

Riverside Community College District

Style Guide

Revised: March 14, 2017

This Style Guide is provided as a complement to existing branding and web style guides. As a District, we follow Associated Press style guidelines when writing news releases, public relations and marketing publications, and other collateral material. We also use a “house” style in certain instances; e.g., capitalizing District and College. This guide covers some of the most common grammar and usage questions RCCD employees encounter while conducting business, along with examples where the RCCD house style differs from Associated Press style. The guide is intended to be a starting point and will continue to evolve as new material is added in the future. If you have any questions or suggestions for material to include, please contact Robert Schmidt, robert.schmidt@rccd.edu, or Diana Meza, diana.meza@rccd.edu.

Special Notes:

Only ONE space after a punctuation mark.

The public does not understand the multitude of acronyms used in education, so please spell out the first time and place in parenthesis what the acronym is. HOWEVER, only use acronym in parenthesis if it will appear again in copy.

Do not try to emphasize simple statements by using an exclamation mark. Studies have shown using an exclamation mark causes readers to feel as if they are being yelled at, causing the reader(s) to stop reading. If the intent is to stop! – the reader – then use an !, but ONLY once.

Avoid using the same word repeatedly in the same sentence or even paragraph.

Refrain using contractions (don't, they're, isn't, etc.).

Keys to effective writing:

Use active voice when writing.

Put statements in a positive form.

Use definite, specific, concrete language.

Omit useless words, which can weigh down the message.

Place emphatic words of a sentence at the end.

If you use a colloquialism (slang word or phrase), do not draw attention to it by putting it in quotes.

Place yourself in the background of the story.

Write with nouns and verbs.

Do not overwrite. Avoid fancy words.

Do not overstate (readers will lose confidence in the message), or worse yet editorialize in your copy.

Avoid the use of qualifiers (very, all, little, pretty).

Use orthodox spelling (use information for info, through for thru).

Stay away from awkward adverbs. (Words that are not used orally are seldom the ones to put on paper.)

Do not try to explain too much.

Be clear and accurate with your message.

Do not inject opinion.

Do not take shortcuts at the expense of clarity.

RCCD Style Guide:

Note: After a punctuation mark, it is one space, not two.

A

Abbreviations and acronyms: Do not use abbreviations or acronyms that the reader would not quickly recognize. Spell out the first time (followed with abbreviation): Associated Students of Riverside City College (ASRCC). Thereafter writer is free to use ASRCC.

Above: Use for spatial relationships. Avoid using when referring to dollar amounts, people and measurements.

Academic degrees: If a mention of degrees is necessary to establish someone's credentials, the preferred form is to avoid an abbreviation and use instead a phrase such as: John Jones, who has a doctorate in psychology.

Use an apostrophe in bachelor's degree, a master's, etc., but there is no possessive in Bachelor of Arts or Master of Science or associate degree

Use such abbreviations as BA, MA, Ed.D. and Ph.D. only when the need to identify individuals by degree on first reference would make the preferred form cumbersome.

Use these abbreviations only after a full name; never after just a last name. When used after a name, commas set off an academic abbreviation: *John Snow, Ph.D., spoke*. Do not precede a name with a courtesy title for an academic degree and follow it with the abbreviation for the degree in the same reference.

Academic departments: Use lowercase except for words that are proper nouns or adjectives: the department of history, the history department, the department of English, the English department, or when department is part of the official and formal name: *University of Connecticut Department of Economics*.

Academic subjects: Languages should be capitalized: English, Russian; however, other subjects are lower case: math, political science, biology. **Note: the exception is when identifying degree, see Degree.**

Academic titles: Capitalize and spell out formal titles such as chancellor, chairman, etc., when they precede a name. Lowercase elsewhere.

Addresses: Use the abbreviations Ave., Blvd. and St. only with a numbered address: *1600 Pennsylvania Ave*. Spell them out and capitalize when part of a formal street name

without a number: *Pennsylvania Avenue*. Lowercase and spell out when used alone or with more than one street name: *Massachusetts and Pennsylvania avenues*. Similar words (alley, drive, road, terrace, etc.) always are spelled out. Capitalize them when part of a formal name without a number; lowercase when used alone or with two or more names.

Administration: Lowercase: the administration, the president's administration, the governor's administration, the Obama administration.

Ages: Always use figures. *The girl is 15 years old; the law is 8 years old; the 101-year-old house*. When the context does not require years or years old, the figure is presumed to be years. Use hyphens for ages expressed as adjectives before a noun or as substitutes for a noun. *A 5-year-old boy, the boy is 5 years old. The boy, 7, has a sister, 10. The race is for 3-year-olds. The woman is in her 30s.*

All: The word is frequently redundant: *All students* (by removing all you don't lose the meaning).

Alumnus, alumni, alumna, alumnae: Use *alumnus* (pl. *alumni*) when referring to a man who has attended a school. Use *alumna* (pl. *alumnae*) when referring to a woman. Use *alumni* when referring to a group of men and women.

am and pm: Lowercase, without periods (Note: RCCD policy is different than AP). Avoid the redundant: 10 am this morning. When the time overlaps am and pm, use both: 10 am to 3 pm; when within the same period, use 9 to 11 am. **DO NOT USE :00 in time stamps, simply 1 pm. See Time for further explanation.**

Ampersand (&): Use the ampersand when it is part of a company's formal name or composition title: *House & Garden, Procter & Gamble, Wheeling & Lake Erie Railway*. The ampersand should not otherwise be used in place of and, except for some accepted abbreviations: B&B, R&B.

Anniversary, annual: Avoid first anniversary, the redundant one-year anniversary and terms such as six-month anniversary (or other time spans less than a year). Similarly, avoid first annual. An event cannot be described as annual until it has been held in at least two successive years. Writer can use inaugural to identify a first-time event.

Asterisk: If using an asterisk, it must reference something on the page or document. It should not be used alone.

B

Board of Trustees: When referring specifically to RCCD Board of Trustees, capitalize. After establishing Board of Trustees, BOT is acceptable in subsequent references.

C

Capitalization: Words that are used generally, such as staff counselors, students, information sessions should be lowercase.

Cents: Spell out and lowercase the word cents, using numerals for amounts less than a dollar: *5 cents, 12 cents*. Use the \$ sign and decimal system for larger amounts: *\$1.01, \$2.50*.

College: Capitalize college when referring to a particular college within RCCD. However, when referring to multiple colleges, use lowercase.

Composition titles (books, music, movies, etc.): RCCD style is to use italics to identify the works, refrain from using quotation marks. Apply that guideline to book titles, computer game titles, movie titles, opera titles, play titles, poem titles, album and song titles, radio and television program titles, and the titles of lectures, speeches and works of art.

Courtesy titles: Do not use courtesy titles, other than Dr. for a medical doctor, except in direct quotations. *"Mr. Smith attended this year's banquet," said John Jones.* Otherwise, refer to both men and women by first and last name on first reference: *Susan Smith or Robert Smith*. Refer to both men and women by last name in subsequent references. On first reference use educational title to identify advanced degree, John Smith Ph.D. **DO NOT use title with degree credential – Chancellor John Smith, Ph.D.**

D

Dash: Use dashes to denote an abrupt change in thought in a sentence or an emphatic pause. But avoid overuse of dashes to set off phrases when commas would suf-

fice. **SERIES WITHIN A PHRASE:** When a phrase that otherwise would be set off by commas contains a series of words that must be separated by commas, use dashes to set off the full phrase: *He listed the qualities—intelligence, humor, conservatism, independence—that he liked in an executive.* **ATTRIBUTION:** Use a dash before an author's or composer's name at the end of a quotation: *"Who steals my purse steals trash." - Shakespeare.* *When using a dash use a long dash – (over a -)*

Dates: When using dates, use the following standard: *Tuesday, November 1, 2015,* (commas after the day and the date). When referring to the Roaring 20's - use an 's. Always use Arabic figures, without st, nd, rd or th. **For fliers, when promoting an upcoming event, omit year – Transfer Faire, Thursday, May 12 (no year needed since RCCD doesn't promote events a year in advance). Also, when a time is attached, please use a comma to offset the time: Thursday, May 12, 1 pm.**

Days of the week: Capitalize them. Do not abbreviate.

Dean: Capitalize when used as a formal title before a name: *Dean John Jones, Deans John Jones and Susan Smith.* Lowercase in other uses: *John Jones, dean of the College; the dean.*

Dean's list: Lowercase in all uses: *He is on the dean's list. She is a dean's list student.*

Decades: Use Arabic figures to indicate decades of history. Use an apostrophe to indicate numerals that are left out; show plural by adding the letter s: *the 1890s, the 1920s, the mid-1930s.* An alternative form *the '80s, the '90s* is acceptable if it is clear to which century it refers.

Degree: Use upper case when identifying degree discipline, such as bachelor degree in Math; master's degree in Engineering; a Ph.D. in Social Outcomes.

Degree titles: Use Dr. only for a person with a medical degree - *Dr. Sloan.* In education, educational credentials are used after the name. Also associate professor standard is lowercase after a person's name, with the department capitalized: *Andrew Robinson, Ph.D., associate professor, Math.*

Departments: Use lowercase except for words that are proper nouns or adjectives: the department of history, the history department, the department of English, the English department, or when department is part of the official and formal name: University of Connecticut Department of Economics. **Exception: when identifying earned degree, see Degree above.**

Directions and regions: In general, lowercase north, south, northeast, northern, etc., when they indicate compass direction; capitalize these words when they designate regions. Examples: **COMPASS DIRECTIONS:** *He drove west. The cold front is moving east.* **REGIONS:** *A storm system that developed in the Midwest is spreading eastward. It will bring showers to the East Coast by morning and to the entire Northeast by late*

in the day. Showers and thunderstorms were forecast in the Texas Panhandle. High temperatures will prevail throughout the Western states. The North was victorious. The South will rise again. WITH NAMES OF NATIONS: Lowercase unless they are part of a proper name or are used to designate a politically divided nation: *northern France, southern California, eastern Canada, the western United States.* But: *Northern Ireland, South Korea.* WITH STATES AND CITIES: The preferred form is to lowercase directional or area descriptions when referring to a section of a state or city: *western Montana, southern Atlanta.*

Distances: Always use figures: *He walked 4 miles.*

District: Capitalize District when referring to RCCD.

Dollars: Always lowercase. Use figures and the \$ sign in all except casual references or amounts without a figure: Use a comma when amounts are over \$1,000. *The book cost \$4. Dad, please give me a dollar. Dollars are flowing overseas.* For specified amounts, the word takes a singular verb: *He said \$500,000 is what they want.* For amounts of more than \$1 million, use up to two decimal places. Do not link the numerals and the word by a hyphen: *He is worth \$4.35 million. He proposed a \$300 billion budget.*

E

Email: One word.

Emeritus: This word often is added to formal titles to denote that individuals who have retired retain their rank or title. When used, place emeritus after the formal title, in keeping with the general practice of academic institutions: *Professor Emeritus Samuel Eliot Morison, Dean Emeritus Courtney C. Brown, Publisher Emeritus Barnard L. Colby.* Or: *Samuel Eliot Morison, professor emeritus of history.*

F

Fiscal year: The 12-month period that a corporation or governmental body uses for bookkeeping purposes.

Formal titles: Capitalize formal titles when they are used immediately before one or more names: *Pope Francis, President Barack Obama, Vice Presidents John Jones and William Smith*. At RCCD, the preferred method is to place titles after one's name: Michael Burke, chancellor, said...

A formal title generally is one that denotes a scope of authority, professional activity or academic activity: *Sen. Dianne Feinstein, Dr. Benjamin Spock, retired Gen. Colin Powell*. Other titles serve primarily as occupational descriptions: *astronaut John Glenn, movie star John Wayne, peanut farmer Jimmy Carter*. A final determination on whether a title is formal or occupational depends on the practice of the governmental or private organization that confers it.

Full time, full-time: Hyphenate when used as a compound modifier: *He's a full-time student. The program is only open to full-time students. He goes to college full time.*

Fundraising, fundraiser: One word in all cases.

G

Grades: When indicating letter grades in print, use "quote" marks to set off the grade for easier reading: "A"

Grade Point Average: Should be referenced as GPA in all instances; no need to spell out first time.

H

Hyphen: Hyphens are joiners. Use them to avoid ambiguity or to form a single idea from two or more words. The principle of using a hyphen to avoid confusion explains why no hyphen is required with very and -ly words. Also please watch for sentences end, where hyphenated words might break over – self-contained...in these instances, please move the complete word to the next line.

I

ID: Acceptable abbreviation for identification, including ID card. Spell without periods: Moreno Valley College student ID card.

Internet: Lowercase in all situations, except leading off a sentence.

J

K

L

Legislative titles: FIRST-REFERENCE FORM: Use Rep., Reps., Sen. and Sens. as formal titles before one or more names. Spell out and lowercase representative and senator in other uses. Spell out other legislative titles in all uses. Capitalize formal titles such as councilman, councilwoman (do not use councilperson), delegate, etc., when they are used before a name. Lowercase in other uses. Add US or state before a title only if necessary to avoid confusion: *US Rep. Don Young of Alaska now has a Republican primary opponent, state Rep. Gabrielle LeDoux of Kodiak.* The use of a title such as Rep. or Sen. in first reference is normal in most stories. It is not mandatory, however, provided an individual's title is given later in the story. Deletion of the title on first reference is frequently appropriate, for example, when an individual has become well known: *Barack Obama declared Americans were ready to cast aside cynicism.* SECOND REFERENCE: Do not use legislative titles before a name on second reference unless they are part of a direct quotation.

LGBT: Acceptable on first reference for lesbian, gay, bisexual and transgender, however, should be spelled out in body of the story.

Lists: When reporting a list, do not use *and*, *but* *commas*; for instance: *credits, textbooks, classes and graduation*. Commas replace the use of *and* in media, therefore having a comma followed by *and* is redundant.

M

Master degree: Lowercase master of arts, master of science, master of Business Administration. Do not use periods when abbreviating MA, MS, MBA. A master's degree or a master's is acceptable in any reference.

Military Designations: Capitalize when referring to US forces: *the US Army, the Army, Army regulations*.

Months: Capitalize the names of months in all uses. When a month is used with a specific date, you can abbreviate using the following abbreviations: *Jan., Feb., Mar., Apr., Aug., Sept., Oct., Nov. and Dec.* Spell out when using alone, or with a year alone. When a phrase lists only a month and a year, do not separate the year with commas. When a phrase refers to a month, day and year, set off the year with commas. EXAMPLES: *January 1972 was a cold month. Jan. 2 was the coldest day of the month. His birthday is May 8. Feb. 14, 1987, was the target date. She testified that it was Friday, Dec. 3, when the accident occurred.*

N

O

P

Page numbers: Use figures and capitalize page when used with a figure. When a letter is appended to the figure, capitalize it but do not use a hyphen: *Page 1, Page 10, Page 20A*.

Percent: Spell out, unless part of a graph at which time, due to space limitations, it is okay to use %.

Phone number style: RCCD style is (951) 222-8000 (do not use dots or any other symbol). When an extension is needed to signify a phone number, use (951) 222-8000, ext. 8004.

Physician assistant: No apostrophe in this medical profession title.

Pound sign: RCCD style does not use the #, but rather No. 4 in the rankings.

Professor: Never abbreviate. Lowercase before a name, but capitalize Professor Emeritus as a conferred title before a name: *Professor Emeritus Susan Johnson*. Do not continue in second reference unless part of a quotation.

Q

Quotation marks: Other than to quote someone, quotation marks should only be used to identify irony or unfamiliar terms: **IRONY:** Put quotation marks around a word or words used in an ironical sense: *The "debate" turned into a free-for-all*. **UNFAMILIAR TERMS:** A word or words being introduced to readers may be placed in quotation marks on first reference: *Broadcast frequencies are measured in "kilohertz."*

R

Room numbers: Use figures and capitalize room when used with a figure: *Room 2, Room 211.*

S

Seasons: Lowercase spring, summer, fall, winter.

Seasons for Academic Purposes: When part of a formal name or headline on brochures, schedule of classes, course catalogs or similar material: *Fall of 2014, Spring 2014 or 2014 Spring semester.* When used in the body of text, lowercase.

T

That: (conjunction) Use the conjunction that to introduce a dependent clause if the sentence sounds or looks awkward without it. There are no hard-and-fast rules, but in general when in doubt, include that. Omission can hurt. Inclusion never does.

Theater: Use this spelling unless the proper name is specific, such as *Shubert Theatre.*

Time: Use am and pm, no periods with a space between the number: 5 pm when a time spans from am to pm or vice versa, use both: *8 am to 5 pm.* But when a time covers only one-time period, use am or pm just once: *8 - 11 am.* Use figures except for noon and midnight; never use 12 am (use midnight) or 12 pm (noon). Use a colon to separate hours from minutes: *3:30 pm.* Avoid such redundancies as *10 am this morning, 10 pm tonight.* DO NOT LIST TIMES AS 1:00 pm, except in formal invitations.

Titles: In general, confine capitalization to formal titles used directly before an individual's name. The basic guidelines: LOWERCASE: Lowercase and spell out titles when they are not used with an individual's name: The chancellor issued a statement, and spell out titles in constructions that set them off from a name by commas: *The chancellor, Michael Burke, said it had to be this way. Michael Burke, RCCD chancellor, said this is the best way. Chancellor Burke said this is the best way. Pope Francis, the current*

pope, was born in Argentina.

U

UC and CSU: When indicating multiple universities will be in attendance, use s: UCs and CSUs, don't use a 's.

US: No periods.

V

Veterans/Veterans Day/Veterans Services: lowercase and no apostrophe when referring to Veterans Day, Veterans Services; veterans is never possessive.

W

WebAdvisor: No space between words, capitalize the A.

Which/that: Use that and which in referring to inanimate objects. People cannot be a "that." Use that for essential clauses, important to the meaning of a sentence, and without commas. Use which for nonessential clauses, where the pronoun is less necessary, and use commas: If you can drop the clause and not lose the meaning of the sentence, use which; otherwise, use that. A which clause is surrounded by commas; no commas are used with that clauses.

Who/whom: Who is the pronoun used for references to human beings and to animals with a name. It is grammatically the subject (never the object) of a sentence, clause or phrase; whom is used when someone is the object of a verb or preposition.

X

Y

When indicating a length in years, use 2005-12 (do not use 2005-2012).

Z