Editorial Standards

These editorial standards were developed to help maintain consistency in Gallaudet University publications. In most cases, the standards follow The New York Public Library Writer’s Guide to Style and Usage (HarperCollins, 1994) and Merriam Webster’s Collegiate Dictionary, Tenth Edition (1994). Departments that prepare their own materials are encouraged to follow these guidelines to help University publications maintain a unified identity.

Abbreviations

Abbreviate

1.1—Dr., the Rev., the Hon., and all military titles when they precede a name.

1.2—Page should be p. or pp. in footnotes or bibliographical material; spell out when used in text material (page, not Page).

1.3—The word Saint or Sainte when used to refer to cities, landmarks, or geographic names.

   St. Louis
   Sault Ste. Marie

1.4—Complimentary titles, such as Dr., but do not use them in combination with any other titles or with abbreviations indicating scholastic or academic degrees.

   Richard Thompson, Ph.D.
   Not: Dr. Richard Thompson, Ph.D.

   Patricia Harding, M.D.
   Dr. Patricia Harding
   Not: Dr. Patricia Harding, M.D.

1.5—The degrees bachelor of science, master of science, master of arts, doctor of philosophy, etc., to B.S., M.S., M.A., and Ph.D.—but only when the need to identify several or more individuals by degree on first reference would make the preferred form (written out) cumbersome. Use these abbreviations only after a full name—never after just a last name.

1.6—The departmental name of a course only when it is followed by the course number. Contact the appropriate department or check the University catalogs for the correct abbreviation. In addition to an elective course in English, the student should select MA 201.
1.7—Names of states when following names of cities and towns. Use two-letter postal service abbreviations only in mailing addresses that include zip codes. In all other instances, use the longer state abbreviations.

Gallaudet University is in Washington, D.C.
The address for Gallaudet is 800 Florida Avenue, NE, Washington, DC 20002-3695.

She lives in Boston, Mass.
Her address is 1702 Dutton Street, Boston, MA 01776.

State abbreviations are as follows:

- Alabama—Ala., AL
- Alaska—Alaska, AK
- Arizona—Ariz., AZ
- Arkansas—Ark., AR
- California—Calif., CA
- Colorado—Colo., CO
- Connecticut—Conn., CT
- Delaware—Del., DE
- District of Columbia—D.C., DC
- Florida— Fla., FL
- Georgia—Ga., GA
- Hawaii—Hawaii, HI
- Idaho—Idaho, ID
- Illinois—Ill., IL
- Indiana—Ind., IN
- Iowa—Iowa, IA
- Kansas—Kan., KS
- Kentucky—Ky., KY
- Louisiana—La., LA
- Maine—Me., ME
- Maryland—Md., MD
- Massachusetts—Mass., MA
- Michigan—Mich., MI
- Minnesota—Minn., MN
- Mississippi—Miss., MS
- Missouri—Mo., MO
- Montana—Mnt., MO
- Nebraska—Neb., NE
- Nevada—Nev., NV
- New Hampshire—N.H., NH
- New Jersey—N.J., NJ
- New Mexico—N.M., NM
- New York—N.Y., NY
- North Carolina—N.C., NC
- North Dakota—N.D., ND
- Ohio—Ohio, OH
- Oklahoma—Okla., OK
- Oregon—Ore., OR
- Pennsylvania—Pa., PA
- Rhode Island—R.I., RI
- South Carolina—S.C., SC
- South Dakota—S.D., SD
- Tennessee—Tenn., TN
- Texas—Tex., TX
- Utah—Utah, UT
- Vermont—Vt., VT
- Virginia—Va., VA
- Washington—Wash., WA
- West Virginia—W.Va., WV
- Wisconsin—Wis., WI
- Wyoming—Wyo., WY

In text, spell out Alaska, Hawaii, Idaho, Iowa, Ohio, and Utah.

Spell out Puerto Rico and the Virgin Islands.

Spell out Canadian provinces.

Toronto, Ontario
Montreal, Quebec
Do Not Abbreviate

1.8—The word and; use the ampersand (&) only in corporate titles.

1.9—The names of months.

1.10—Words that are part of an address, such as street, road, avenue, boulevard, etc.

   800 Florida Avenue, NE
   270 North Capitol Street
   Capitalize when used as part of a formal street name without a number.
   Pennsylvania Avenue
   Lowercase when used alone or with more than one street name.
   Massachusetts and Pennsylvania avenues

1.11—Names of countries other than the U.S.A. when used alone or U.S. when used as an adjective.

   The U.S.A. will participate in the Olympic games.
   Saipan is a U.S. territory.

1.12—Given names such as George, Charles, and William.

1.13—The words association, avenue, boulevard, department, institute, street, except in headlines, addresses, and other special material.

1.14—Christmas in the form Xmas.

1.15—In general, use the word percent, not %; but in scientific, technical, and statistical copy or in tables, use the % symbol.

1.16—Parts of geographic names, except Saint or Sainte, unless they are used in tabular matter.

   Mount Rushmore
   Fort Wayne
   Montgomery County

1.17—Assistant and associate when used in titles

   associate professor of English
Addresses

2.1—Spell out words that are part of an address when used in regular text or as a mailing address.

  800 Florida Avenue, NE
  720 Piney Branch Road

Abbreviate words that are part of an address when used in tables, footnotes, bibliographies, and graphs. Abbreviate, if necessary for copyfitting, in listings of addresses or other tabular material.

2.2—Abbreviate sectional divisions of a city (NE, NW, SE, SW) in addresses. Use no periods, and put a comma before the division.

  800 Florida Avenue, NE
  5401 16th Street, NW

2.3—Spell out the designation North, South, East, or West before a street name.

  North Capitol Street

2.4—Spell out numbered streets of nine and below. Use numerals for 10 and above.

  420 Sixth Street, NE
  1850 16th Street, NW
  but: 320 Forty-fourth Street (to avoid confusion)

2.5—Use numerals for room numbers, suite numbers, highways, and road numbers.

  Suite 300
  Apartment B
  I-95
  U.S. 40

Capitalization

Capitalize

3.1—Proper nouns, months, and days of the week.

3.2—All words except articles, conjunctions, and prepositions in the titles of books, plays, lectures, musical compositions, etc., including a, and, the, if, at the beginning of the title.

  A Brief History of Time
  Deaf History Unveiled
3.3—All educational, occupational, and business titles when used specifically in front of the name; do not capitalize these titles when they follow the name.

   President Jane Doe  
   Jane Doe, president  
   John Doe, professor of biology

3.4—The word university whenever referring to Gallaudet University, even though the words Gallaudet University may not be included in the sentence.

3.5—The words association, building, center, club, conference, department, division, hall, office, senate, board, street, university, etc., when used as part of a title. Thereafter, do not capitalize these words when used alone to refer to that specific place or group.

   Faculty Senate; thereafter, the senate  
   English Department; thereafter, the department  
   Board of Trustees; thereafter, the board

3.6—The word class when used within a year.

   Class of 1982  
   Class of '59

3.7—Geographical regions of the country or world, but not the points of the compass.

   the Midwest  
   the Far East  
   He headed southeast.  
   He was going to the Southeast.

3.8—Names of athletic clubs or teams.

   the Bison  
   the MSSD Eagles

3.9—Names of all races and nationalities.

   Asian  
   African American  
   Hispanic/Latino  
   Caucasian  
   Irish  
   Chinese
   But: not black or white
3.10—The word room when used to designate a particular room.

    Hall Memorial Building, Room 156

Do Not Capitalize

3.11—Seasons of the year.

    This year, fall semester began before Labor Day.
    Look in the winter issue of the magazine.

3.12—Titles standing alone or following a name.

    He is the dean of Student Affairs.
    Richard Jones, professor of economics, will speak.

3.13—Unofficial titles preceding a name, or titles that serve primarily as occupational descriptions.

    The poet Alfred Lowe
    career counselor Roger Dunn
    history professor Susan Smith

3.14—Fields of study, options, curricula, major areas, or major subjects, except names of languages,

    unless a specific course is noted.
    He is majoring in history.
    Students must meet requirements in English and math.
    The School of Communication includes a specialization in communication arts.

3.15—Organized groups or classes of students in a university or high school.

    Many juniors take history courses.
    The senior class is preparing for a trip.

3.16—Designations of offices of a class or organization.

    Kelly Green is captain of the women's basketball team.
    He was elected senior class president.

3.17—The following words or abbreviations.

    a.m. and p.m. paragraph baccalaureate
    state federal government doctoral degree
    page congressional master's degree
3.18—The words offices, colleges, and departments when referring to more than one individual office, school, or department.

   English and Biology departments; But: English Department and Biology Department

3.19—Official university degrees when spelled out, but capitalize when abbreviated.

   bachelor of arts
   master's degree
   B.A., M.A., Ph.D.

Lists

4.1—Punctuation and capitalization used in lists can vary, depending on the writer’s preference. The important thing to remember is to make all items in the list consistent. For example, either capitalize all first words of items in a list, or lowercase all first words.

4.2—When a list is introduced by a complete sentence, that sentence may end with a period or a colon.

   He asked students to assemble the following items:
   Pencils
   Paper
   Rulers

4.3—When the list items that follow a complete introductory sentence are not complete sentences, the items may begin with either uppercase or lowercase letters and end with either periods or no punctuation. Whatever style is chosen, it should be followed throughout the publication for the same type of list.

   The speaker focused on several issues:
   The status of education today.
   The history of education
   Educational reforms during the past 50 years.
4.4—When a list is introduced by an incomplete sentence, that phrase may end with a comma, semicolon, dash, or no punctuation at all. Each list item must form a grammatically correct sentence when combined with the introductory phrase.

   Those who attend the conference will
   participate in small group discussions
   attend plenary sessions
   set an agenda for the future

4.5—If any item in a list is a complete sentence, each item in that list—whether or not a complete sentence—must begin with a capital letter and end with a period.

**Numbers**

**Use Numerals for**

5.1—Numbers 10 or over, including ordinal numbers. Spell out numbers one through nine.

   About eight or nine people attended the meeting.
   Program planners expect about 200 participants.
   We have entered the 21st century.

5.2—Use numerals, even if the number is below 10, when indicating ages, figures containing decimals, statistics, results of voting, percentages, sums of money, times of day, days of the month, latitude and longitude, degrees of temperature, dimensions, measurements, proportions, numbers that are part of titles, sports points, and scores.

   The class is for children ages 6 through 12.
   Only 5 percent of the group disagreed with the majority.

5.3—Days of the month. Do not use rd, th, st, or nd following these numerals.

   August 15
   January 22

5.4—Numbers within a series in order to maintain consistency, if more than half the numbers are 10 or larger; otherwise, spell out numbers within a series.

5.5—A million or more, but spell out the word million.

   The charity raised $1.2 million last year.
5.6—Spans of years are given as follows:

- 1861-1865
- 1880-95
- 1903-04

5.7—Spell out numbers of centuries from first through ninth, and do not capitalize.

- The first century, the eight century
- Use numerals from the 10th century on:
- The 12th century, the 20th century

5.8—Hours of the day. Avoid using unnecessary zeros in text.

- 7 p.m. or 7:30 p.m. (not 7:00 p.m., unless used in a list, to preserve alignment of type, or as a design element in display type)

Workshops will be held at the following times:

- 9:00 a.m.
- 10:30 a.m.
- 1:00 p.m.

The dance performance will be held at 10 a.m. and again at 7:30 p.m.

5.9—Use noon and midnight, not 12 noon, 12 midnight, 12 a.m., or 12 p.m.

5.10—Amounts of money with the word cents or with the dollar sign.

- $3 (not $3.00)
- $5.09
- 77 cents (unless tabulated in columns)

5.11—Do not begin a sentence with numerals; supply a word or spell out the figures. (Note: Numbers below 100 should be hyphenated when they consist two words.)

- Forty-two people attended the dinner.
Punctuation

Apostrophe

6.1—In making the plural of figures, do not use an apostrophe.

   The early 1900s
   The late '60s

6.2—Punctuate year of college classes with an apostrophe.

   Class of '71
   John White, '23

6.3—Master's degree should always be written with an 's. Never write masters degree or masters' degrees.

Colon

6.4—Follow a statement that introduces a direct quotation of one or more paragraphs with a colon. Also, use a colon after as follows or the following.

6.5—Capitalize the first word after a colon only if it is a proper noun or the start of a complete sentence.

   He promised this: The university will make good all the losses.
   But: There were three considerations: expense, time, and feasibility.

6.6—Colons can be used for emphasis.

   He has only one hobby: eating.

6.7—Use a comma to introduce a direct quotation of one sentence that remains within a paragraph. Use a colon to introduce longer quotations within a paragraph and to end a paragraph that introduces another paragraph of quoted material.

6.8—Do not combine a dash and a colon.
Comma

6.9—Use a comma before the words and or or in a series of three or more words, phrases, or clauses.

    The workshop will be presented by the Career Center, Psychology Department, and Social Work Department.

6.10—Place a comma after digits signifying thousands, except when reference is made to temperature or year.

    1,850 students
    4600 degrees
    the year 2001

6.11—Introductory words such as namely, i.e., and e.g. should be preceded by a comma and followed by a comma.

6.12—When listing names with cities or states, punctuate as follows:

    George Andrews, Boston, president; Carol Green, Detroit, vice president; etc.

6.13—Place commas after both the city and state in a sentence.

    He moved to Frederick, Md., to start a new job.

6.14—When writing a date, place a comma after the day and after the year.

    July 4, 1776, is the date the Declaration of Independence was signed.

6.15—Do not place a comma between the month and year when the day is not mentioned.

    He graduated in May 1994.

6.16—Use a comma to separate an introductory phrase or clause from a main clause.

    When he had tired of the mad pace of city living, he moved to rural Virginia. 
    The comma may be omitted after short introductory phrases if no ambiguity would result. 
    During the night he heard many noises. 
    But use the comma if its omission would slow comprehension. 
    On the street below, the curious gathered.
6.17—When a conjunction such as and, but, or for links two clauses that could stand alone as separate sentences, use a comma before the conjunction.

He wanted to go to the party, but he did not feel well.
But use no comma if the clauses cannot stand alone as separate sentences.
He wanted to go to the party but did not feel well. As a rule of thumb, use a comma if the subject of each clause is expressly stated.
We are visiting Gallaudet, and we also plan a side trip to Baltimore.
But use no comma when the subject of the two clauses is the same and is not repeated in the second clause.
We are visiting Gallaudet and also plan a side trip to Baltimore.

6.18—Do not use a comma at the start of an indirect or partial quotation.

He said that his victory put him "firmly on the road to a first-ballot nomination."

6.19—Use a comma before and after Jr. or Sr. in a name. Do not use a comma (or period) for II or III.

Dr. Edward C. Merrill, Jr., was Gallaudet's fourth president.
Edward C. Merrill III accepted a citation recognizing his father's service.

Dash

6.20—Use a dash to denote an abrupt change in thought in a sentence or an emphatic pause.

We will fly to Trinidad in June—if I get a raise.
Boswell offered a plan—it was unprecedented—to increase donations.

6.21—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, charm, beauty, independence—that he liked in women.| Do not add spaces before or after the dashes.
**Ellipsis**

6.22—Use an ellipsis to indicate the deletion of one or more words in condensing quotes, texts, and documents. Be especially careful to avoid deletions that would distort the meaning. Leave one regular space on both sides of an ellipsis.

I ... tried to do what was best.

When an ellipsis is used after the end of a sentence to indicate deleted material, use a period, followed by a space and then the ellipsis.

From President Nixon's resignation speech: "In all the decisions I have made in my public life, I have always tried to do what was best for the nation. ..."

When deleting words from the end of a sentence, add the space and ellipsis, followed by a period.

However, it has become evident to me that I no longer have a strong enough political base ...."

**Hyphen**

6.23—In general, do not hyphenate prefixes unless they are combined with a capitalized word or if there is a possibility of misunderstanding or mispronouncing.

Bicultural nonrefundable
Cosponsor preschool
midsemester postsecondary
nontechnical reuse

6.24—Do use a hyphen if the following word is capitalized.

Pre-College Programs
Pro-American

6.25—Use the nonhyphenated spelling of a word if either spelling is acceptable. If in doubt, check the dictionary.

6.26—Use hyphens sparingly with compound adjectives. Hyphenate primarily to avoid confusion of meaning or to help readers grasp the thought quickly.

cost of living index
balance of payments issue

But:

old-furniture dealer
first-class treatment
Hyphenate most modifiers ending in ing or ed.

Law-abiding citizen
Agreed-upon rules

When compounds follow the noun they modify, however, they appear without a hyphen.

law-abiding citizen → The citizen was law abiding
agreed-upon rules → The rules were agreed upon in advance.

fund-raising program → Fund raising is her job.

6.27—Hyphenate part-time and full-time when used as adjectives, and hyphenate any modifying word combined with well.

She has a part-time job.
But she works part-time.
Well-built engine
Well-rounded person

6.28—Do not use the hyphen to connect an adverb ending in ly with a participle.

Newly married couple
Elegantly furnished house

6.29—Do not hyphenate the words hard of hearing.

6.30—Hyphenate closed captioned, on campus, and off campus only when used as a compound adjective to modify a noun.

They watched a closed-captioned program on T.V.
But the program was closed captioned.
Three hundred people attended the off-campus event.
But the event was held off campus.

6.31—Hyphenate ages used as adjectives before a noun or as substitutes for a noun.

The 12-year-old girl ran home.
But the girl is 12 years old.
The race is for 3-year-olds.
The dance class is for 8- to 10-year-olds.

Leave a space between the first hyphen and to, and between to and the next number.
6.32—In general, hyphenate numbers and letters used to form modifiers.

A three-week vacation
Sixth-grade teacher
A 24-hour day

Exceptions to this rule include modifiers using money or the word percent.

A $10 million project
A 5 percent increase

**Period**

6.33—Letter symbols of degrees, such as B.S., M.A., or Ph.D., and the national abbreviations U.S. and U.S.A., should be capitalized and written with periods. However, USA is an acceptable alternative, particularly in tabular matter.

Use no periods with MSW or LCSW.

6.34—Alphabetical abbreviations of groups, organizations, or laws—such as NAD, NICD, or ADA—should be capitalized and written without periods or space.

6.35—Place a period outside a closing parenthesis if the material inside is not a sentence (such as this phrase).

(An independent sentence inside parentheses, such as this one, takes a period before the closing parentheses.)

**Quotation marks**

6.36—Use single quotation marks for quotations printed within other quotations.

6.37—Use single quotation marks in headlines.

6.38—Use double quotation marks for photo captions.

6.39—If several paragraphs are to be quoted, use quotation marks at the beginning of each paragraph, but at the end of the last paragraph only.

6.40—Set quotation marks outside periods and commas and inside colons and semicolons. Quotation marks should be set inside exclamation points and question marks that are not part of the quotation.
6.41—No quotation marks are necessary in printing interviews when the name of the speaker is given first or in reports of testimony when the words question and answer or Q and A are used.

Q: Who is eligible for the program?
A: Full-time faculty...

Jones: When will the committee meet?
James: On the second Thursday of the month.

6.42—Use quotation marks for all titles of articles, chapters, divisions of a publication, short stories, poems, songs, and television or radio programs.

6.43—Use brackets when adding editorial explanations within a direct quote or to enclose parenthetical matter within matter already included in parentheses.

"I've seen (employees) here as late as 9:30 p.m.," he said.
This Po River country was called Cisalpine Gaul (Gaul on this side [i.e., Italian side] of the Alps) because there was another Gaul on the other side of the Alps (Transalpine [trans-al-pin] Gaul).

Semicolons

6.44—Use semicolons to separate items in a series when individual parts contain commas.

The new offices are Marvin Smith, president; Jane Doe, vice president; and James Schultz, treasurer.

6.45—Use a semicolon in compound sentences when no connecting conjunction is present.

The letter was due last week; it arrived on Tuesday.

6.46—Use a semicolon before a conjunctive adverb that connects two main clauses.

I'll try to attend the meeting; however, I may be late because I have a doctor's appointment.

6.47—Place semicolons outside quotation marks.
**Titles of Works**

7.1—Italicize titles of books, magazines, newspapers, proceedings, pamphlets, movies, videotapes, plays, operas, musicals, collections of poetry or long poems published separately, and works of art.

7.2—Use quotation marks for all titles of articles, chapters, divisions of a publication, short stories or compositions, television or radio programs, songs, and poems.

7.3—Use ordinary Roman type for long musical compositions, such as Beethoven's Fifth Symphony or Bach's Suite No.1 for Orchestra.

**of People**

7.4—Always include the first name or initials of people the first time they appear in an article.

7.5—Use both initials, the first name, or the first name and middle initial (never only one initial).

   J.H. Henry, John Henry, or John H. Henry
   But not J. Henry

7.6—Use the title Dr. when referring to a doctor of any kind, on first reference only.

   Dr. Henry Junkins, director of the genetics lab, did not foresee the cuts, according to his staff. Junkins was, said many, upset when he heard the news.

7.7—Use the title Dr. both for individuals who have received honorary doctoral degrees from Gallaudet and for people with earned doctoral degrees.

7.8—After first referring to an adult individual by using his or her full name, use that person's last name, even if he or she has a professional or religious title. After first reference, person under the age of 18 is generally referred to by his or her first name.

7.9—When referring to Gallaudet faculty or teachers, use the title of rank given them by the University or the Laurent Clerc Center.

   associate professor of economics Mary Hartman
   Dean Roger Gray
   science teacher/researcher Joseph Hill
7.10—Avoid using long titles before the names of people, such as

associate director of development for the Annual Fund Joe Smith

Instead, say:

Joe Smith, associate director of development for the Annual Fund

7.11—The word the should be used before Rev. when referring to most clergy on first reference. On second reference, use only the person’s last name. Use the Rev. Dr. only if the person has an earned doctoral degrees and reference to the degree is relevant. Use Rabbi before a name on first reference; use only the last name on second reference.

7.12—When referring to an endowed professorship, always use the full title on first reference, whether or not the title stands alone.

The Powrie V. Doctor Chair of Deaf Studies
Jane James, holder of the Powrie V. Doctor Chair of Deaf Studies

After that use

The Doctor Chair ...

**Word Usage**

Following is a list of preferred usage of words and terms, many of which are commonly misused or misspelled. Please use the words first listed unless otherwise noted:

Advisor, not adviser.
Affect/effect—Use affect as a verb.

The game will affect the standings.

Effect, as a transitive verb, means to cause.

He will effect many changes in the department.

Effect, as a noun, means result.

The effect was not what she intended.

A lot, not alot.
All right, not alright.
And, not as well as.

And, not & unless the ampersand is a formal part of a corporate or business name.

Because, not due to the fact that or since.

Because the electricity went off, we can go home.

Since generally refers to time.

Since Gallaudet was established, many changes have been made.

Bilingual and multicultural, not bi-lingual and multi-cultural.

Capitol Hill or the Capitol when referring to the
area or building in Washington, D.C.; nation’s capitol or capital when referring to Washington, D.C., or other state capitals.
Chair, not chairman, chairwoman, or chairperson.
Classwork or coursework, not class work or course work.
Comprise/compose-The whole comprises the parts; the parts compose the whole.

The committee comprises 11 members.
The committee is composed of 11 members.
Not: The committee is comprised of 11 members.

Computers terminology:

BITnet
CD-ROM
e-mail for electronic mail
database, not data-base or d-base
desktop publishing or desktop computer
Internet
on-line
Fax, except when used in a listing of phone numbers
Call 888-1222 (V/TTY) or 888-1211 (FAX).
Facsimile or fax when written in text.
Use (FAX) after phone numbers on business cards where (V/TTY) also is used.

Consortium of Universities of the Washington Metropolitan Area
Continual means occurring frequently.
Continuous means occurring without interruption.
Coworkers, not co-workers.
Ensure means guarantee. Insure refers to insurance. Use assure in reference to a person.
Steps were taken to ensure accuracy.
The policy insures his life.
He assured the child that she would be safe.

Faculty, staff, board, team, etc. can be either singular or plural, depending on usage; use singular when discussing the group as a body and plural when speaking of the people as individuals.

The faculty supports the concept of shared governance.
The faculty supports each other by discussing their classroom experiences.

Fund raising, not fundraising, when used as a noun.

Fund raising is a priority in the Development Office.
Fund-raising when used as an adjective.
The fund-raising campaign got underway last week.

Kendall Green, not main campus.
Master’s degree or master’s degrees, not masters degree or masters’ degrees.
Midsemester, midterm, or midsummer, not mid-summer, mid-term, or mid-summer.
People, not person. Use person only when speaking of an individual.

Hundreds of people attended the fair.
All people entering the building must go through the metal detector.
Each person must have a ticket for the performance.

Percent, not %, except in tabular material.
Postsecondary, not post-secondary.
Preschool, not pre-school.
Subject/pronoun agreement: Make sure subject and pronoun agree.
INCORRECT: Each student must have their health insurance form filled out before they can register.
CORRECT: Each student must have his or her health insurance form filed out before he or she can register.
Better still, change the sentence to make it more readable.
All students must have their health insurance forms filled out before they can register.

Telephone numbers-Use (202) 651-5000 (V/TTY)-or (TTY/V)-not 202-651-5000 Voice or TTY.
Theater, not theatre, unless it is part of an official title.
Under way, not underway.

That/which-In general, use that when a clause is essential to a sentence. Do not use commas with essential clauses.

   The house that I want has been sold already.
Use which when a clause is not essential to the sentence. Nonessential clauses are set off by commas.
The speech, which was very long, contained some useful information.

University-Capitalize the word university when referring specifically to Gallaudet University:
The University will be examining enrollment trends over the next few years.
Writing Inclusively

Avoid any language or sentence construction that might imply bias in the areas of race, ethnic origin, gender, sexual orientation, physical attributes, disability, or age.

Try to use the most currently acceptable terms, and the ones most preferred by the group about which you are writing. These terms do change, so the best approach is to use words that seem to have become widely accepted in print. For example, people with disabilities (instead of the handicapped or the disabled), and developing countries (instead of third-world or less-developed countries).

African American is widely accepted, but black is still preferred by many.

Hispanic is accepted by most people of Mexican South American, Center American, or Spanish-speaking Caribbean descent. The terms Latino/Latina and Chicano/Chicana are favored by some and not by others. People from Puerto Rico prefer to be known as Puerto Ricans unless they are grouped with other Hispanics.

Asian American or Asian can be used to describe people from that world region, but it is preferable to use the specific nationality when possible. People from China are Chinese, never Chinamen or Orientals.

American Indian or Native American are terms frequently used to refer to indigenous people of the Western Hemisphere. Native American is out of favor with some North American Indian groups. Many groups prefer to be referred to by their specific tribal names. Some groups also find the term native to be condescending. An exception is the term Alaskan natives, used by Aleuts, Indians, Eskimos of Alaska.

Also, in general, avoid adding information that describes a person or group in racial, sexual, physical, or other terms—which could be viewed as bias—unless such description is integral to the story.

Culture/Ethnicity

Do not identify individuals by race, religion, or national origin unless such identifications are essential to an understanding of the story or to emphasize a point (e.g., if the fact that a person is the first African American deaf Ph.D. is pertinent to the information being communicated).

- Capitalize African American, Hispanic, Latino/Latina, Asian American, Caucasian, etc.
- Do not capitalize black or white.
- Do not hyphenate the terms African American, Asian American, etc., whether used as adjectives or nouns.

Gallaudet has an organization for African American students.
They studied the contributions of African Americans during Black History Month.
Deaf-Related Terminology

The Office of Public Relations uses a small-d deaf in its official University publications as most inclusive of the largest number of deaf people. Some groups and individuals prefer to use a large D when speaking about Deaf Culture, the Deaf Community, or Deaf people in general. Individuals or departments may choose to use either small-d or large-D Deaf in their publications, depending on audience, subject matter, and personal preference. Mixing small-d and large-D uses of deaf/Deaf in a publication, however, is often confusing to the reader.

Regardless of how d/Deaf is used, hard of hearing and hearing are not capitalized. Use deaf and hard of hearing, not hearing impaired. Deaf and hard of hearing are adjectives and should not be used as nouns. Use deaf people, not the deaf. Capitalize the names of specific languages, sign systems, communication methods, and philosophies.

- American Sign Language
- Cued Speech
- Pidgin Signed English
- Signing Exact English
- Sign Supported Speech
- Total Communication
- Visual Gestural Communication

Depending on preference, several different terms are used (all with similar meanings) for text-based telecommunications devices: text telephone, TTY (named after "teletype"), TDD (Telecommunications Device for the Deaf), TT, or T. Many in the deaf community prefer the term TTY.

After phone numbers, any of the following are acceptable, depending on audience and client preference:

- (V/TTY) or (TTY/V)
- (Voice/TTY) or (TTY/Voice)
- (Voice/Text) or (Text/Voice)
- (V/T) or (T/V)
- (Voice/TDD) or (TDD/Voice)
Disability

Whenever possible, speak of the person first, not the disability.

People with disabilities
Not: disabled people

People who have a visual impairment
Not: visually impaired people

When necessary, use multihandicapped, not multi-handicapped, multiple handicapped, or multiply handicapped. The preferred term is people with multiple disabilities.

Gender

Do not presume maleness in constructing a sentence. Revise the sentence whenever possible.

Do not say: A reporter attempts to protect his sources.
Instead, change the sentence to: Reporters attempt to protect their sources.

When necessary, use the term he or she, or his or her, not just he or his. Do not use his/her or s/he.

Each student must bring his or her permission slip.
Better still, change the sentence to read: All students must bring their permission slips.

Remember in revising sentences to maintain consistency in successive pronouns.

Students must submit their choices by noon.
Not: Each student must submit their choice by noon.
Other Preferred Terms

Homosexual is the general term. Gay is often used for both men and women. Some homosexual men preferred being called gay, while some homosexual women prefer being called lesbian.

Transgender is the umbrella term used for a male or female who identifies as the opposite sex—transsexual and transvestite.

The term sexual orientation is preferred to sexual preference.

Companion is the preferred term used to describe the partner of a person in a homosexual relationship.

People over age 18 are women or men, not girls or boys.

Senior citizen is widely accepted and preferable to elderly, old person, or aged. Senior can be used as a noun, as in a program for seniors.

Avoid biases that express a local point of view. For example, American does not only mean people in the United States. There are other Americans in North and South America. Canadians prefer to be called North Americans, not Americans. Residents of Mexico usually use the term North American to refer to U.S. citizens.

Be aware of your geographic location. For example, Asia is preferable to Far East or the Orient, which describe the writer's location in relation to those areas rather than the area itself.
Web Writing Guidelines

As in compiling and writing for printed publications, there are many different writing styles for the Web. It is, however, possible to pin down some general guidelines that will help you structure your site and write effectively to get your message across.

Writing for your audience
Always write with the audience in mind. Our target market is very broad; it ranges from school children doing research, to prospective students, to alumni wanting to keep in touch with their alma mater. For those who are not working in higher education or involved within the deaf community, our common language and assumptions are not so common and clear. Your pages are your department’s showcase to the general public and, in most cases, will need to be attractive to and understood by prospective undergraduate and graduate students.

You don’t have to ‘dumb down’ information, but you do need to eliminate acronyms and jargon.

Communicate with conviction
You are a member of one of the most exciting departments or subject areas in a thriving university. Whatever your role in the department, you contribute to the learning and success of thousands of people every year. You don’t need to be artificial, but if you’re genuinely passionate about your subject - let the world know.

Use plain English
If you ever tried to read a government document you know how difficult it can be to understand. Plain, simple English is easier and faster to read, and you’re far more likely to get your message across accurately. Given that you’re writing for such a broad audience, your writing must be clear, structured and concise, using simple, jargon-free language.

Keep it short and simple
It's difficult to read large blocks of text on screen, so use short sentences and short paragraphs. Frequently proofread your writing and if you can say something in half the word count - cut it. Think about what's really important to your audience and tell them that. It's really easy to be self-indulgent on a pet subject and write too much, so ask someone else, preferably a student where relevant, to comment on your text.
Keep it consistent
As part of the redesign, the templates have consistent navigation and other features to help users get around easily and quickly. Consistency in the content is also very important. That is why adherence to the guidelines is crucial. Consistency makes it easier on the audience and it helps unify the University's Web presence.

Be consistent in the names you use for things throughout your site's content. It's important for all departments to use the same words to describe the same things.

Building names are one example; The Merrill Learning Center is sometimes referred to as the Learning Center or Library. The Kellogg Conference Hotel @ Gallaudet University is also known as Kellogg, the Kellogg Center, the Conference Center or the GUKCC (former name). Those of us on campus know what is being referred to but off-campus people could easily become confused.

Keep content accurate and current
Information published on the Web must be accurate. Web authors are writing on behalf of Gallaudet University-the material you enter in the CMS is presenting our community to the whole world. A Web site full of outdated or inaccurate information is unprofessional and reflects poorly on the institution.

If you publish content that will be outdated soon, you are responsible for its removal or updating. The CMS can set automatic publish and expiration dates and warn you when your content is about to expire. You are responsible to review your content on a regular basis. Only publish what you can manage. If you are unable to keep up with the maintenance of your content, it's time to pare down your site to the essentials.

'Site Under Construction'
Don't use it! If a section of your site is not published yet and therefore not live on the Web yet, do not put up an 'under construction' notice. If a section is not complete, leave it out altogether.

Page titles
Gallaudet requires that all Web pages within the CMS have page titles.

Make it easy to scan
Many Web users scan pages before reading the whole article, to check if the information is relevant. To make your content useful to them, use structure.

- Give the content a meaningful title.
- Use regular subheadings to break up the text. Make them representative of the paragraphs that follow, though!
Keep to one idea or concept per paragraph, even if this means the paragraph only contains one sentence.

- Use bulleted lists.
- Bold text can help highlight key words, but use it sparingly

**Meaningful titles and sub-headings**

Keep your headings useful and to the point. Avoid cute and funny:

- Don't use: Hungry? Let's eat!
- Use: Places to eat on campus

**Headings**

The templates already have a selection of pre-determined styles for the heading given to your content:

- The Gallaudet heading style is bold with the first letter of the heading capitalized.
- The sub-heading style is bold
- Capitalize the first word and all proper nouns. Other words should be lower case.

**Bullet-point lists**

Bullets help structure your text, and should be used whenever appropriate, they help your readers scan through the content more easily.

**Bold & Italics**

You may use bold to emphasize content, but use it sparingly; if everything is bold then nothing will stand out. The same goes for italics, you should know that readability experts say that italic text on a computer monitor is NOT easy to read at all.

**Fonts & Colors**

Font and text colors are part of the design template and you should not deviate from the template. Adding color and changing fonts and text sizes may seem to add emphasis but instead they clutter up your page and distract the reader from your message. If your content is written concisely and clearly you won't need the gimmicks.

**Underlining**

Underlined text should be avoided. Because hyperlinks are often shown with underlines, underlining words that are not links can be confusing. If you need to emphasize a point, use bold.
Use of Capitals
In Internet etiquette it's considered shouting to use ALL CAPITALS! Use it very sparingly for emphasis or if it's part of a formal name. (ex. METRO, MSSD)

Punctuation, Spelling & Grammar
Follow the University's Editorial Standards for all written publications. This guide is based on these references:


Be careful of spell checkers - they aren't always accurate.

Beware of yesterday!
Be careful of using words like "today", "tomorrow" and "yesterday". On the Web a piece of content may be read at any time-especially if it's archived or out-of-date. If you do use one of those words, qualify them with a date.

Write inclusively
Avoid any language or sentence construction that might imply bias in the areas of race, ethnic origin, gender, sexual orientation, physical attributes, disability, or age.

Try to use the most currently acceptable terms, and the ones most preferred by the group about which you are writing. These terms do change, so the best approach is to use words that seem to have become widely accepted in print.

Gallaudet's Editorial Standards contain more information on deaf-related terminology and other appropriate terms related to race, gender, sexual orientation, and disability.

Avoid improper content
No material which is antithetical to the mission, branding, appearance, dignity, and prestige of the University may be posted on University Web pages. This includes material:

- That might be considered demeaning to any race, religion, gender, or other group
- That might be considered obscene by the general standards of the community
- That is inconsistent with the branding and message of the Web site

No techniques may be used on any Web page in an attempt to increase search engine rankings that may be considered search engine spam. Do not use invisible text, re-directs, identical content on multiple
pages, keyword-stuffing on meta-tags or alt-tags, or any other method which attempts to add text not visible to the viewer. If in doubt, contact the Web Information Manager.

Links
Hyperlinks are one of the wonderful features of the Internet - you can take the user to something on the Internet directly by giving good hyperlinks. Deep linking is good - you can link directly to the page you want to refer the user to, not just the home page of the site.

The phrase "click here" or similar phrases should not be used. Use more effective titles for such links.

- In most cases, URLs should not be written in body text. Instead, hyperlink the hyperlink description and embed the link. For example, "The first stop for most campus visitors is the Visitors Center in the Edward Miner Gallaudet Memorial Building."
- Where you have to write out the URL, please be sure to write out the entire address which includes http://.
- If you are linking to non-University Web pages, the off-site links should indicate in some way that you are leaving the Gallaudet site. The same is true if you are linking to a document such as a PDF file.
- Identify those pages within your department that should be linked to the newly published page. You may also find that some non-departmental pages would likely reference the information you are publishing, you may request links from them as well.
- If you are aware of other Web sites that should link to the content on your page, or you are linking to other Web sites and desire a reciprocal link, contact those sites directly.
- Do not link to sites that:
  - Advocate illegal activities (i.e. taking drugs, theft, copyright violation, etc.).
  - Promote pornography and violence.
  - Contain and promote hate speech and racism.
- As a general principle, think twice before linking to non-Gallaudet sites. If you maintain a list of area restaurants, how do you choose which ones to list and how do you justify not including some?
- Check the links regularly. Sites can move or be redesigned, making the link obsolete. It's part of keeping your content up to date.

Photography
Seek the permission of any individual before using their photograph. People have the right to privacy and that includes their own image. For more information see the Design Standards section of this guide.
Copyright and proper credit
Make sure you credit properly when referencing other people's material.

All content, images, and other elements must be used only with permission of any copyright holder. Materials taken from books, audio or video sources, other Web pages, images of artworks, are protected under copyright law.

Only material which has been produced internally, occurs in clearly defined public domain, or for which the University has permission may be used on any University Web page.

Rights to reports and other material produced by outside consultants and contractors should be covered in contracts signed by a third party. Make sure, when commissioning material to publish on your Web site, that you own the copyright. Make sure that specific provision is made for this in the contract. For questions regarding copyright at Gallaudet, contact the University Press.

Existing content
Don’t publish content that already exists on the Web site! It’s important to think through carefully what content you want to publish. Is it unique to your audience? Is the information available somewhere else where you can “pull” it into your site or link to it?

For example, the Visitors Center has maps and directions to the campus, it is unnecessary to recreate directions for your site.

If you feel needed information is unclear, out-of-date or inaccurate, contact that department and/or the Helpdesk to share your feedback.

Contact information
Any contact information entered (telephone or email) must be staffed (i.e. there must be someone qualified there to deal with the query). It’s bad practice to provide a platform for questions/comment/feedback and not to respond.

Word standards
These are conventions adopted for Gallaudet's Web site.

- cyberspace - one word, lowercase
- database - one word
- domain name - two words, lower case
- dpi - for dots per inch, lowercase acronym
• DVD - for digital video disk, uppercase acronym
• e-mail, lowercase with hyphen. Also, e-book, e-newsletter, e-commerce.
• home page - lowercase, two words
• HTML - for hypertext markup language, uppercase acronym, lowercase in URLs.
• hyperlink - one word, lowercase. Also, hypertext.
• Internet - always capitalize
• intranet - no capital, one word
• login, logon, logoff - lowercase, no hyphen
• online - no hyphen
• portal - lowercase
• PDF - for portable document format, uppercase acronym
• search engine - two words, lowercase
• URL - for Universal Resource Locator. Uppercase acronym.
• World Wide Web or Web - always capitalize
• Web site - one word or two? Capitalize it or not? Language and usage is evolving and the experts don't agree. The Web is considered a proper noun so when used this way it should be capitalized. We prefer in general to use the lowercase version because the repetitive capitalization can be distracting to readers. We also prefer to use website as one word, but other uses to be two words such as web page and web browser. Until the usage becomes more standard the important thing is to be consistent within your pages.
• webmaster - one word, lowercase. Also, webcast

Acronyms
All caps are acceptable in acronyms. Remember, when using an acronym for the first time in an item of content, to spell it out in full followed by the acronym in parenthesis.