education in Educational Leadership (MEEL).

Use the complete spellings on first reference and abbreviations on subsequent references. See academic degrees for individual rules.

**Memorial Stadium**
Use Memorial Stadium when talking about the entire sports complex at the School of Arts and Sciences in Crete, which includes Doane's football field and outdoor track. Identify specific spaces when possible:

Al Papik Field
Use when specifically referencing the football field. Use *Papik Field* on subsequent references.

Fiske Lodge
Use when specifically referencing the admission/concession stand.

Navajo Leadership Award

**Navajo Leadership Award**

**Newburgh Held Tennis Complex**

Office of Admission
Spell out on first reference. Use *Admission Office* or *Admissions* on subsequent references.

Office of Advancement
Spell out on first reference. Use
Today’s news topics are the Quads. Spell out when referring to both dormitories. Burrage Hall, the larger of the two quad buildings, should be spelled out on first reference. Burrage is acceptable on all subsequent references. Colonial Hall, the smaller of the two, follows the same rules.

School of Arts and Sciences
Housed at Doane’s original campus in Crete and established in 1872 to serve traditional residential undergraduates pursuing bachelor’s degrees.

Use when necessary to distinguish from Doane’s school for adult learners and graduate students, the School of Graduate and Professional Studies. Spell out on first reference. Use Arts and Sciences on subsequent references.

Rick and Wanda Gibson Hall of Fame Room
See George and Sally Hadlack Recreation and Athletic Center.

room designation
When referencing a specific room in any campus building, generally, use the first word of the building name and then the room’s number: Gaylord 500, Communications 67, Lied 129.

For buildings with lengthy names, use the word saved for subsequent references: AV/Ed 251, Haddox 2160.

Osterhout Arboretum
The 300-acre School of Arts and Sciences campus in Crete doubles as Nebraska’s first college tree sanctuary. Spell out on all references.

Oxford comma
Per Associated Press style, do not use a comma between the last two phrases when listing a series: The last three World Series winners are the St. Louis Cardinals, San Francisco Giants and Boston Red Sox.

Only use the extra comma when the series is so complex that it is needed to separate items: Nebraska’s first college tree sanctuary, the diplomats’ handshake and its aftermath, and the championship game.

Office of Strategic Communications
Formerly the Office of Communications and Marketing. Spell out on first reference. Use OSC on subsequent references.

Opening Convocation
Capitalize and spell out on first reference when mentioning the formal ceremony for first-year students, celebrating the beginning of their academic career. Use convocation on subsequent references.

Padour Walker Administration Building
Spell out on first reference and use Padour Walker on subsequent references.

Pappy and Debra Khouri Garden and Outdoor Classroom
Spell out on first reference. Use Khouri Garden and Classroom on subsequent references.

Paul Kersenbrock Humanitarian Award
Spell out on first reference. Use Kersenbrock Award on subsequent references.

Perkins Library
See Communications Building.

Perry Board Room
Service Bureau
Tiger Inn
Trobough Dining Rooms

Phone numbers
All phone numbers should not contain parentheses or hyphens. Rather, periods are used to separate the area code and last four digits: 402.826.6709.

Platt Alumni Music Award
Spell out on first reference. Use Platt Award on subsequent references.

President’s Award for Leadership
President’s Award for Navajo Language and Culture
Spell out on first reference. Use President’s Navajo Award on subsequent references.

President’s Office
The Quads
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Perkins Library
See Communications Building.

Perry Memorial Campus Center
Spell out on first reference. Use Perry Campus Center or Perry on subsequent references. Identify specific spaces when possible.

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Rail Art Gallery
See Communications Building.

Relay For Life
National cancer awareness fundraising event held at the School of Arts in Sciences in Crete, the site of the foundation’s first-ever college event. Per trademark, all words are capitalized. Spell out American Cancer Society Relay For Life on first reference. Relay For Life or Relay are acceptable on subsequent references.

Registrar and Institutional Research Office
Spell out on first reference. Use Registrar’s Office when specifically referencing the office that produces transcripts, publishes the college catalogs and processes registrations and grades. Use Institutional Research when specifically referencing the office that compiles data for admissions, census, enrollment, graduation, majors, national reporting and retention.

Rick and Wanda Gibson Hall of Fame Room
See George and Sally Hadlack Recreation and Athletic Center.

Room of the Foundation’s First-Ever College Fundraising Event Held at the School of Arts in Sciences in Crete

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School of Graduate and Professional Studies (GPS)
Started in Lincoln and expanded with locations in Grand Island (2003) and Omaha (2014), it serves adult learners pursuing bachelor’s degrees and graduate students in advanced and/or master’s degree programs.

Spell out School of Graduate and Professional Studies (GPS) on first reference. Abbreviate to GPS on subsequent references. If identifying by location is necessary, place GPS after the city the campus is located in: Grand Island GPS.

Serial comma
See Oxford comma.

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Serial comma
See Oxford comma.
before the first name: Drs. Jane Davis and Bob Howard.

When a title is substituted for a name in subsequent references, spell the title out: Gen. George S. Patton led troops during World War II. The general was noted for his fiery attitude.

After noting a title on first reference, it is not necessary on subsequent references.

Informal titles are not necessary to capitalize. Note the difference: Head Coach Matt Franzen has been at Doane for eight years. According to coach Franzen, the Tigers were ready for the football game on Saturday.

Trustee
Capitalized in all references.

Trustees Award for Distinguished Service
Spell out on first reference. Use Trustees Award on subsequent references.

Whitcomb Lee Conservatory
Spell out on first reference and use the Con on subsequent references.

Writing Center

Young Alumna Award/Young Alumnus Award
Gender specific. Spell out on all references.

Zenon C.R. Hansen Leadership Program
Spell out on first reference and use Hansen Leadership Program on second reference and HLP on all subsequent references.