

UC DAVIS

UNIVERSITY
COMMUNICATIONS
STYLE GUIDE



January 2008

About this Style Guide

Which is it: Bay Area or bay area? U.C. Davis or UC Davis? e-mail, E-mail or email? And what about those commas in a series—should you put one before the “and”? And does it matter?

Well, yes, it does. Stylistic consistency lets the reader concentrate on the content without being distracted by variations in spelling and punctuation from one page to the next. And it’s an invaluable tool for editors, who often edit material intended for a single publication but written by several people. Having a style guide to consult keeps editors from having to reinvent a rule every time a new publication (or a new writer) comes along. And adhering to an agreed-upon style gives each campus publication a “voice” that harmonizes with those from other departments, schools and colleges.

We all have individual preferences—in dress, in food, in how we write. The reason we have style rules is to ensure consistency from page to page, article to article, publication to publication. And although freedom of expression might certainly be enhanced if we all spelled and punctuated as the spirit moved us, the goal of communication would be badly served. Like every other style guide, the *UC Davis Style Guide* is an agreed-upon set of rules and conventions that we hope will make your job as editor a little easier.

This style guide serves as a supplement to two principal, widely circulated style guides: *The Associated Press Stylebook and Briefing on Media Law* (Perseus Publishing, Cambridge, Mass.) and *The Chicago Manual of Style* (The University of Chicago Press, Chicago, Ill.). Many entries in this style guide provide different directions for news releases and for campus periodicals such as *UC Davis Magazine* and *Dateline UC Davis*. Instructions for news releases deviate little from AP (Associated Press) style, because that is the style guide honored by most newspapers (with exceptions of their own, of course).

Instructions for campus periodicals—which we view as journalistic publications—are also largely based upon AP style, but defer to the *Chicago Manual* for several typographical considerations. (Wire services, for example, could not accommodate italic type, so AP relies exclusively on roman type and quotation marks to identify titles of works; most magazines, however, do use italic type and generally have greater typographic flexibility than do newspapers.)

In general, this style document looks to Associated Press for guidance in word usage, spelling, grammar, capitalization, and use of corporate names and trademarks, while the *Chicago Manual of Style* serves as a reference for academic and professional titles, word breaks and most punctuation (a notable exception

is the use of the comma in a simple series before the word “and,” which *Chicago* espouses and this guide does not). This guide also incorporates a number of style rules set forth in “*Writing About Music: A Style Sheet from the Editors of 19th-Century Music*” by UC Davis music professor D. Kern Holoman.

The dictionary of record for Public Communications is *Webster’s Third New International Dictionary* (Merriam-Webster Inc., Springfield, Mass.). It should be consulted (after first checking the *Associated Press Stylebook*) for spelling and hyphenation. It is the sole authority on word breaks.

Audience composition, ease in usage and, above all, consistency were the factors that determined which style to follow. In some cases, compromises were struck involving style recommendations of two or more sources. One or two University of California eccentricities and a few self-styled peculiarities also found their way into this guide.

Like the language itself, this style guide is in a state of flux. And although its objective is to resolve conflict and reduce confusion, this style guide almost certainly will provide fuel for further disagreement on some points and may increase confusion on others. If so, give us a call and let’s talk style.



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Key to Entries

This style guide is organized alphabetically, following the example of the *Associated Press Stylebook*. Here is a typical entry and accompanying explanation.

EXAMPLE:

names. In general, follow *Chicago Manual of Style* guidelines unless otherwise indicated.

CAMPUS DEPARTMENTS AND UNITS. Capitalize formal names (an exception to AP style) and lower-case informal references: **Department of History**; **history department**; but do say **English department**. For proper names of academic departments consult the *UC Davis General Catalog*; for names of non-academic departments and units check listings in the “campus departments” and “UCDMC” sections of the campus telephone directory. Also see *Chicago* 8.73.

MAJORS. See the separate **academic majors** entry.

EXPLANATION:

Entries, in **bold red type**, indicate lower case or capitalization as appropriate.

Some entries include one or more subordinate headings, in CAPS.

Examples of correct and incorrect usage are shown in **blue sans-serif Futura type**.

Body text, in Berkeley typeface, explains usage. Sources cited are shown in *italics*.

Some references to the *Chicago Manual of Style* include chapter and paragraph numbers. (Referrals to *Associated Press Stylebook* subject headings are listed within quotation marks.)

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abbreviations and acronyms. On first reference, spell out university names that may be unfamiliar to the particular audience you are addressing. University of California, Davis, may be necessary, for example, in press releases that are sent nationally. Note, however, that it is acceptable in all cases to refer to the Quad-rangle as the “Quad” on first and subsequent references. In general, avoid using acronyms that aren’t well known and avoid using a number of acronyms in one article. To introduce an abbreviation or acronym, run it in parentheses following the initial mention of the complete name if confusion is possible and if the second reference doesn’t closely follow the initial mention. Do not use periods in university abbreviations and acronyms: **CEIO, UC, MU, ASUCD**. Otherwise, per AP, use periods in abbreviations of two letters; none with longer ones: **U.S., U.N., a.m. USDA**. Some acronyms and abbreviations are capitalized; others are lowercased: **scuba**, an acronym for “self-contained underwater breathing apparatus.” Consult the *AP Stylebook* and *Webster’s Third New International Dictionary* in specific instances. See general guidelines under APs “abbreviations and acronyms” entry. Consult AP first concerning use of caps and periods for individual abbreviations.

academic degrees. With the exception of the alumni sections of campus publications, it is preferable to avoid abbreviations and instead spell out names of degrees: **Ronald Enomoto, who received his bachelor’s degree in English from UC Davis**. Capitalize the formal name of a degree conferred: **The department offers a Master of Arts and a Master of Arts in Teaching**. Use an apostrophe in “bachelor’s degree,” “master’s,” etc. Use abbreviations such as “B.A.” and “M.A.” only when spelling out the names of the degrees would be cumbersome. When used after a name, set off such abbreviations with commas: **Robert Kerr, Ph.D., is responsible for...** Avoid redundancies such as **Dr. Mark Mannis, M.D., or her doctorate degree** (the proper adjectival form of the noun “doctorate” is **doctoral**). Avoid mixing forms, such as **he received his master’s and doctoral degrees; master’s and doctor’s degrees** would be preferable in such a case. Follow guidelines under APs “academic degrees” entry and see the list of abbreviations for academic degrees in *Chicago* 15.21 (though note that we use periods). A complete listing of all the degrees offered by UC Davis is found in the opening pages of the *UC Davis General Catalog*.

academic departments. See the “campus departments and units” heading under the **names** entry.

academic majors. Lowercase all majors except those incorporating proper nouns: **Paul Pfotenhauer is majoring in textiles and clothing, Teri Bachman’s major is Scandinavian, and Kathleen Holder is majoring in Chicano studies**.

academic titles. See the “academic and professional titles” heading under the **titles** entry.

acronyms. See the **abbreviations and acronyms** entry.

adviser/advisor. Use the “er” ending (rather than “or”) in all cases, except **Cooperative Extension advisor** and **resident advisor**. See the **Cooperative Extension** entry.

aesthetic. Not “esthetic.”

African American, black. Use these terms interchangeably, with preference to African American.

Agricultural Experiment Station. The research arm of the university’s Division of Agriculture and Natural Resources. Capitalize as shown. See the **Cooperative Extension** entry.

Agricultural Extension Service. The former name of Cooperative Extension; the name was officially changed in 1974. See the **Cooperative Extension** entry.

AIDS/SAIDS. Acronym for (simian) acquired immune deficiency syndrome. In agreement with the latest editions of the *AP Stylebook*, AIDS is acceptable in all references for acquired immune deficiency syndrome. For SAIDS, use simian AIDS on first reference; the acronym is acceptable thereafter.

alumni. Per AP, use **alumnus** for an individual male, **alumna** for an individual female, **alumni** for a group of males, **alumnae** for a group of females and **alumni** when referring to a group composed of men and women. An individual need not have graduated from UC Davis to be considered an alumna or alumnus; any individual who attended UC Davis as a regularly enrolled student for three quarters or one year is con-

sidered an alum by the Cal Aggie Alumni Association. For guidelines governing use of birth names to help identify married alumnae, consult the “individuals” heading under the names entry. Consider using the term **graduate** to reduce repetition. Use the nickname **alum** sparingly, since that term could be confused with the name of a chemical compound.

American Indian. Although AP prefers this term to “Native American,” they may be used interchangeably in UC Davis news releases and publications, depending upon the wishes of the individual(s) cited in the story.

animals. Per AP, do not apply a personal pronoun to an animal unless its sex has been established or the animal has a name: **The dog was scared and it barked. Rover was scared and he barked. The cat, which was scared, ran to its basket. Susie the cat, who was scared, ran to her basket. The bull tosses his horns.** Capitalize breed names according to *Webster’s*; for breeds not listed, capitalize words derived from proper nouns and use lowercase elsewhere: **Thoroughbred, basset hound, Boston terrier.** See also *Chicago* 8.136–8.137 and *AP Stylebook’s* “that, which, who, whom” entry.

arboretum. The proper name of the campus arboretum is **University of California, Davis, Arboretum, but UC Davis Arboretum** is acceptable on first reference in all but the most formal situation. Subsequent references may use **arboretum** alone in lowercase.

archaeology. Not “archeology.”

art exhibitions. See “exhibitions” under **composition titles** entry.

artist-in-residence. See the separate **in-residence** entry.

arts district. At UC Davis, refers to the complex of buildings and spaces scattered through campus that house programs, performances, gallery shows and classes in music, theatre, dance, film, and visual and graphic arts. It includes the Mondavi Center, the planned visual arts center, arts administration building, and existing fine arts and theatre buildings.

artworks. See the “artworks” heading under

the **composition titles** entry.

as best as. A redundant phrase. “As best as” indicates degree, but the question of degree is already answered in the superlative “best.” Delete the second “as” or recast the sentence: **Answer the question as best you can. Answer the question as well as you can.**

assistant professor, associate professor. See the “academic and professional titles” heading under the **titles** entry.

attribution. Attribute any statement that is not a widely known fact or that is a matter of opinion and is subject to potential disagreement. The statement **his nose is 44 picas long** does not require attribution as long as it is true; the statement **his nose looks like a banana** should have attribution because it’s an opinion subject to disagreement. Use caution in choosing verbs for attribution. Forms of the verb “say” are impartial and appear objective; other verbs, however, can inadvertently tint your writing with unintended shades of meaning. Words such as **noted, commented, claimed, suggested, charged, denied** and **asserted** should be used with precision, not just for the sake of variety. Even innocent-sounding verbs such as **stated** and **told** can unwittingly make a source sound dogmatic or didactic. In general, present tense is acceptable in paraphrasing a line of thought that an individual continuously expresses, but past tense is preferable in citing a literal quotation that an individual uttered at a specific time. See the **tense** entry in this style guide.

Baggins End. This name for “the domes” student housing on campus does not contain an apostrophe; it’s named after Bilbo Baggins, a character in *The Hobbit*.

Bay Area. In news releases or publications with distribution limited to Northern California, this term, with both words capitalized (an exception to AP style), may be used to denote the nine-county region around San Francisco. For publications or news releases with statewide or national distribution, refer to the [San Francisco Bay Area](#) (since there are other “bay areas” in other regions).

Bible. See the “books and periodicals” heading under the **composition titles** entry.

birth names. See the “individuals” heading under the **names** entry.

black, African American. Use these terms interchangeably, with preference to African American.

board of directors. See “organizations and institutions—internal elements” heading under the **names** entry.

books and periodicals. See the “books and periodicals” heading under the **composition titles** entry.

brackets. See the **punctuation** entry.

building names. Per AP, capitalize the proper names of buildings, including the word “building” if it is an integral part of the proper name: [the Empire State Building](#), [the Art Building](#), [Temporary Building 9](#). Never abbreviate the word “building.” For campus buildings and other landmarks, such as streets, commonly used abridged names are acceptable on first reference: [Hart Hall](#) for [George Hart Hall](#), [Mrak Hall](#) for [Emil M. Mrak Hall](#) and [Garrod Drive](#) for [R. Vince Garrod Drive](#). Be cautious with the use of colloquialisms, however. On first reference, spell out university names that may be unfamiliar to the particular audience you are addressing. Terms like [the Pavilion at ARC](#)—perfectly acceptable for campus audiences—may be unclear to off-campus readers and thus should be spelled out on first reference in news releases and many publications distributed to external audiences. Abridged names are not appropriate for printed material associated with building dedications

and other formal ceremonial events. See the **abbreviations and acronyms** and **rooms** entries in this style guide. Following is a list of the familiar names of some campus buildings and landmarks, acceptable in all references in news releases and campus periodicals.

BUILDING NAMES

Academic Surge Building
 Activities and Recreation Center
 AOB 4 (Academic Office Building No. 4)
 Arena Theatre
 Art Building
 Art Studio Building
 Asmundson Hall (Vigfus S.)
 Bainer Hall (Roy)
 Bixby Hall (Fred H.)
 Briggs Hall (Fred)
 Buehler Alumni and Visitors Center (Walter A.)
 California Regional Primate Research Center
 Carlson Health Sciences Library (Loren D.)
 Castilian Hall
 Center for Companion Animal Health
 Center for Comparative Medicine
 Center for Neuroscience
 Chemistry Annex
 Chemistry Building
 Cole Facility (Harold H.)
 The Colleges at La Rue
 Cowell Hospital and Student Health Center (Samuel H.)
 Crocker Nuclear Laboratory (William H.)
 Cruess Hall (William V.)
 Cuarto student housing (Emerson, Castilian, Thoreau, Webster)
 Dairy Research Barn
 Dutton Hall (Thomas B.)
 Emerson Hall
 Engineering III
 Everson Hall (Gladys J.)
 Fire and Police Building
 Freeborn Hall (Stanley B.)
 Genome and Biomedical Sciences Facility
 Gilmore Hall (John W.)
 Haring Annex
 Haring Hall (Clarence M.)
 Hart Hall (George H.)
 Hickey Gymnasium (Vernard B.)
 Hoagland Hall (Dennis R.)
 Hunt Hall (Thomas F.)
 Hutchison Hall (Claude B.)

Kemper Hall (John D.; formerly named Engineering II)
 Kerr Hall (Clark)
 King Hall (Martin Luther King Jr.)
 Kleiber Hall (Max)
 Leach Hall (Lysle D.)
 Life Sciences Addition
 Main Theatre
 Malcolm Hall (Robert K.)
 Mann Laboratory (Louis K.)
 Mathematical Sciences Building
 Medical Sciences Unit 1
 MS1-A or Tupper Hall
 MS1-B
 MS1-C
 MS1-D
 MS1-E or Schalm Hall
 Memorial Union
 Meyer Hall (James H.)
 Mondavi Center (Robert and Margrit Mondavi Center
 for the Performing Arts)
 Mrak Hall (Emil M.)
 Music Building
 North Hall
 Olson Hall (Gus)
 Pavilion at the Activities and Recreation Center
 (formerly Recreation Hall)
 Physical Sciences Library
 Physics/Geology Building
 Pierce Hall (George W. and Dixwell)
 Plant and Environmental Sciences Building
 Primero Grove
 Putah Creek Recreation Lodge
 Quad District Parking Structure
 Recreation Hall
 Recreation Pool Lodge
 Regan Hall (Susan F. and William M.)
 Robbins Annex
 Robbins Hall (Wilfred W.)
 Roessler Hall (Edward B.)
 Russell Park
 Ryerson Hall (Knowles A.)
 Schaal Aquatic Center
 Schalm Hall (Oscar W.)
 Sciences Laboratory Building
 Segundo student housing (Ryerson, Malcolm, Gilmore,
 Bixby)
 Shields Library (Peter J.)
 Silo (or when referring to the entire complex, Silo
 Student Center)
 Social Sciences and Humanities Building
 Solano Park
 South Hall
 Sproul Hall (Robert G.)
 Storer Hall (Tracey I.)
 Surge I-III
 Surge IV
 Tercero student housing (Pierce, Thille)
 Thille Hall (Albert J.)
 Thoreau Hall
 Thurman Veterinary Diagnostic Laboratory (John E.
 Thurman Jr.)
 Tupper Hall (C. John); the medical school's main
 classroom and lab building
 University Club
 University Extension Building
 Veihmeyer Hall (Frank J.)
 William R. Pritchard Veterinary Medical Teaching
 Hospital
 Veterinary Medicine Instructional Facility
 Veterinary Medicine Laboratory Facility
 Veterinary Medicine 2
 Veterinary Medicine 3A
 Voorhies Hall (Edwin C.)
 Walker Hall (Harry B.)
 Webster Hall
 Wellman Hall (Harry R.)
 Western Human Nutrition Research Center
 (WHNRC), a USDA Agricultural Research Service
 facility built on campus land
 Wickson Hall (Edward J.)
 Wright Hall (Celeste Turner)
 Wyatt Pavilion Theatre (Fred S.)
 Young Hall (Herbert A.)

STREET NAMES

Bainer Hall Drive
 Bioletti Way
 California Avenue
 East Health Sciences Drive
 East Quad
 Garrod Drive
 Howard Way
 Hutchison Drive
 La Rue Road
 North Quad
 Peter J. Shields Avenue
 Russell Boulevard
 Veterinary Medicine Drive
 West Health Sciences Drive
 West Quad

Cal Aggie Alumni Marching Band-uh. The name of the band (abbreviation CAAMB), but the name of the Cal Aggie Alumni Association chapter is Cal Aggie Marching Band Alumni Chapter.

Cal Aggie Foundation. The former name of the UC Davis Foundation. Use [UC Davis Foundation](#).

California. Lowercase all “state of” constructions: [the state of California](#). See the [government agencies](#) and [state](#) entries in this style guide; also consult *AP Stylebook*’s “state,” “government” and “governmental bodies” entries.

campus. The [Davis campus](#) (not “main campus”) is the designation for UC Davis facilities and programs in Davis. The [Sacramento campus](#) is the designation for UC Davis facilities and programs located in the area around Stockton Boulevard and Broadway in Sacramento, including the UC Davis Medical Center and UC Davis School of Medicine. Lowercase campus in all instances: [the Davis campus](#).

campus musical ensembles. Refer to campus performing musical groups as shown:
[UC Davis Symphony Orchestra](#) or, on second and subsequent reference, the [symphony](#) in lowercase;
[University Chorus](#) (or [chorus](#) on second reference);
[University Chamber Singers](#) (or [chamber singers](#) on second reference);
[UC Davis Early Music Ensemble](#);
[UC Davis Wind Ensemble](#);
[Empyrean Ensemble](#) (can be described as an ensemble performing new and contemporary music);
[University Concert Band](#) (the concert band on second reference);
[UC Davis Baroque Ensemble](#);
[UC Davis Jazz Band](#);
[UC Davis Gospel Choir](#);
[Cal Aggie Marching Band](#).

campuswide. When used as a suffix, wide is not usually hyphenated, per *AP*. (An exception to that rule is [World Wide Web](#).)

captions. Full sentences generally are preferable to sentence fragments. Since a good picture is supposedly worth a thousand words, a caption should do more than reiterate what is obvious in the photo; a good caption should enhance and clarify that which is not

immediately obvious in the photo. Depending upon the context, some “thumbnail” or “mug” shots may require no more than a “nameline”—simply the name of the individual or object shown. Use no period after a nameline. In all other instances, use a period to conclude all captions—even those written in headline style (as incomplete sentences).

TENSE. Since a photograph freezes a moment in time, present tense often works well in captions, particularly for actions that continue into the present. It is sometimes preferable, however, to write captions in past tense—for example, in writing about conditions that no longer exist. It is also preferable not to mix tenses within the same caption:

[Scientists from UC Davis’ Department of Applied Science conduct fusion research using a laser at Livermore.](#)

[Faith Fitzgerald examines the knee of a patient with arthritis.](#)

but: [Chancellor Larry Vanderhoef met with students, parents and alumni at a reception in Fresno in September.](#) (“Meets” would have caused confusion—last September or next September?)

[The building was destroyed by fire a week after this photo was made.](#)

ARTWORKS. For campus periodicals, citation of artworks in captions should include the name of the artist (see exception below), the name of the artwork in italics, the year it was made, its material(s), its size, the name of the collection to which it belongs and, if applicable, indication that the artwork has been cropped:

[Robert Arneson, *untitled*, 1964, glazed ceramic, 13 x 11 x 11”. Gift of Fay Nelson.](#)

[Detail of *Mayonnaise*, ca. 1975, oil on canvas, 20 x 18”. From the collection of Matthew Scott Cook.](#) [Note: this exception, which contains no artist’s name, would be used in a photo feature devoted exclusively to one artist.]

[Ann Chamberlain, *Identity*, 1992, photograph collage, 28 x 30”. Detail.](#)

The Egghead Series: For release of images to the news media, full credit lines listed below should be included on the back of the photographs. Whenever images of the *Eggheads* are to be released to news media, please contact the director of the Richard L. Nelson Gallery & The Fine Arts Collection. Authorized images have been produced and should be used.

Robert Arneson, American, 1930–1992, *Bookhead*, from *The Egghead Series*, 1991–92, acrylic on bronze, Shields Library Plaza, UC Davis, Richard L. Nelson Gallery & The Fine Arts Collection. Commissioned by the Campus Art in Public Places Work Group with private funds (91.40). © UC Regents and Nelson Gallery; all rights reserved.

Robert Arneson, American, 1930–1992, *Yin & Yang*, from *The Egghead Series*, 1991–92, acrylic on bronze, Fine Arts Complex Courtyard, UC Davis, Richard L. Nelson Gallery & The Fine Arts Collection. Commissioned by the Campus Art in Public Places Work Group with private funds (92.66). © UC Regents and Nelson Gallery; all rights reserved.

Robert Arneson, American, 1930–1992, *See No Evil/Hear No Evil*, from *The Egghead Series*, 1991–92, acrylic on bronze, east of King Hall, UC Davis, Richard L. Nelson Gallery & The Fine Arts Collection. Commissioned by the Campus Art in Public Places Work Group with private funds (94.2). © UC Regents and Nelson Gallery; all rights reserved.

Robert Arneson, American, 1930–1992, *Eye on Mrak (Fatal Laff)*, from *The Egghead Series*, 1991–92, acrylic on bronze, Mrak Hall Mall, UC Davis, Richard L. Nelson Gallery & The Fine Arts Collection. Commissioned by the Campus Art in Public Places Work Group with private funds (94.3). © UC Regents and Nelson Gallery; all rights reserved.

Robert Arneson, American, 1930–1992, *Stargazer*, from *The Egghead Series*, 1991–92, acrylic on bronze, between North and South halls, UC Davis, Richard L. Nelson Gallery & The Fine Arts Collection. Commissioned by the Campus Art in Public Places Work Group with private funds (94.4). © UC Regents and Nelson Gallery; all rights reserved.

For campus publications that spotlight the *Eggheads* for other than news release purposes, the line “© Nelson Gallery” should appear alongside the images. The reduced credit lines listed below should be used inside the publication cover or in the appropriate location for recognition.

Robert Arneson, *Bookhead*, from *The Egghead Series*, 1991–92, Richard L. Nelson Gallery & The Fine Arts Collection, © UC Regents.

Robert Arneson, *Yin & Yang*, from *The Egghead Series*, 1991–92, Richard L. Nelson Gallery & The Fine Arts Collection, © UC Regents.

Robert Arneson, *See No Evil/Hear No Evil*, from *The Egghead Series*, 1991–92, Richard L. Nelson Gallery & The Fine Arts Collection, © UC Regents.

Robert Arneson, *Eye on Mrak (Fatal Laff)*, from *The Egghead Series*, 1991–92, Richard L. Nelson Gallery & The Fine Arts Collection, © UC Regents.

Robert Arneson, *Stargazer*, from *The Egghead Series*, 1991–92, Richard L. Nelson Gallery & The Fine Arts Collection, © UC Regents.

Other public art on campus: For releases of images to the news media, full credit lines listed below should be placed on the back of the photographs.

Kim Anno and Miranda Bergman, *The Unfinished Dream*, 1991, acrylic mural, Memorial Union South Courtyard, UC Davis. Commissioned by the Office of Student Affairs and the Campus Art in Public Places Work Group.

Deborah Butterfield, American, b. 1949, San Diego, California; untitled (horse), 1992, welded steel with found color, Buehler Alumni and Visitors Center, UC Davis, Richard L. Nelson Gallery & The Fine Arts Collection. Commissioned by the Campus Art in Public Places Work Group and purchased with funds from the Cal Aggie Alumni and Visitors Center Campaign. (92.67)

Tio Giambruni, American, 1925–1971; *Bum, Bum, You’ve Been Here Before*, 1967, cast aluminum and bronze, west of Art Building, UC Davis, Richard L. Nelson Gallery & The Fine Arts Collection. Gift of Helen, Kim and Mark Giambruni. (86.33)

Steve Gillman, American, b. 1945, Oakland, California; *Stone Poem*, 1986, granite, Silo Complex, UC Davis. Commissioned by the Office of

Student Affairs and the Campus Art in Public Places Work Group.

Steve Gillman, American, b. 1945, Oakland, California; *Time Line*, 1986, white granite, University Arboretum, UC Davis, Richard L. Nelson Gallery & The Fine Arts Collection. Purchased with matching funds from the Office of the Chancellor, the Rene and Veronica di Rosa Foundation, Norman O. and Lois J. Jones, Maurine Morse Nelson, the Yolo County Arts Council, Edward M. Nagel and other private donors. (87.15)

Ralph Johnson, American, 1925–1994, *Apollo*, 1987–88, bronze with patina, unique cast, north of Wellman Hall, UC Davis, Richard L. Nelson Gallery & The Fine Arts Collection. Gift of the artist, with funds for the casting provided by the Office of the Chancellor. (88.3)

Lisa Reinertson, American, b. 1955, Washington, D.C.; *Martin Luther King, Jr.*, 1987, ceramic, Martin Luther King Jr. Hall, lobby, UC Davis. Commissioned by the Martin Luther King Jr. Memorial Committee, School of Law.

For campus publications that spotlight campus public art for other than news release purposes, reduced credit lines listed below should be used inside the publication cover or in the appropriate location for recognition.

Kim Anno and Miranda Bergman, *The Unfinished Dream*, 1991.

Deborah Butterfield, untitled (horse), 1992, Richard L. Nelson Gallery & The Fine Arts Collection.

Tio Giambruni, *Bum, Bum, You've Been Here Before*, 1967, Richard L. Nelson Gallery & The Fine Arts Collection.

Steve Gillman, *Stone Poem*, 1986.

Steve Gillman, *Time Line*, 1986, Richard L. Nelson Gallery & The Fine Arts Collection.

Ralph Johnson, *Apollo*, 1987–88, Richard L. Nelson Gallery & The Fine Arts Collection.

Lisa Reinertson, *Martin Luther King, Jr.*, 1987.

PAGE LOCATION. To cite location of a photo on a page, precede the appropriate caption with directions and separate the directions from the caption with a colon:

Above left: *The alumni association honored....* For *UC Davis Magazine*, use the same typeface (italic) for the directions and the caption.

To cite location within a photo, follow examples below.

For rows: Team members are (top row, from left) Sleepy, Dopey, Happy; (middle row) Larry, Moe, Curly; (front row) John, Paul, George and Ringo.

For groups: Shown standing (from left) are Amy Agronis, *Dateline UC Davis*; Jan Conroy, Editorial Design; and Sylvia Wright, News Service. Seated are Paul Pfothenauer, Patricia Bailey and Lisa Lapin, all from News Service.

CREDIT LINES. Credit lines for individual photographs and illustrations in *UC Davis Magazine* and *Dateline UC Davis* generally indicate photographer and campus unit or business name:

Neil Michel/Axiom

Debbie Aldridge/UC Davis

Other common forms:

Courtesy of Keith Williams

© AP/Wide World Photos

For a freestanding overall credit line covering all photos in a story:

Photography by Debbie Aldridge/UC Davis

Do not use a period to end a credit line.

car pool. Two words.

catalog, cataloged, cataloger, cataloging, catalogist. Not “catalogue.”

Chicano, Hispanic, Latino, Mexican American.

These terms, which should be capitalized, have distinct meanings that depend, to a large extent, on the interpretations and preferences of individuals. But, according to *AP Stylebook*, the preferred term is **Hispanic** for those whose ethnic origin is a Spanish-speaking country. **Latino** is an acceptable alternative for Hispanics whom refer that term. When possible, use a more specific identification, such as **Cuban**, **Puerto Rican** or **Mexican American**. Avoid **Chicano** as a synonym for Mexican American. (Note **Mexican American** is not hyphenated, an exception to *AP*.)

Chinese names. Note that in China the family name is first (and usually short, three to six letters). So

in China it's *Liu Kwang-Ching*, but in America it's *Kwang-Ching Liu*.

city, town names. For proper spellings and abbreviations, consult *Webster's Third New International Dictionary* (selected cities and place names listed throughout the dictionary); the *National Geographic Atlas of the World*; the *U.S. Postal Service Directory of Post Offices*; geographical sections of other dictionaries; or atlases. In most cases, abbreviate "Saint" in the names of cities: *St. Paul* (see *AP Stylebook's* "Saint" entry); exceptions: *Saint John*, *New Brunswick*; *Sault Ste. Marie* (see *AP's* "cities and towns" and "city" entries). Do not capitalize "city" in "city of" constructions: *the city of Davis*.

class names. See "course titles."

Class Notes. See "individuals" heading under **names** entry.

class year. Do not disclose a student's class year standing without his or her permission. Instead, refer to a student only as an *undergraduate* (or *graduate student* or *doctoral student*).

Coffee House. The proper name of the Memorial Union establishment is spelled with two words. In other references, *coffeehouse* is one word.

college and university names. See the "college and university names" heading under the **names** entry.

colon. See "colon" heading under **punctuation** entry.

comma. See **punctuation** entry.

commencement. Use lowercase.

composition titles. Capitalize first and last words and all nouns, pronouns, adjectives, verbs and adverbs. Lowercase articles (a, an, the), conjunctions (and, or, for, nor, but) and prepositions (of, to) unless they form the first or last words of a title, per *Chicago*. (See *Chicago* 8.167 for other exceptions.) Retain the spelling of the original title and add punctuation only if necessary for understanding. See *Chicago* 8.164–8.208.

ARTWORKS. Titles of paintings, drawings, statues and other works of art should be set in italics for

campus periodicals and set in roman type within quotes for news releases. Also see the "artworks" heading under the **captions** entry.

BOOKS AND PERIODICALS. For campus periodicals, set titles and subtitles of published books, pamphlets, periodicals, newspapers, newsletters and sections of newspapers published separately in italics: *The New York Times Book Review*. For news releases, set names of newspapers, magazines and other periodicals in roman type without quotations, but set titles of books and pamphlets in roman type within quotation marks. (See separate entries for **magazine names** and **newspaper names**.) For campus periodicals as well as news releases, set titles of newspaper or periodical articles, titles of book chapters, and titles of short stories and essays in roman type and enclose in quotation marks. Omit the initial article "A" or "The" in titles of books in awkward constructions—for example, in referring to *The Old Curiosity Shop* by Dickens, it is permissible to write *Dickens' Old Curiosity Shop* or *that dreadful Old Curiosity Shop character, Quilp*. Use capitalization and roman type for the Bible and its versions, editions, books and sections: *the Bible, Holy Bible, King James Version, Psalms, Old Testament*.

COMPUTER GAMES. Italicize in periodicals and enclose in quote marks in news releases. Other software titles should not be italicized or enclosed in quote marks.

WordPerfect

Tomb Raiders or "Tomb Raiders"

DANCE. Treat titles of ballets and other dance compositions according to the guidelines governing poems and plays; for periodicals, long works should be italicized, and short works should be set in roman type within quotation marks. For news releases, use roman type within quotations in all instances.

EXHIBITIONS. Capitalize and use roman (not italic) type, without quotation marks: *the exhibition Jan Conroy: Recent Works will be on view....* See *Chicago* 8.208.

LECTURE TITLES. Set in roman type within quotes (*Chicago* 8.93): *His talk was titled "Style Guides—Contribution or Curse?"* Also see the **series** entry.

MOTION PICTURES. For campus periodicals, use italics; for news releases, use roman type enclosed in quotes.

MUSICAL COMPOSITIONS. Classical music works, including operas, oratorios and other long compositions, that are identified by generic titles—that is, by

the name of their musical form (symphony, concerto, fantasia, etc.) plus a number or key or both—should be set in roman type without quotations in publications and in news releases. However, classical works that have descriptive titles (see the *William Tell* example below) should be set in italics in campus publications and in roman type within quotations in news releases. Popular names of musical works should be set in roman type within quotation marks (see the Beethoven “Serenade” example below). Capitalize the adjectives “Major” and “Minor.” Use roman type within quotes for titles of songs and short compositions in campus periodicals and in news releases. Examples—first, for periodicals and then, in brackets, for news releases:

Don Giovanni [“Don Giovanni” in news releases]
 Bach: *Das Wohltemperierte Clavier* [“Das...Clavier” in news releases]
 Bach: *The Well-Tempered Clavier* [“The Well...Clavier” in news releases]
 Debussy’s *La Mer* [Debussy’s “La Mer” in news releases]
William Tell Overture [“William Tell” Overture in news releases]
 Beethoven: *Symphony No. 5* (1807–08)
 Beethoven’s *Fifth Symphony*
 Beethoven: *Trio in D, op. 8* (“Serenade”)
 Piano *Sonata No. 3 in F Minor, op. 14*
 Mahler’s *Symphony No. 5 in C-sharp Minor*
Fantasy in C Minor
 Tchaikovsky’s *Sextet for Strings* (“Souvenir of Florence”)
Sonata in C Major (Unfinished)
 A-Major *Sonata* (compound adjective requires the hyphen)
 Schumann: *Variations for Piano, op. 9*
 “Wohin” from *Die schone Mullerin* [“Die . . . Mullerin” in news releases]
 “Louie, Louie”
 “Nights in White Satin” from the album *Days of Future Passed* [“Days of Future Passed” in news releases]

It is this style guide’s recommendation to use the abbreviations **op.** (opus; plural **opp.**) and **No.** (number; plural **Nos.**); **No.** and **Nos.** should be capitalized. Always capitalize abbreviations designating a catalog of a composer’s works—**K.** for Kochel’s catalog of Mozart, **D.** for Deutsch’s catalog of Schubert, **J.** for Jahn’s catalog of Weber, **Hob.** for Hoboken’s catalog of Haydn, and **BWV** (without periods) for Bach Werke

Verzeichnis, Schmieder’s catalog of the works of Bach: *Fantasy in C Minor, K. 475*

Baryton Trio No. 71 in A Major, Hob. XI:71
Toccata and Fugue in D Minor, BWV 565

POEMS AND PLAYS. In campus periodicals, titles of plays, long poems and collections of poems are italicized, and titles of short poems are set in roman type within quotes. In news releases, use roman type within quotation marks for all poems, regardless of length. Words denoting parts of poems and plays should be set lowercase in roman type with arabic figures (canto 2, stanza 4; act 3, scene 5).

TELEVISION PROGRAMS. For campus periodicals, use italics; for news releases, use roman type enclosed in quotes: *Gilligan’s Island* or “Gilligan’s Island.”

UNPUBLISHED WORKS. Titles of dissertations and theses, manuscripts in collections, lectures and papers read at seminars should be set in roman type within quotes: “Contemporary Cultural Tastes of Residents of Suburban Lincoln, Nebraska.”

WEB SITES. If titled, Web sites should be set in roman, headline style, without quotation marks.

comprise. Comprise means to contain, to include all or embrace, so never say “comprised of.” See AP’s “compose, comprise, constitute” entry.

computer games. See **composition titles** entry.

computer terms. See *Chicago* 7.76–7.81 and individual entries in this style guide and *AP Stylebook*. See also the “Internet Guide” in the most recent addition of the *AP Stylebook*.

conference titles. Full official names of conferences should be capitalized:

1990 International Conference on Family Planning Programs

Republican National Convention (the national convention or the convention on second and subsequent references)

Don’t treat such appendages as “annual meeting” as part of titles; lowercase them:

39th annual American Institute of Biological Sciences meeting

A title given to a conference is enclosed in quotation marks:

“Systematic Investigation of the Effects of Caffeine in Stimulating Intellectual Discourse Among Philosophers,” a symposium held at UC Davis in October

Titles of lectures and papers that are read at symposia or conferences should be set in roman type within quotations. (See the “Unpublished Works” heading under the **composition titles** entry.)

convince, persuade. With “convince,” use “that” or “of”; with “persuade,” use “to”: *She is convinced that he is a bozo. His work convinced her of his vapidness. She persuaded him to consider another line of work.*

Cooperative Extension. The university’s Division of Agriculture and Natural Resources has two major units: the Agricultural Experiment Station, a research arm, and Cooperative Extension, the educational arm. Cooperative Extension works in partnership with county, state and federal government agencies in developing practical applications of research findings and in identifying farming problems requiring investigation by agricultural scientists. Cooperative Extension specialists are stationed on the Davis, Berkeley and Riverside campuses; Cooperative Extension advisors (farm advisors and home advisors) are stationed in local offices throughout the state. Specialists are adjuncts of academic departments, with expertise in particular subject areas: *He is a Cooperative Extension specialist in vegetable crops, in pesticide safety, in range and wildlife management, etc.* Use the term **Cooperative Extension** on first reference; **Extension** alone (capitalized) is acceptable on subsequent references (unless confusion with University Extension might result). Treat “specialist” and “advisor” (note “or” spelling) as formal titles, thus capitalizing them before the name of an individual: *Cooperative Extension Farm Advisor Fred Schrader*; use lowercase following a name: *Fred Schrader, Cooperative Extension farm advisor*. [Note: Do not refer to Co-operative Extension as the Agricultural Extension Service, its former name that was abandoned in 1974.]

copyright. It’s not necessary to include ©, ® or TM symbols in journalistic publications. (One exception: © is used with reproductions of photos of the *Eggheads*.) See trademarks.

councilmember. Preferable to AP’s councilman and councilwoman.

course titles. Use roman (standard) type, capitalized, within quotation marks: *“Introduction to Astrophysics.”*

courtesy titles. See “individuals” heading under **names** entry.

dance. For rules governing capitalization and type style of titles of ballets and other forms of dance, see the “dance” heading under the **composition titles** entry.

dash. See the “dash” heading under **punctuation** entry.

database. one word

dates, days. Follow guidelines under AP’s “dates,” “months” and “days of the week” entries. When using the name of a day, set the date within commas: **On Wednesday, Oct. 5, she will appear....** Use cardinals, not ordinal numbers: **Oct. 5** (not **Oct. 5th**).

Davis campus. The **Davis campus** (not “main campus”) is the designation for UC Davis facilities and programs in Davis. The **Sacramento campus** is the designation for UC Davis facilities and programs located in the area around Stockton Boulevard and Broadway in Sacramento, including the UC Davis Medical Center and UC Davis School of Medicine. Lowercase campus in all instances: **the Davis campus**.

deaf. Or hard of hearing. Not hearing impaired (per the UC Davis Disability Resource Center, 2000). Do not use deaf-mute or deaf and dumb.

Dean’s Honors List. Capitalize as shown (exception to AP style).

DeCarli Room. A room in the Memorial Union named for alumnus Dean DeCarli. (Notice there is no space between De and Carli.)

degrees. See the **academic degrees** entry.

departments. See the “campus departments and units” heading under the **names** entry.

diplomate. When used alone, lowercase, but capitalize in combination with the name of a granting organization (see **fellow, fellowship** entry). But capitalize if confusion could occur: **a Distinguished Diplomate of the American College of Veterinary Preventive Medicine** (Distinguished Diplomate is a specific title; capitalization prevents “distinguished” from being interpreted as an adjective).

disabilities. See **stereotypes** entry.

disc/disk. The preferred spelling for CDs and CD-ROMs (optical or laser-based media) is “disc.” “Disk” is preferred for floppy and hard drives (magnetic storage media).

diseases. See the **stereotypes** entry.

doctor. For press releases, use **Dr.** in the first reference as a formal title before the name of an individual who holds a doctor of medicine or veterinary medicine degree (see AP): **Dr. Jonas Salk**. For *UC Davis Magazine* and *Dateline UC Davis*, do not use **Dr.** (except in obituaries—see **names**, “individuals” heading), identifying individuals instead by title or profession: **Dennis Styne, professor of pediatrics in the School of Medicine, physician Steven Smith**.

dos and don’ts

dot-com

e.g. Means “for example”; do not confuse with *i.e.*, which means “that is.” It is followed by a comma.

Eggheads. Photographs of the Arneson *Egghead* sculptures on campus require a copyright notice. See the “artworks” heading under the **captions** entry.

ellipses. See the “ellipses” heading under the **punctuation** entry.

e-mail. Lowercase e, with a hyphen

emeritus. See the “academic and professional titles” heading under the **titles** entry or AP *Stylebook*’s “emeritus” entry.

endowed chairs and professorships. See the **lecturers, lectures, lectureships** entry and the “academic and professional titles” heading under the **titles** entry.

eras. See the **historical periods** entry.

exhibitions. See “exhibitions” under **composition titles** entry.

Facilities Services Department. This campus unit is no longer called Physical Plant.

fax. Acceptable substitute for the noun facsimile (the electronic transmission of printed matter).

federal. Per AP, use a capital letter for the architectural style and for corporate or governmental agencies that use the word as part of their formal names:

Federal Trade Commission, Federal Express. 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.** See this style guide's **government agencies** entry; also see *AP Stylebook's* "federal," "government" and "governmental bodies" entries.

fellow, fellowship. When used alone, lowercase, but capitalize in combination with the name of a granting organization: **an AAEA Fellow, a Guggenheim Fellowship;** but **a fellow of the American Agricultural Economics Association, she was one of four fellows selected from California universities.**

foreign words and phrases. In campus periodicals, use italics on first reference for all but the most familiar, and follow, if necessary, with an English definition of the word in parenthesis or the translation of the phrase within quotes: *schlampig (laziness)*. See *Chicago* 7.51–7.56. For news releases, some familiar foreign words (*bon voyage, versus, et cetera*) may be used without explanation but place more obscure words within quotations and provide an explanation: "ad astra per aspera," a Latin phrase meaning "to the stars through difficulty." See *AP Stylebook's* "foreign words" entry.

fractions. For fractions and percentages, the verb agrees with the noun following the "of":
Three-quarters of the apple was eaten.
Three-quarters of the employees are at a seminar today.
 See AP guidelines.

freshman/freshmen. Do not use freshmen as an adjective. It's not freshmen dorms any more than it's sophomores dorms.

Fulbright. Use uppercase as shown: **Fulbright Scholar**

Award(s), Fulbright Scholar Program, Fulbright Scholar(s), Fulbright Scholar Grant, Fulbright Distinguished Fellow(s); but lowercase the following as shown: **a Fulbright grant, a Fulbright fellowship, Fulbright award(s).** The Fulbright Scholar Program was established in 1946 under Congressional legislation introduced by Sen. J. William Fulbright of Arkansas and authorized by the Mutual Educational and Cultural Exchange Act of 1961 (the Fulbright-Hays Act). Grants are awarded to Americans to lecture and/or conduct research abroad, and to foreign scholars to visit the United States. The Fulbright Scholar Program is funded and administered by the U.S. Information Agency through the Council for International Exchange of Scholars, which is affiliated with the American Council on Education. Fulbright Scholars are selected by the Board of Foreign Scholarships, whose members are appointed by the president. (Compare with **Guggenheim** entry; also see the **fellow, fellowship** entry.)

fundraising, fundraiser. One word in all cases, per AP.

gender neutrality. Do not use gender-specific terms and titles, such as policeman, waitress, chairman, stewardess, foreman, mankind; instead, use police officer, server or food server, chair, flight attendant, supervisor, humanity. Use the same standards for men and women when deciding whether to include specific mention of personal appearance or marital and family situation. If you wouldn't describe a professional man as having "soft shoulders" and "twinkling blue eyes," don't characterize women that way either. Nor should copy express surprise about the professional achievements of a woman. If you wouldn't say "a powerful attorney and her young male colleague teamed up to defend" then don't say "a powerful female attorney and a confident young lawyer teamed up." Avoid superfluous gender references; instead of "He is a male nurse," just say "He is a nurse." (The needless gender modifier seems to suggest he is not a *real* nurse.) In sports reporting, strive for equality. If you refer to the **women's basketball team**, the *other* basketball squad should be called the **men's basketball team**. Avoid personification; don't refer to cars, boats, aircraft or other inanimate objects as feminine. An engine is not a "she," and nature is not a "mother." Also see the **stereotypes** entry.

General Education, General Education Program, General Education courses, General Education requirement. Capitalize as shown in reference to a specific program, but lowercase when used generically: *Many universities have revised their general education requirements in recent years.*

genus and species. See the "genus and species" heading under the **names** entry in this style guide; also consult *Chicago* 8.127–8.135.

government agencies. Capitalize the full proper names of governmental agencies, departments and offices, but lowercase modifiers: *The U.S. Department of State, the California Conservation Corps, the Davis City Council, the Woodland Fire Department, the Federal Bureau of Investigation, California State University, the State Lands Commission, but the state Office of Emergency Services, the federal Department of Housing and Urban Development, the city Department of Public Works.* See the **California, federal** and **state** entries in this style guide; also consult the *AP Stylebook's* "federal," "government," "governmental bodies" and "state" entries.

grades. Use uppercase and italics for letter grades and

associated + and - symbols.

Granlibakken Conference Center. The center is located in Tahoe City.

groundbreaking, groundbreaking ceremony. Use as one word in all forms, per AP's New York office.

Guggenheim. Use uppercase as shown: *John Simon Guggenheim Memorial Foundation Fellowship(s), Guggenheim Fellowship(s), Guggenheim Fellow(s), John Simon Guggenheim Memorial Fellow(s);* but: *a fellow* (lowercase). Note that an individual can be awarded a **Guggenheim Fellowship**, but does not receive a **Guggenheim Fellowship Award**. The fellowships are awarded by the John Simon Guggenheim Memorial Foundation in New York. The foundation has been granting awards to artists, scholars and scientists since 1925, on the basis of "unusually distinguished achievement in the past and exceptional promise for future achievement." Although not all recipients are associated with academic institutions, most hold appointments in American and Canadian universities and colleges. Winners of the annual competition are judged by a Committee of Selection. (Compare with **Fulbright** entry; also see the **fellow, fellowship** entry.)

handicaps. See the “disabilities” heading under the **stereotypes** entry.

health system. UC Davis Health System consists of the UC Davis School of Medicine, UC Davis Medical Center and UC Davis Medical Group. When referring to all three entities, refer to them collectively as **UC Davis Health System**. When referring to one of them, use the specific name for that entity. In subsequent references, **health system** (lowercase), **medical school** (lowercase) and **medical center** (lowercase) are acceptable. On second reference to UC Davis Medical Group, which is the multi-specialty group practice of the health system, **medical group** (lowercase) is acceptable. Never use the abbreviations UCDHS, UCDCM or UCDCMG. The medical center is a level I trauma center (lowercase level, use Roman numeral I). The physical location of the medical center and medical school is referred to as the **Sacramento campus**.

hearing impaired. Use **deaf** or **hard of hearing**.

Hispanic. See the **Chicano, Hispanic, Latino, Mexican American** entry.

historical periods. Follow AP style. Capitalize names of widely recognized epochs in anthropology, archaeology, geology and history: **the Bronze Age, the Dark Ages, the Middle Ages, the Renaissance, the Victorian era, the Enlightenment**. But lowercase **medieval, baroque**, per *Webster’s Third New International Dictionary*.

Homecoming. Capitalize to denote the annual UC Davis event, but lowercase when used generically: **To commemorate Homecoming, the Cal Aggie Alumni Association has scheduled a banquet. This week, homecoming activities are under way at college campuses across the nation.**

home page. Two words.

Honors List. See the **Dean’s Honors List** entry.

housing. See **Student Family Housing**.

hyphen. See the “hyphen” heading under the **punctuation** entry.

i.e. Means “that is”; do not confuse with e.g., which means “for example.” It is followed by a comma.

Indian, American Indian. AP gives preference to American Indian, though “Native American” may also be used in UC Davis news releases and publications, depending upon the wishes of the individual(s) cited in the story. If “Indian” is used, be careful to adequately distinguish from East Indian.

initials. See the **abbreviations and acronyms** entry and the “individuals” heading under the **names** entry.

in-residence. Hyphenate and, in most cases, lowercase when used generically or following an individual’s name: **The department had an artist-in-residence during each of the past five spring quarters. Jan Conroy, the department’s professor-in-residence, will be on campus until April. Many other American universities have artist-in-residence programs. However, since professor-in-residence and artist-in-residence are formal titles rather than occupational titles, they should be capitalized before a person’s name: When will Artist-in-Residence Scott Adams give his lecture? Granada Artists-in-Residence Program. Capitalize, also, when used as part of a formal name: William Gaskill, Granada Artist-in-Residence.**

information superhighway. Lowercased.

in regard to. Not “in regards to.”

Internet. Capitalize.

King Hall. The name of the building that houses the UC Davis School of Law. Note that the law school is not the King Hall School of Law.

lady. Do not use as a synonym for woman; do not use gentleman as a synonym for man. The term “lady” may be used appropriately in certain circumstances, but use caution because it carries different shades of meaning and connotations; it often appears gratuitous or condescending, but it can also connote elegance or propriety. If you do use lady, use the parallel construction—gentleman—for men: **ladies and gentlemen.** See *AP Stylebook*’s “lady” entry.

Latino. See the **Chicano, Hispanic, Latino, Mexican American** entry.

La Rue Road.

Lawrence Berkeley National Laboratory. The correct name, expanded from Lawrence Berkeley Laboratory. The complete, formal name is the Ernest Orlando Lawrence Berkeley National Laboratory.

lecturers, lectures, lectureships. The title lecturer or adjunct lecturer should be treated as an occupational title rather than a formal title and thus always be lowercased, even before a name: **nutrition lecturer Liz Applegate.** The title of a lecture should, in all cases, be set in roman type within quotations. (See the “unpublished works” heading under the **composition titles** entry.) Lectureships, often endowed or underwritten, enable the campus to invite distinguished scholars to campus for a period of a few days to participate in seminars and to give one or more talks. Lectures can be **held, presented or given:** *The 19th annual Shell Biochemistry Lecture will be held Thursday, April 17. The Shell Biochemistry Foundation lectureship is funded by a grant from the Shell Oil Corp.* Also see the **conference titles** and **series** entries.

Life Flight. two words

Listserv. Capitalized (a trademarked name) or use **list server.**

literary series. See the **series** entry.

Long Range Development Plan. The campus’s plan for growth. (Notice no hyphen between Long and Range.)

lowercase. One word, per *AP*.

magazine names. For campus periodicals, set the names of magazines in italic type; for news releases, use roman type without quotation marks. Per *AP*, lowercase the word “magazine” unless it is part of the formal title: *Harper’s Magazine*, *Newsweek magazine*. If in doubt, check the magazine’s masthead. See the **newspaper names** entry and the “books and periodicals” heading under the **composition titles** entry.

maiden names. See the “individuals” heading under the **names** entry.

majors. See the **academic majors** entry.

man, mankind. See the **gender neutrality** and **stereotypes** entries. Avoid using when referring to men and women (an exception to the *AP Stylebook*).

Medfly. Acceptable in all references to Mediterranean fruit fly. Capitalize it.

medical center. UC Davis Health System consists of the UC Davis School of Medicine, UC Davis Medical Center and UC Davis Medical Group. When referring to all three entities, refer to them collectively as *UC Davis Health System*. When referring to one of them, use the specific name for that entity. In subsequent references, *health system* (lowercase), *medical school* (lowercase) and *medical center* (lowercase) are acceptable. On second reference to UC Davis Medical Group, which is the multi-specialty group practice of the health system, *medical group* (lowercase) is acceptable. Never use the abbreviations UCDHS, UCDMC or UCDMG. The medical center is a level I trauma center (lowercase level, use Roman numeral I). The physical location of the medical center and medical school is referred to as the *Sacramento campus*.

medieval. See **historical periods** entry.

Mexican American. See the **Chicano, Hispanic, Latino, Mexican American** entry.

Mondavi Center. In text, should be preceded with “the,” though “the Mondavi” (without “Center”) should not be used. *Los Lobos is playing at the Mondavi Center tomorrow night*. The name alone (without “the”) is permissible in calendar entries. The names of the public spaces (and second reference form) follow:

Entire building: *Robert and Margrit Mondavi Center for the Performing Arts (Mondavi Center)*
 Main performance hall: *Barbara K. and W. Turrentine Jackson Hall (Jackson Hall)*
 Main stage: *Jackson Hall Stage (Jackson Hall Stage)*
 Orchestra circle seating area: *James H. Meyer Orchestra Circle (Meyer Circle)*
 Studio Theatre: *Studio Theatre (Studio Theatre)*
 Main lobby: *Rumsey Rancheria Grand Lobby (Rancheria Grand Lobby)*
 Studio Theatre lobby: *Paulsen Foundation Lobby (Paulsen Foundation Lobby)*
 Main staircase: *John and Betty Vogel Grand Staircase (Vogel Grand Staircase)*
 Gift boutique: *Makley Gift Shop at Mondavi Center (Makley Gift Shop)*
 Front plaza: *The Sacramento Bee Plaza (Sacramento Bee Plaza)*
 Studio Theatre entry courtyard: *Earl and Coralie Corin Courtyard (Corin Courtyard)*
 Green Room: *Hibbard E. Williams Green Room (Green Room)*
 Founder’s room on second level: *Bartholomew Room (Bartholomew Room)*

Moslem. The preferred spelling is now *Muslim*, per *AP*.

Mother Nature. Avoid this term; simply say *nature* or restructure the sentence as necessary (an exception to the *AP Stylebook*).

motion pictures. See the “motion pictures” heading under the **composition titles** entry.

mottoes. See the **signs and notices** entry.

MU II. A room in the Memorial Union. Note the space between MU and II. Use with the building name for clarity: *MU II in the Memorial Union*. See **room** entry in this guide.

musical compositions. See the “musical compositions” heading under the **composition titles** entry.

musical ensembles. See the **campus musical ensembles** entry.

Muslim. The preferred term (favored over “Moslem”) to describe followers of Islam.

names. In general, follow *Chicago Manual of Style* guidelines unless otherwise indicated.

ACADEMIC MAJORS. See the separate **academic majors** entry.

CAMPUS DEPARTMENTS AND UNITS. Capitalize formal names (an exception to AP style) and lowercase informal references: **Department of History; history department, Native American Studies Program;** but **English department** and **Native American studies.**

For proper names of academic departments consult the *UC Davis General Catalog*; for names of non-academic departments and units check listings in the “campus departments” and “UCDMC” sections of the campus telephone directory. Also see *Chicago* 8.73.

COLLEGE AND UNIVERSITY NAMES. Capitalize “college” and “university” and other similar terms when part of a formal name, but lowercase otherwise: **Radcliffe College, Stanford University, Massachusetts Maritime Academy, the university, the academy, the institute.** In the interest of precision, on first reference in all stories—including sports features—always spell out the proper name of an institution in full: **Stanford University,** not just **Stanford;** **California State University, Hayward,** not **Cal State Hayward.** Exceptions:

per the separate **University of California, Davis,** entry, all University of California campuses may use the abbreviation UC on first reference; always refer to the Los Angeles campus as UCLA. Second and subsequent references to other institutions may incorporate abbreviated forms. For proper names of California institutions, consult *California Colleges and Universities*, a directory published by the California Postsecondary Education Commission. For names of institutions elsewhere, consult the current membership directory of the Council for Advancement and Support of Education (CASE) or special sections of dictionaries. See *AP Stylebook*’s “college” entry.

COURSE TITLES. Use roman (standard) type, capitalized, within quotation marks: **“Introduction to Astrophysics.”**

GENERIC REFERENCES. For second and subsequent references, use generic names or terms in lowercase:

Department of History; the department; history department

School of Medicine; the school

University of California; the university

The UC Board of Regents; the regents. See the separate **regents** entry.

See *Chicago* 8.66–8.75.

GENUS AND SPECIES. Capitalize Latin generic plant and animal names and lowercase species names. Use

italic type in news releases as well as in periodicals:

Rosa caroliniana. On second reference, the genus may be abbreviated:

R. caroliniana. See *Chicago* 8.127–8.135.

INDIVIDUALS. Follow guidelines under the *AP Stylebook*’s “names,” “nicknames” “junior, senior” and “sex changes” entries. Use middle initials in only the most formal situations or to avoid confusion (an exception to AP). In news and feature stories, nicknames should be contained within quotation marks: **Leslie “Bees” Butler;** His name is Leslie, but he’s known as “Bees.” A nickname should be used in place of a person’s name only when it is the way the individual prefers to be known: **Jimmy Carter.** In sports stories, commonly used nicknames can be substituted for proper first names without the use of quotation marks: **Bear Bryant, Catfish Hunter, Bubba Paris.** But in sports stories where the given name is used, follow this form: **William “Bubba” Paris.** Avoid dividing personal names in line breaks, but, if necessary, try to break after initials, and avoid breaking before a numeral suffix such as in Henry VIII. Do not insert a space between two initials: **H.L. Mencken.** The principal reference source for names of faculty members is the *UC Davis General Catalog*; however, academic titles should always be verified because promotions can make catalog entries outdated. Use of maiden names to identify married women can take several different forms, depending upon individual preferences. A married woman who retains her maiden name as her surname should always be identified as such: Geraldine Ferraro, who is married to John Zaccaro, is not called “Mrs. John Zaccaro” or “Mrs. Geraldine Zaccaro” (copy can explain, however, that John Zaccaro is married to Geraldine Ferraro). Use of names under which married women attended UC Davis (either birth names or former married names) is essential in identifying married alumnae mentioned in campus publications. They may be used and alphabetized in different ways, as shown by these examples:

- A “Class Notes” item submitted and signed by “Teri Bachman”—who attended UC Davis as Teri Robinson, according to ADRS records—would appear as Teri (Robinson) Bachman in “B” alphabetical order;
- A “Class Notes” item submitted and signed by “Teri Robinson” would appear as such in “R” alphabetical order;
- A “Class Notes” item submitted by “Teri Robinson Bachman” would appear as such in “B” alphabetical order;

- A “Class Notes” item submitted by “Teri Robinson-Bachman” would appear as such in “R” alphabetical order;
- A “Class Notes” item originating as a news release or newspaper clipping mentioning “Teri Bachman” would appear as Teri (Robinson) Bachman in “B” alphabetical order.

For courtesy titles, follow AP guidelines. With the exception of obituaries, use courtesy titles Mr., Mrs., Miss and Ms. only in the following circumstances:

- for clarification (to distinguish among two or more individuals with the same last name);
- for a married woman whose first name is unknown, or who requests that her husband’s first name be used: *Mrs. Patrick Stratton*.

Obituaries may use the following courtesy titles: *Mr., Ms., Mrs., Miss, Dr.* and *Professor* (do not abbreviate). Preferences of survivors should help determine which courtesy titles to use.

To verify the names and titles of members of the faculty, check the *UC Davis General Catalog*, or—better yet—consult the department.

See also CHINESE NAMES.

MAJORS. See the separate **academic majors** entry.

ORGANIZATIONS AND INSTITUTIONS—

INTERNAL ELEMENTS. Use lowercase for internal elements of an organization when they have names that are widely used generic terms:

the board of directors of General Motors;
the executive committee of the Procrastinators Club.

PLANTS AND ANIMALS—COMMON NAMES. See *Chicago* 8.136–8.138.

nationalities and races. See guidelines under the AP *Stylebook*’s “nationalities and races” and “race” entries. Also consult the **Chicano, Hispanic, Latino, Mexican American** and **black, African American** entries in this style guide.

Native American. Although AP prefers “American Indian” to “Native American,” they may be used interchangeably in UC Davis news releases and publications, depending upon the wishes of the individual(s) cited in the story.

newspaper names. For campus periodicals, set the names of newspapers and sections of newspapers published separately (such as *The New York Times Book Review*) in italic type. For news releases, use roman type without quotation marks. In text, lowercase “the” in a newspaper’s name even if that is

part of the official title, per *Chicago*. Where location is needed but is not part of a newspaper’s name, use parentheses: *the Huntsville (Ala.) Times*, *The (Portland) Oregonian*. (Also see the **magazine names** entry and the “books and periodicals” heading under the **composition titles** entry.)

non-. In general, no hyphen when used as a prefix (see AP *Stylebook*): **nonprofit**.

Northern California. Capitalize Northern. See the AP *Stylebook*’s “directions and regions” entry.

numbers. Follow guidelines under AP’s “numerals,” “roman numerals,” “arabic numerals,” “fractions,” “decimal units,” “percent” and “percentages” entries.

online. One word when referring to computer communications. In other cases, hyphenated when used as an adjective and two words elsewhere.

paintings and sculpture. See the “artworks” heading under the **composition titles** entry.

Pajamarino

parentheses. See the **punctuation** entry.

percent. Not “per cent.” Always use numerals. See *AP Stylebook*’s “percent” and “percentages” entries. For discussion of subject-verb agreement, see **fractions** entry.

periods of history. See **historical periods** entry.

persuade. See **convince, persuade** entry.

photo credits. See **captions** entry.

physical handicaps. See the “disabilities” heading under the **stereotypes** entry.

Physical Plant. This campus unit was renamed Facilities Services Department in 2000.

Picnic Day. In referring to the annual UC Davis event, capitalize as shown, but most events associated with the day are lowercased: **Picnic Day parade, Picnic Day rodeo.**

plants and animals—common names. See *Chicago* 8.136–8.138.

poems and plays. See the “poems and plays” heading under the **composition titles** entry.

possessives. See the **punctuation** entry.

prime and double prime. The symbols that stand for feet and inches. Unlike apostrophes and quotation marks, they are not curved. It is appropriate to use these abbreviations in captions for artworks (see **captions** “artworks”). Periods go outside the marks.

prior to. Use “before.”

professor. See the “academic and professional titles” heading under the **titles** entry.

punctuation. For most punctuation, consult the *Chicago Manual of Style*, but refer to the *AP Stylebook* as

shown here.

BRACKETS. Per *AP*, news releases should not contain brackets (which could not be transmitted over news wires); substitute parentheses. For periodicals, follow guidelines in *Chicago Manual of Style* 6.104–6.108, as follows. Corrections, explanations or comments within quoted material, or editor’s notes should be enclosed in brackets: **He wrote, “They are furnished separate but equal [locker room] facilities.” [No one was willing to take credit for that quote—Editor.]** Brackets may also be used as parentheses within parentheses: **One of the department’s alumni (who had received both a bachelor’s degree [1980] and a doctor’s degree [1985] from UC Davis) contributed \$1 million for scholarships.**

Brackets are also used to enclose phonetic pronunciation: **How did you get back from Suisun [sue-soon’] Bay so soon?**

COLON. If the material following a colon consists of one or more complete sentences, or if it is a quotation, it should begin with a capital letter, per *AP*; however, lowercase a sentence fragment following a colon. The most frequent use of a colon is at the end of a complete sentence to introduce a list. **Jeff has three favorite meals: breakfast, lunch and dinner.**

However, a colon should not separate main sentence elements, such as a verb and a direct object, even if the direct object is a list: **Authors of other recently published works are Adriana Perez Angie Malloy Laurie Lewis.**

[Note that there is no colon after “are.”]

A colon can also be used in a Q&A format and in recounting dialogue.

See *Chicago* 6.66.

COMMA. Follow *AP* style governing use before “and” in a series consisting of three or more elements; that is, use a comma only when an element of the series requires its own conjunction or in a series of complex phrases: **I had orange juice, toast, and ham and eggs for breakfast.**

DASH. There are several kinds of dashes, differing in length and each having specific uses. The most common is the “em dash,” used to denote a sudden break in thought that causes an abrupt change in sentence structure: **Will he—can he—obtain the necessary signatures?** For publications, use no spaces between the dash and the surrounding text; for news releases, separate the text from each side of the dash with a space.

An em dash is also used to separate the dateline from the opening sentence in a news release. **DAVIS, Calif.** — **A new research program.** . . . Macintosh users make an em dash by typing “option-shift-hyphen.” Others should simply type two hyphens. The “en dash” is half the length of the em dash, but longer than a hyphen. An en dash is produced by typing “option-hyphen”; others can type a single hyphen to represent an en dash. The en dash is used to indicate continuing or inclusive numbers, such as dates, times or reference numbers: **1968–1972, May–June 1973, 10 a.m.–5 p.m., pages 38–45.** Note, in inclusive numbers, “from” requires a “to”: **from 1990 to 1992 or in 1990–92, not from 1990–92.** The en dash is also used in place of a hyphen in a compound adjective, one element of which consists of two words or of a hyphenated word: **New York–London flight.** See *Chicago* 6.83–6.94.

ELLIPSES. See *AP Stylebook* for guidelines governing use and spacing of ellipses within and between sentences. Within sentences, use spaces to separate dots from one another and from surrounding text.

HYPHEN. Use the hyphen to link words with prefixes, to link the elements of compound modifiers, or to link words or word fragments at line breaks. Use it to avoid ambiguity: He recovered from his illness; **She re-covered the upholstered chair.** Also use it in telephone numbers. (See the separate **telephone numbers** entry.) For news releases, see the “hyphen” entry in the *AP Stylebook* (within “punctuation” section in newer editions); for periodical publications, follow *Chicago* 6.80–6.82 (use of hyphenation with compound words and word division) and *Chicago* 6.83–6.86 (en dash).

PARENTHESES. The need for parentheses often suggests that a sentence is becoming contorted; rewrite the sentence, if possible, or use commas or dashes to isolate incidental material. If parenthetical information must be included, place a period outside a closing parenthesis if the material inside is not a complete sentence (**such as this fragment**). (**An independent parenthetical sentence such as this one takes a period before the closing parenthesis.**) When a phrase placed in parentheses (**this one is an example**) might normally qualify as a complete sentence but is dependent on the surrounding material, do not capitalize the first word or end with a period.

POSSESSIVES. Follow guidelines under the *AP Stylebook*’s “possessives” entry:

UC Davis’ reputation (a proper noun)

the campus’ location (a common noun)

but the campus’ site (a common noun followed by a word that starts with an s)

QUOTATIONS and QUOTATION MARKS. In general, follow AP style (see “quotation marks” in the “punctuation” section of *AP Stylebook*). In dialogue every change in speaker requires a new paragraph:

“Will you go?”

“Yes.”

“When?”

“On Thursday.”

A partial quote does not demand a new paragraph, but always requires a set of closing quotation marks, even when immediately followed by a new paragraph that continues a quote by the same individual.

TYPE STYLE OF PUNCTUATION. Punctuation marks should generally be printed in the same style or font of type as the main or surrounding text. See *Chicago* 6.3.

quarters. Lowercase names of quarters. Capitalize Summer Sessions when referring to the program but lowercase when referring to the period of time: fall quarter; She took the class during the first summer session; the Summer Sessions Program at UC Davis is very popular.

quotations and quotation marks. See **punctuation** entry.

race. See guidelines under the *AP Stylebook*'s “nationalities and races” and “race” entries. Also see the **Chicano, Hispanic, Latino, Mexican American, the African American**, and the **Native American** entries in this style guide.

regents. Per *AP*, capitalize only as a formal title before one or more names, or when referring to the organizational body by formal name: **Regent Richard Blum, Regents Richard Blum and Sherry Lansing, University of California Board of Regents, the UC Board of Regents** (do not capitalize “the”). Use lowercase in further condensations of the organizational name and other uses: **the regents ruled today, the board of regents met at UC Davis, Monica Lozano was named a regent, three regents opposed the measure.** (See the *AP Stylebook*'s entries on “governmental bodies.”)

Renaissance. See the **historical periods** entry.

room. Completely identify a location by including the building name and the room's name (capitals) or number (in figures):

**East Conference Room, Memorial Union
MU II in the Memorial Union (not just MU II)
Chemistry Building, Room 16 (or for internal audiences 16 Chem)**

Sacramento campus. The designation for UC Davis facilities and programs located in the area around Stockton Boulevard and Broadway in Sacramento, including the UC Davis Medical Center and UC Davis School of Medicine. Lowercase campus in all instances.

saint. Follow guidelines under the *AP Stylebook*'s “saint” entry. Also see the **city, town names** entry in this style guide.

School of Medicine. UC Davis Health System consists of the UC Davis School of Medicine, UC Davis Medical Center and UC Davis Medical Group. When referring to all three entities, refer to them collectively as **UC Davis Health System**. When referring to one of them, use the specific name for that entity. In subsequent references, **health system** (lowercase), **medical school** (lowercase) and **medical center** (lowercase) are acceptable. On second reference to UC Davis Medical

Group, which is the multi-specialty group practice of the health system, **medical group** (lowercase) is acceptable. Never use the abbreviations UCDHS, UCDCM or UCDCMG. The medical center is a level I trauma center (lowercase level, use Roman numeral I). The physical location of the medical center and medical school is referred to as the **Sacramento campus**.

seasons. Always use lowercase, even when naming an issue of a publication: **the fall 1994 issue of UC Davis Magazine.**

second reference. See “generic references” under **names** entry.

serial comma. See “comma” in the **punctuation** entry.

series. Titles of literary and lecture series should be set in roman type without quotation marks; titles of individual lectures that are part of a literary series should be set in roman type within quotation marks: **The Women's Resources and Research Center will present the film *Personal Decisions* as part of its Videos for Lunch series.** [Note: film title would run in roman within quotes in a news release.] **Political scientist Gwendolyn Mink will speak on “Women's Citizenship, Men's Welfare and the Racial Geology of the U.S. Welfare State, 1900–1945.” Her talk is part of a yearlong program on gender and power, presented as part of the Women's Resources and Research Center's series on Women, International Politics and the State: A Series of Distinguished Women Scholars.**

service marks. See the **trademarks** entry.

sexism. See the **stereotypes** entry.

sic. In periodicals, use it within brackets, in italics, after a printed word or passage to indicate that it is intended exactly as printed, or to indicate that it exactly reproduces an original: He said, **“I seen [*sic*] it all.”** Because sic is a complete word and not an abbreviation, it does not require a period. Associated Press discourages its use.

Sierra Nevada. Not Sierra Nevadas, not Sierras, not Sierra Nevada mountains. (“Sierra” means saw-toothed mountains.)

signs and notices. Specific wording of signs, notices, mottoes or inscriptions within text should be capitalized and, if long, placed in quotation marks: *She has a No Smoking sign in her office; The door was marked Authorized Personnel Only; The university seal bears the motto Let There Be Light.* See *Chicago* 8.209–8.210.

software titles. See the entry for **composition titles** “computer games.”

Southern California. Capitalize Southern. See the *AP Stylebook*’s “directions and regions” entry.

split infinitives. It is not a true error, although it was formerly regarded as one and is still offensive to some. *AP* says to avoid split infinitives if an awkward construction results: *She was ordered to leave immediately on an assignment* is preferred to *She was ordered to immediately leave on an assignment*. Splitting an infinitive is preferable to putting its modifier in an unnatural, ambiguous or misleading place: *Iraq failed totally to account for its weapons* doesn’t mean the same thing as *Iraq failed to totally account for its weapons*.

state. Lowercase in all “state of” constructions, and when used as an adjective to indicate jurisdiction: *state Sen. John Doolittle, the state Department of Transportation, state funds*. Capitalize when part of a formal name: *State Farm Insurance, the State Lands Commission, the State and Consumer Services Agency*. See the **California** and **government agencies** entries in this style guide; also see the *AP Stylebook*’s “federal,” “government,” “governmental bodies” and “state” entries.

state names. Follow *AP* guidelines. In textual material, always spell out state names when they stand alone. When used in conjunction with the name of a city or town, however, abbreviate states per *AP*. (Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas and Utah are not abbreviated according to these rules.)

stereotypes. In general, avoid racial and sexual references or mention of debilitating physical conditions if they are not germane to the story. **DISABILITIES.** The term “disabled” is preferable to “handicapped.” The phrase “people with disabilities” is preferable to “the disabled.” Don’t say “afflicted with” or “is a victim of”; say: *He has muscular dystrophy*. Don’t say “wheelchair-bound” or “confined to a

wheelchair”; say: *She uses a wheelchair or walks with crutches*.

DISEASES. Don’t use a disease as a descriptive adjective in connection with an individual—e.g., don’t say: “*He is a diabetic,*” but rather, *He has diabetes*. One acceptable variation is survivor of, as in *She is a survivor of cancer*; it should be applied only to individuals who are overcoming severely debilitating or life-threatening diseases.

For additional guidance, see the *AP Stylebook*’s “diseases,” “disabled, handicapped, impaired,” “nationalities and races” and “race” entries. Also see the **gender neutrality** entry in this style guide.

street names. See the **building names** entry.

Student Family Housing. Now called Orchard Park and Solano Park.

Subject A, Subject A Examination, Subject A requirement, English A. Capitalize as shown.

Symphony. Refer to the campus ensemble as the UC Davis Symphony Orchestra. In second and subsequent references, symphony in lowercase is acceptable. See the **campus musical ensembles** entry.

symposia. See the **conference titles** entry.

systemwide. See the **University of California** entry and the **campuswide** entry.

telephone numbers. Do not use the numeral “1” before area codes. Proper form is: (530) 752-1930 or 555-1212, ext. 11. Use a hyphen, not an en dash. See the *AP Stylebook*’s “telephone numbers” entry. TTD and TTY are not interchangeable acronyms for telecommunication devices for the deaf. TTD stands for teletype device (and is the most current technology), and TTY stands for telephone teletype (an older technology).

television programs. See the “television programs” heading under the **composition titles** entry.

tense. In general, use tense consistently throughout a story. However, tenses may be intermingled as appropriate to context—i.e., to distinguish terminated from continuing action: “I disagree,” she said. But she continues to encourage students to present new ideas. Rule of thumb: The verb form “say(s)” suggests past as well as continuing action: She says baseball is boring; verbs such as think, regard, deny and hope written in present tense can coexist comfortably with other verbs in other tenses: She said she thinks baseball is boring.

In general, *UC Davis Magazine* and *Dateline UC Davis* use past tense for attribution in shorter news stories and present tense in feature stories. For press releases, attribution is usually in past tense.

that, which. “That” is the preferred pronoun to introduce an essential clause. “Which” is the only acceptable pronoun to introduce a non-essential clause. *AP* defines an essential clause (restrictive clause) as one that cannot be eliminated without changing the meaning of the sentence—it is essential to the meaning of the sentence. An essential clause must not be set off from the rest of a sentence by commas. A non-essential clause, which can be eliminated without changing the meaning of the sentence, must be set off by commas. Here’s an example of a sentence containing an essential phrase: Campus events that require special lighting are held in the Main Theatre. In that sentence, the phrase “that require special lighting” is essential to the meaning and, if omitted, would change the meaning and understanding of the sentence.

Now here’s an example of a sentence containing a non-essential phrase: This year’s Picnic Day parade, which lasted two hours, included 10 marching bands. The material within the commas is not essential in identifying the parade being discussed, serving only to provide additional information about it. In

that case, eliminating the phrase “which lasted two hours” would not alter the meaning of the sentence, and the phrase is therefore non-essential.

the. Lowercase when used with organizations. Capitalize when used with the name of newspapers and periodicals if they are part of the proper title: The findings were reported in *The Sacramento Bee*. (In press releases, *The Sacramento Bee* would not be italicized.)

The measure was approved by the University of California Board of Regents (not The University of California Board of Regents).

She works for the Dow Chemical Co. (not The Dow Chemical Co.).

theatre. The spelling for all generic references to auditoriums and the theatrical arts. Use “er” ending (theater) only if part of proper name.

UC Davis theatre and dance department

Main Theatre

Sacramento Community Center Theater

Varsity Theatre

Wyatt Pavilion Theatre

time. Per *AP*, always use figures, except with noon and midnight; use lowercase type and periods, but no spaces, with “a.m.” and “p.m.”: 11 a.m., 3:30 p.m., 3:30 that afternoon, noon, midnight, 10–11 a.m. (use an en dash for ranges), 10 a.m.–3 p.m., from 10 a.m. to 3 p.m. See the *AP Stylebook*’s “times” and “time of day” entries.

titles. In general, capitalize formal or courtesy titles—president, chancellor, professor, senator—before names of individuals, and lowercase formal titles following names of individuals. Lowercase descriptive or occupational titles—teacher, attorney, history professor, department chair—in all cases. (Note that professor alone stands as a formal title and warrants capitalization—an exception to *AP*—but “history professor” is, like “math teacher,” an occupation, and should be lowercased.) When lowercased adjectives are added to titles before a name, lowercase them all.

ACADEMIC AND PROFESSIONAL TITLES.

Larry Vanderhoef, chancellor;

Chancellor Larry Vanderhoef;

Vice Chancellor Judy Sakaki;

Judy Sakaki, vice chancellor for Student Affairs (not “vice chancellor—Student Affairs”);

history professor Tom Rosen;

Professor of History Tom Rosen;

Tom Rosen, professor of history;
 Max Little, professor of English;
 department chair Harry Johnson;
 Professor Emeritus Tom Martin;
 Tom Martin, professor emeritus of physics;
 Dean Neal Van Alfen;
 Deans Nicole Biggart and Bennie Osburn;
 law school dean Rex Pershbacher
 nutrition lecturer Liz Applegate (see **lecturers, lectures, lectureships** entry);
 Professor Thomas Richardson fills the Peter J. Shields Chair in Dairy Food Science in the Department of Food Science and Technology;
 Thomas Richardson is the Peter J. Shields Professor in Dairy Food Science (capitalized because it is the formal name of an endowed chair);
 Thomas Richardson is the holder of the Peter J. Shields Chair in Dairy Food Science;
 visiting professor Carlo Rossi (“visiting professor” is a salary title but not a salutation);
 Carlo Rossi, visiting professor in the Department of Viticulture and Enology.

See *Chicago* 8.31 and the *AP Stylebook*’s “academic titles” entry. For proper names of endowed chairs and professorships at UC Davis consult appropriate academic departments. On first reference in press releases, use the formal title Dr. (plural Drs.) only before the names of individuals who hold a degree in medicine, veterinary medicine or dentistry (M.D., D.V.M., M.P.V.M., D.D.S. or equivalent): **Dr. Sarah J. Woerner** or **Sarah J. Woerner ’72, M.D. ’76**; but not **Dr. Sarah J. Woerner ’72, M.D. ’76**. (“Dr.” and “M.D.” are redundant.) See **doctor** entry.

For “coach” titles, capitalize before a name when used without a qualifier: **head coach Bob Biggs, Coach Sandy Simpson, offensive coach Dan Gazzaniga**.

Lowercase “coach” when it stands alone or is set off from the individual’s name by commas: **The victorious team members surrounded their coach, Stephanie Hawbecker. Sandy Simpson, head coach of the women’s basketball team, is an inspirational leader.**

COURSES. Use roman type, capitalized, within quotation marks, for course titles: **“Introduction to Astrophysics.”**

GENDER NEUTRALITY. Use chair, not “chairman” or “chairwoman” or “chairperson,” unless part of a formal title: **He chaired the committee.**

Lois Weeth was chair of the UC Davis Foundation board of trustees. See the **trustee** entry.

WORKS. See **composition titles** entry.

town names. See the **city, town** names entry.

trademarks. When possible, use generic equivalents, but if a trademark is used for emphasis or effect, capitalize it. Observe the capitalization schemes of individual trademarks or service marks, but be aware that ordinarily capitalization of only the first letter of a brand name is necessary; do, however, capitalize all letters composing acronyms: BASS/Ticketmaster, for example, stands for Bay Area Seating Service.

Trademarks are proper names that identify the products of a business; service marks perform the same function for services. Trademark names should be accompanied by generic terms to fully describe the product: **Kleenex tissues**. A trademark should not be used as a verb. (Don’t say **I Xeroxed this**; instead say **I photocopied this** or **I made photocopies of this**.) Do not pluralize trademarks. (Instead of saying **He used three Kleenexes to blow his nose**, say **He used three Kleenex tissues**.) However, some trademarks are registered in the plural and should always be used that way even if the common noun following them is singular (**a Baggies plastic bag**).

Symbols signifying a trademark (TM), copyright (©) or a registration with the U.S. Patent Office (®) are primarily for the use of the owner to indicate rights; use of the symbols is not required in journalistic publications. (One exception: © is used with reproductions of photos of the *Eggheads*.)

Former trademarks that became generic terms through abuse include **trampoline, raisin bran, linoleum, lanolin, yo-yo, escalator** and **nylon**. For additional information, see Web site www.inta.org/tmcklst1.htm.

trustee. Treat this as a formal title when appropriate and capitalize in such cases if used before a name: **Trustee Les Harvey**; but **Les Harvey, trustee of the UC Davis Foundation**.

TTD, TTY. TTD and TTY are not interchangeable acronyms for telecommunication devices for the deaf. TTD stands for teletype device (and is the most current technology), and TTY stands for telephone teletype (an older technology).

UC Davis Chancellor's Club. UC Davis supporters who each contribute between \$1,000 and \$2,499 annually in unrestricted funds are members of the Davis Chancellor's Club. This group was joined in 1995 with two other donor clubs: Emil and Vera Mrak Associates, for those giving \$2,500 to \$4,900 annually in unrestricted funds, and the James H. Meyer Fellows, for people who give \$5,000 or more annually in unrestricted funds.

See also the **fellow, fellowship** entry.

UC Davis Extension. Formerly called University Extension, UC Davis Extension is the university's continuing education program. Its curriculum consists of workshops, short courses and certificate programs focusing on practical skills. Although it is permissible to use the term Extension (capitalized) on second and subsequent references, care must be taken to avoid confusion with Cooperative Extension.

UC Davis Foundation. The correct name of the nonprofit organization composed of community and campus leaders who foster private support for UC Davis. Before 1992, it was known as the Cal Aggie Foundation.

UC Davis Prize for Teaching and Scholarly Achievement. A \$30,000 prize awarded annually to a faculty member who has demonstrated skillful undergraduate teaching and remarkable scholarly achievement. It was established by the UC Davis Foundation through gifts of the Davis Chancellor's Club Fellows.

UC Davis Symphony Orchestra. In second and subsequent references, symphony in lowercase is acceptable. See the **campus musical ensembles** entry.

undergraduates. See the **class year** entry.

"UCD Fanfare." The correct name of the musical composition, per its composer, Jerome Rosen.

university names. See the "college and university names" heading under the **names** entry.

University of California. In news releases or publications sent to off-campus audiences, spell out on first reference. In referring to the entire University of California, the terms "systemwide" and "universitywide" (do not hyphenate either) may be used interchangeably: **Systemwide, library holdings total**

nearly 23 million volumes. In referring to the central administration of the University of California, however, use the term Office of the President rather than "systemwide administration." Spell out the names of other UC campuses on first reference: **UC Berkeley, UC San Diego**, but always abbreviate **UCLA**; refer to it as UC Los Angeles or the Los Angeles campus only in quoted matter. When used alone, always lowercase university, even when referring to the University of California or one of its campuses. Lowercase the word "campus" in all instances: **the Davis campus.**

University of California, Davis. Set off "Davis" by two commas: **the University of California, Davis, was chosen.** "UC Davis" is used in second and subsequent references in news releases and in publications. Do not use "UCD." Use no periods in UC. Never say the University of California at Davis.

universitywide. See the **University of California** entry.

unpublished works. See the "unpublished works" heading under the **composition titles** entry.

uppercase. One word, per AP.

URLs. Use roman type. If a URL is at the end of a sentence, follow with a period. If it must be split on two lines, break it *after* (an exception to AP, which says before) a slash or dot and make sure that a hyphen isn't added: **registration.ucdavis.edu/UCDWebCatalog.** It is not necessary to add http:// at the beginning or a slash at the end.

visiting professor. Since "visiting professor" is a salary title but not a salutation, it should be lowercased in all references: **visiting professor Carlo Rossi; Carlo Rossi, visiting professor in the Department of Viticulture and Enology.** Also see the "academic and professional titles" heading under the **titles** entry.

Web. Capitalized. But lowercase when a suffix is added: [webcam](#), [webmaster](#) and [webcast](#).

Web addresses. Use roman type. If a URL is at the end of a sentence, follow with a period. If it must be split on two lines, break it before a slash or dot and make sure that a hyphen isn't added: [registration.ucdavis.edu/UCDWebCatalog](#)

Web site. Two words. For capitalization rules, see **composition titles** entry.

which. See the **that, which** entry.

winegrower, winemaker, winemaking, wine taster, wine tasting (per *Webster's*).

word breaks. Follow guidelines in the *Chicago Manual of Style* 7.33–7.45. In dividing words at the ends of printed lines, words generally should be broken according to pronunciation (the American system, reflected in *Webster*) rather than by derivation (the British system):

[democ-racy](#) (not [demo-cracy](#))

[knowl-edge](#) (not [know-ledge](#))

Division should be made after a vowel unless the resulting break is not according to pronunciation.

Where a vowel alone forms a syllable in the middle of a word, run it in the first line:

[sepa-rate](#) (not [sep-arate](#))

[criti-cism](#) (not [crit-icism](#))

Two consonants between vowels are usually separated if the pronunciation warrants:

[ad-van-tage](#)

[fin-ger](#)

[moun-tain](#)

[struc-ture](#)

Words that have a misleading appearance when divided should be left unbroken if possible:

[often](#) (not [of-ten](#))

[prayer](#) (not [pray-er](#))

[women](#) (not [wo-men](#))

Single-syllable words that remain monosyllabic even with the addition of “ed” should never be divided:

[aimed](#)

[spelled](#)

Try to break hyphenated compounds only at the existing hyphen. Avoid breaking figures; if necessary with large figures, do so only after a comma—not after a decimal point. Abbreviations used with figures should not be separated from the figures: [345 mi.](#), [24 kg.](#)

work-study. Always hyphenated.

World Wide Web. Caps. The Web should also be capped.