



## Writing Style and Usage Guidelines

Because of the many publications, brochures, advertisements, news releases, web pages, and direct mail pieces produced by Ball State University, the following writing style and usage guidelines have been developed to promote consistency throughout communication and marketing presentation.

These guidelines cover the areas where there is generally the most confusion. Use initial capitalization, hyphenation, and italics as denoted with the entry. If not covered here, additional direction is available from *Merriam-Webster's Collegiate Dictionary, 11th edition*, or [merriam-webster.com](http://merriam-webster.com) for preferred spelling (use first entry if there's more than one) and *The Chicago Manual of Style, 15th edition*, for style. For news releases, please refer to *The Associated Press (AP) Stylebook*.

Refer to the B-Book or [www.bsu.edu](http://www.bsu.edu) for spelling of people's names, building names, current telephone numbers, locations, and other information.

For additional assistance, feel free to call University Marketing and Communications at 765-285-1560.

### A

**academic degrees** The types of degrees that may be earned at Ball State include associate degree, bachelor's degree, master's degree, graduate certificate, a specialist in education, and doctoral degree. Do not use Dr. before a name, unless for a medical doctor. Doctorate or doctoral degree is usually preferred over the abbreviation PhD and others. (Try to avoid abbreviations. Use a phrase instead.) The degree is always lowercase.

Ex.: *James Dean, PhD* not *Dr. James Dean*

Ex.: *James Dean, who has a master's degree in biology, said....*

Ex.: *James Dean, who earned a bachelor of science in biology, said...*

(Note: One place we use two-letter abbreviations for degrees is alumni listings. Ex: *Joe Jones, MS accounting 1989, has started a new job.*)

**academic standing** Identify students first by class and second by major. Ex.: *John Doe, a freshman majoring in journalism.* See also: identification or titles.

**academic titles** Capitalize academic titles before a name. Lowercase after. The four faculty rankings at Ball State, from highest to lowest, are professor, associate professor, assistant professor, and instructor. It is important to be specific when identifying a faculty member by academic rank. When describing the nature of a faculty member's employment, use one of two terms: tenure track or contract. See also: courtesy titles, titles, contract and tenure.

**acronyms** Use sparingly. Do not use on first reference if not immediately recognizable by the reader. Almost all organizations should be spelled out on first reference and then designated within parenthesis. (Note: This is an exception to AP style.) Ex.: *Student Government Association (SGA)* on first reference, *SGA* on second.

Instead of acronyms, use *the group* or *the organization* on second reference as long as it is not confusing. Ex.: Instead of *the AASA is sponsoring the event*, say *the group is sponsoring the event*.

**administration, Ball State** See [www.bsu.edu/president/](http://www.bsu.edu/president/) and select administration for current senior staff members, their office locations, and phone numbers.

**Administration Building, Frank A. Bracken** Oldest building on campus was renamed in 2010 to honor Frank A. Bracken, the longest serving member of the Ball State Board of Trustees. Bracken has served since 1980. Bracken Administration Building acceptable on second reference and in envelope addresses.

**advisor, adviser** *Advisor* is preferred for most Ball State publications. In news releases, use *adviser*, which follows AP style.

**African-American, black** See race, ethnicity.

**all caps** Within text, avoid using all capital letters for an organization, product, event, etc. that is not an acronym. We will acknowledge trademarks, etc., by capitalizing the initial letter only in most cases. Also avoid using all caps for emphasis. See also emphasis.

**Allegre restaurant** Located in the Applied Technology Building. Food is prepared by students in the Quantity Food Production class in the Department of Family and Consumer Sciences. The students serve meals to the public once a week.

**alumni** Plural form of word referring to male graduates or a group of men and women graduates. Other terms are *alumnus* (male singular), *alumna* (female singular), *alumnae* (female plural). *Alum* (either male or female) is acceptable in some cases. Don't use *alums*.

**and, ampersand (&)** *And* is preferred. Exception: If the ampersand is part of a proper name or if space is extremely limited such as the headline in an ad or a table.

**Annual Report** Capitalize when part of title. Lowercase on second reference. See also: President's Report.

**area codes** Always list area codes with phone numbers. Do not use parenthesis for area code. Ex: 765-285-1560 or 800-482-4BSU (4278). Note: Hyphens are consistent with AP Style.

**Arts Terrace** Lawn on the Quad, south of the David Owsley Museum of Art and north of *Beneficence*. See also: Quad.

**Arts and Communications Building** Not *Art and Communication Building*.

**Art and Journalism Building** Not *Arts and Journalism Building*.

**Asian** See race, ethnicity.

**associate degree** Note no apostrophe S.

**Atrium** Food court in the Art and Journalism Building.

**attribution** See: said, says.

## **B**

**B-Book** The campus directory, published each October, lists students, faculty, academic department addresses, and phone numbers. On all references and in headlines, *B-Book* is acceptable.

**bachelor's degree** Note apostrophe S.

**Ball Bearings** Student-produced print and online publication. [www.ballbearingsonline.com](http://www.ballbearingsonline.com)

**Ball brothers** Do not capitalize *brothers* when referring to the Muncie industrialists who founded Ball State. The five Ball brothers in 1917 bought the land and buildings of a small teacher-training school and gave it to the state. In 1918, the Eastern Division, Indiana State Normal School opened. To recognize the brothers, the state legislature named it Ball Teachers College in 1922. The Ball brothers, Edmund B., Frank C., George A., Lucius L., and William C., also established what is now called Ball Corp., which began as a Muncie-based glass manufacturing company known for its home-canning jars. Ball Corp. is now based in Broomfield, Colorado, and produces metal and plastic packaging for food and beverage industries. Ball Corp. no longer makes canning jars. The Ball brothers also are the founders of Muncie's Ball Memorial Hospital. Note: The Ball Brothers Foundation is an independent, private, family philanthropic organization established in 1926. When referring to the foundation, capitalize Ball Brothers on all references.

**Ball Memorial Hospital, IU Health** On second reference, *Ball Hospital* is acceptable. *BMH* is acceptable in headlines.

**Ball Memorial Hospital Foundation, IU Health** On second reference and in headlines, *BMH Foundation* is acceptable. It accepts, manages, and distributes donations to support the hospital. Not to be confused with *Ball State University Foundation*.

**Ball State Sports Network** The network broadcasts Ball State basketball and volleyball games on stations across Indiana. In Muncie, games appear on PBS affiliate WIPB-TV (Channel 49). It is financed partially by the university and partially through underwriters and advertisers.

**Ball State University** On second reference and in headlines, *Ball State* is acceptable. Do not use *BSU* or *B.S.U.* Ball State University is the recognized umbrella name brand of the university, its colleges, departments, centers, institutes, and facilities.

**Ball State University Foundation** On second reference and in headlines, *Ball State Foundation* is acceptable. Also on second reference, *foundation*. Founded in 1951, the foundation invests gifts from private sources to support the university. It also creates scholarships and puts money toward faculty development programs and research. Not to be confused with *Ball Memorial Hospital Foundation*. [www.bsu.edu/bsufoundation](http://www.bsu.edu/bsufoundation).

**Ball State Welcome Center** Renovated in 2010, the center is in Lucina Hall.

**Beneficence** Statue of a winged woman located in a courtyard near the Quad. The name *Beneficence* is a composition title and should be written in italics. It is nicknamed “*Benny*” by students, but use this term only in direct quotes. Muncie residents donated \$65,000 for the creation of the statue in the 1930s. The statue was created by Daniel Chester French. *Beneficence*, representing knowledge and giving back, has become the symbol of Ball State and is used as the university’s academic symbol.

**black, African-American** See [race, ethnicity](#).

**Black Student Association** On second reference and in headlines, *BSA* is acceptable.

**Board of Trustees** Nine-member board appointed by Indiana's governor is the ultimate policy-making authority of the university. When referring to a trustee, capitalize initial letter of *trustee* before the name. Lowercase after. See [www.bsu.edu/president/](http://www.bsu.edu/president/) and select "Administration" for current members.

**Bracken House** 2200 W. Berwyn Road, named after former Ball State Trustee Alexander Bracken and his wife, Rosemary, who bequeathed the house to Ball State for the purpose of providing the university president with a home. President Emeritus John Worthen and his wife were the first to move into the house in June 1999.

**Bracken Library Archives and Special Collections** On second reference and in headlines, *archives* is acceptable. Located in Bracken Library, it is a useful resource for Ball State, Muncie, and Delaware County history. [www.bsu.edu/library](http://www.bsu.edu/library) See also: [University Libraries](#).

**breaks** lowercase (unless there's a proper name involved) fall break, Thanksgiving break, winter break, spring break, summer break. See also: [seasons](#).

**broadcast stations** Use this format: WTHR-TV 13, Indianapolis; WBST-FM 92.1, Muncie. Exception: If call letters end in TV, then hyphen TV is unnecessary, ex. WRTV 6, Indianapolis.

**Building Better Communities** connects businesses, organizations, and communities across Indiana with Ball State University expertise and resources, providing real-world solutions to real-world problems. Through customized efforts, its work results in stronger businesses, improved communities, and more efficient state and local agencies. In fall 2008, Building Better Communities brought under its umbrella three key teams: Business Fellows, Center for Organizational Resources (COR), and the Center for Economic and Community Development (CECD). All Building Better Communities projects, programs, and entities are identified as Building Better Communities. [www.bsu.edu/bbc](http://www.bsu.edu/bbc)

**Building Better Communities Fellows** Formerly Business Fellows, it is the immersive learning arm of Building Better Communities (effective fall 2008). Interdisciplinary student teams turn academic knowledge into real-world solutions through intense, semester- or yearlong, for-credit experiences that will benefit an Indiana business, organization, or community.

**buildings** On first reference, use full name. A shortened version is acceptable on second reference. Do not use two-letter initials. See *B-Book* for complete building list or go to [www.bsu.edu/map/](http://www.bsu.edu/map/).  
Ex. *David Letterman Communication and Media Building, Letterman Building, not LB.*

**Burriss Laboratory School** On second reference and in headlines, *Burriss* is acceptable. Named after Benjamin Burriss, university president (1924-27), the K-12 school on Ball State's campus established in 1929 as a department of the Teachers College, but it hasn't been part of the Muncie Community School system since 1974. The Ball State Board of Trustees is its ultimate authority. School mascot is the owl. Approximately 55 teachers instruct roughly 500 students. [www.bsu.edu/burriss](http://www.bsu.edu/burriss)

**Bursar and Loan Administration, Office of** On second reference and in headlines, *bursar's office* is acceptable. [www.bsu.edu/bursar](http://www.bsu.edu/bursar)

**Business Fellows** Former name of Building Better Communities Fellows. See Building Better Communities Fellows.

## C

**Campus Information Center** 765-285-5000. Also may be reached by dialing zero from campus phones. Call for student, faculty, facility, and departmental phone numbers and addresses.

**capitalization** Capitalize initial letter if in a proper name; otherwise use lowercase. With a title, capitalize only before the name.

Ex.: *Center for Media Design*, but *the center*

Ex.: *President Jo Ann M. Gora*, but *Jo Ann M. Gora, president*

Ex.: *Department of Journalism*, but *journalism department*

**captions, cutlines** A caption, also known as a cutline, should identify the people and events taking place in a photograph, as well as provide additional information a reader wouldn't get from just looking at the photo. When writing one cutline for multiple photos, a directional note inside parentheses should identify which information goes with which photos. Captions should also be used for illustrations.  
Ex.: *Joe Smith, a junior, kicks the ball to his friend (top). His friend kicks it back (bottom).*

When identifying more than one person in a photograph, indicate directionally with commas, going clockwise, left to right.

Ex.: *The group gathered in a circle in the middle of the field. Joe Smith, left, was the winner of the competition; David Brown, middle, took second; and John Doe, right, took third.*

**Cardinals** Always capitalize the initial letter. On second reference and in headlines, *Cards* is acceptable. Do not refer to women's teams as *Lady Cardinals* or *Lady Cards*.

**Cardinal Cash** Prepaid line of credit that can be used at various food and service locations on campus. Accounts are kept through the Office of Bursar and Loan Administration.  
[www.bsu.edu/bursar/cardinalcash](http://www.bsu.edu/bursar/cardinalcash)

**Cardinal Corps** Student group that helps the university administration present programs and give tours for campus guests. [www.bsu.edu/orientation/cardinalcorps](http://www.bsu.edu/orientation/cardinalcorps)

**center** Capitalize only if part of the proper name. Lowercase on second reference.

**chairman, chairwoman, chairperson, chair** Preferred style is title in lowercase following name. Capitalize the initial letter before a name if part of a formal title.

**Charlie Cardinal** Ball State's mascot. On second reference, Charlie is acceptable.

**charter schools** In 2001, the Indiana General assembly approved legislation allowing four-year public universities, public school districts, and the mayor of Indianapolis to sponsor charter schools. Ball State is the first university in Indiana to sponsor charter schools. These public schools receive state funding, but are independent, nondiscriminating, nonsectarian entities that operate under a performance contract known as a charter. As a charter school's sponsor, Ball State does not run the schools but reserves the right to revoke a charter if a school fails to meet performance standards. [www.bsu.edu/teachers/charter](http://www.bsu.edu/teachers/charter)

**Christmas break** Avoid usage. Use winter break instead.

**Christy Woods** 17-acre wooded area between University and Riverside avenues, just east of Tillotson Avenue.

**Class of ...** Always capitalize initial letter. Ex: *John Doe was a member of the Class of 1988.*

**class standing** In web copy and publications, use expected year of graduation (i.e. '11, '12) rather than *junior, senior, etc.*

**coach** Always lowercase, even before names.

**colleges** Following is a list of Ball State's seven colleges. Building location follows:

- College of Applied Sciences and Technology, Applied Technology
- College of Architecture and Planning, Architecture Building
- College of Communication, Information, and Media, Ball Communication Building
- College of Fine Arts, Arts and Communications Building
- College of Sciences and Humanities, North Quad
- Miller College of Business, Whiting Business Building
- Teachers College, Teachers College, (Please note: no apostrophe)

**colloquium** Plural is colloquia.

**Commencement, Ball State University** Capitalize initial letter in first reference when addressing Ball State's graduation ceremonies. Lowercase on second reference as commencement.

**composition titles** In all vehicles except news releases, use italics for the following:

- book titles, magazines, newspapers
- computer games
- movie titles
- opera titles
- play titles
- poem titles
- song titles
- TV program titles
- titles of lectures, speeches, and works of art

For news releases, consult the AP Stylebook.

**contract** Term used in relation to faculty members who sign either one- or three-year contracts to teach at the university. Refer to such faculty members as *contract faculty*. See also academic titles, tenure.

**commas, serial** Ball State University style uses the serial comma in all vehicles (Chicago Style) except news releases (AP style).

**Core Curriculum, University** On first reference, capitalize University Core Curriculum, when referring to the set of classes required of all Ball State undergrads. Lowercase initial letter on second reference or to describe required classes in a major.

**course names** Include the course name and capitalize similar to book title. Do not use course prefix and number alone. Ex. *MATHS 165 Calculus 1*, Not: *MATHS 165*

**course work** Two words.

**courtesy titles** In general, do not use courtesy titles such as Mr., Mrs., Miss, or Dr. Use Dr. only when referring to medical doctors.

**Cow Path** Walkway on the west side of campus, running north-south from the west side of LaFollette Complex to Riverside Avenue.

**credit hours** List credit hours by numerals. Ex.: *6 credit hours*

## D

**Daily News, The Ball State Daily News** is acceptable on second reference. [www.bsudailynews.com](http://www.bsudailynews.com)

**David Letterman Communication and Media Building** Leading-edge building completed in 2007. Named after Ball State alumnus David Letterman. Note *Communication* is singular.

**Dates** With web copy, use dates (i.e. 1999) rather than number of years (i.e. 11 years). When referring to a specific month in web copy, include the year. Ex.: *The center was established in 1999. The institute started in January 2010.*

**departments** Capitalize when using the official name of the department. Lowercase on second reference. See *B-Book* for complete listing. Ex.: *Department of Art, art department*

**distinguished professor** Faculty member who has received distinction for excellence in teaching. Distinguished professors are named by the university provost and nominated by the dean of the faculty member's college. Distinguished professors receive a pay raise that's funded by external grants or gifts.

**disabled, impaired** As a university committed to diversity, we must be sensitive to how we write about people with disabilities. If a person's disability is relevant to the story, ask the source how he or she wishes to be described. Generally, the more sensitive terms are *disabled* or *impaired*. If the person uses a piece of equipment, such as a wheelchair, it is best to say he or she *uses* it rather than is *confined to* it. For guidance, call Disabled Student Development, 765-285-5293.

**dorm** Residence hall is the preferred term.

**Dr., doctor** Use before the name when referring only to medical doctors.

**doctoral degree** Doctorate or doctoral degree is preferred over abbreviations PhD, etc. Do not use Dr. before name, unless a medical doctor.

### **drop/add period**

**Duck Pond** A body of water located near Bethel and McKinley avenues, across McKinley from Johnson Complex.

## **E**

**e-mail** or **e-mail address** Always hyphenate. On web pages, e-mail addresses should be embedded in the text or link to faculty members profile page. This is a spam-prevention measure.

**Early Start** A freshman initiative program to allow students to get a jumpstart on college the summer before their first semester. The one- to three-week courses cover a variety of topics such as mathematics, television production, and the science of natural hazards.

**east central Indiana** Regional area loosely defined as containing Delaware, Grant, Blackford, Jay, Randolph, Wayne, Henry, and Madison counties.

**editor in chief** No hyphens.

**Education Redefined** Initiative and tagline that embodies Ball State University's commitment to give high-caliber students opportunities to collaborate with expert, energized faculty in intensive learning opportunities in a vibrant, supportive environment. Do not pair *redefined* with other words (Ex.: *Chemistry Redefined, Late Nite Redefined*).

**ellipses (...)** Use to indicate the deletion of words in condensing quotes, texts, and documents. Be careful not to distort the meaning of a quote by removing necessary words. Use a space before and after the ellipses.

**Emerging Media Journalism program** Capitalize on first reference, lowercase on second and subsequent references. Always lowercase program.

**emeritus** Title of honor given to some retired administrators and faculty, approved by the Board of Trustees. Capitalize when used before a name. Other terms are *emerita* (singular, female) and *emeriti* (plural) Ex.: *Ball State President Emeritus John Worthen*.

**emphasis** If emphasis is necessary in text, use boldface or italics on only a few words. More than that nullifies the emphasis. Do not use all caps or underline.

**endowed chair** Faculty member whose position was created by external gifts or grants.

**Equal Employment Opportunity** Use the Equal Employment Opportunity statement wording in all publications. Ex.: *Ball State University practices equal opportunity in education and employment and is strongly and actively committed to diversity within its community*.

**events** Describe by time, date, and place, in that order. Ex.: *The group will meet at 7 p.m. May 25 in the Student Center*.

**exams** Not necessary to say examinations. Also, finals when appropriate.

## F

**faculty** See academic titles.

**fall break** Lowercase.

**fall semester** Lowercase.

**farther, further** *Farther* is a measure of distance. *Further* is a measure of time or degrees.

**fax** Lowercase.

**fees, tuition** Use the familiar term *tuition* to refer to the cost of instruction. *Fees* generally refer to other charges such as housing and dining, health, and technology. Use *tuition and fees* or *total cost* to refer to the total cost.

**fight song, Ball State** Following are the lyrics:

*Fight team, fight for Ball State,*

*We must win this game.*

*Onward, now you Cardinals,*

*Bring glory to your name!*

*Fight! Fight! Fight!*

*Here's to both your colors,*

*Cardinal and White,*

*Praying for a victory,*

*So, fight, fight, fight!*

**finals week** Always lowercase.

**floors, residence hall** Always lowercase. Ex.: *Wilson Hall seventh floor* or *seventh floor of Wilson Hall*.

**fraternities** Spell out fraternity's name on first reference and indicate fraternity or sorority. On second reference, drop the word *fraternity*.

**freshman, freshmen** Don't use *frosh* unless in a headline.

**Freshman Connections** One of Ball State's initiatives and award-winning programs that help students make the transition from high school to college. Freshman Connections allows students in the same residence hall to create a feeling of community by enrolling in the same undergraduate classes. Through the Freshman Common Reader program, all freshmen are assigned a book to read and discuss and have an opportunity to attend an author visit. A \$3 million grant from Lilly Endowment Inc. helped launch the program.

**full ride, full-ride** Hyphenated when used as an adjective. Ex.: *He has a full ride.* or *He has a full-ride scholarship.*

**fundraising, fundraiser** Always one word.

## G

**GED** a certificate that is the equivalent of a high school diploma. GED acceptable on all references.

**geothermal** Preferred terms include borehole (instead of well) and energy station (instead of energy center). [www.bsu.edu/geothermal](http://www.bsu.edu/geothermal)

**Glick Center for Glass, Marilyn K.** Glick Center acceptable on second reference. Opened in 2010, the center is home of the bachelor of fine arts (BFA) and master of fine arts (MFA) programs in glass art. It is named for one of Indiana's most influential supporters of the arts and an avid glass art collector.

**grade point average** Do not hyphenate. On second reference and in headlines, use *GPA*, not G.P.A.

**grades** When referring to a grade someone received, simply use the letter. Ex.: *He got a B on his test.* When referring collectively to grades, do not use an apostrophe to make plural. Ex: *She settles only for As and Bs.*

**graduate assistant** On second reference and in headlines, *GA* is acceptable.

## H

**headlines** When writing headlines, well-known abbreviations are acceptable. Do not use articles. Use names only if they are familiar to the campus community (Ex: Bush, Gora). Headlines should be active and concise. Avoid vague, generic headlines. Be wary of nouns, verbs, and possessives that have been split from their modifiers.

**Homecoming** Capitalize on first reference when referring to Ball State's. Lowercase on subsequent references.

**Honors College** Academic program at Ball State that requires its students to substitute core courses with honors courses emphasizing class discussion and essay writing instead of objective testing. Students must complete honors curriculum and a senior thesis project while maintaining a 3.33 grade point average or higher. Honors courses and honors education are lowercase. [www.bsu.edu/honors](http://www.bsu.edu/honors)

**hospital** See Ball Memorial Hospital.

**Housing and Residence Life, Office of** Oversees all residence halls and aspects of on-campus student living.

**http://** Do not use when listing website addresses, unless *www* is not part of the URL.

**hyperlinks** On web pages, hyperlinks should be embedded in the text. Ex: *See our [financial aid section](#) for more information.* Not: *Go to [www.bsu.edu/fincaid](http://www.bsu.edu/fincaid) for more information.* Be careful not to include punctuation such as commas and periods in linked text.

## I

**identification** In a typical situation, identify student sources by first and last name, class standing, and major on first reference. Ex.: *John Doe, a junior majoring in business ...*

Include age, hometown, and other information when pertinent.

Identify faculty sources by name, academic title, and department of employment on first reference.

Ex: *Jane Doe, assistant professor of mathematics ...*

Use last name only on second reference. Include the abbreviation *Jr.* only in situations when using a full name. Do not use a comma to separate *Jr.* from name. When a story includes more than one source with the same last name, you can use full names on every reference, courtesy titles, or job titles. Ex.: *Mayor Doe liked the movie. Professor Doe did not.* See also: [academic standing](#).

### **ID number**

**iLearn** Acceptable on all references. Full name is Integrated Learning Institute. iLearn serves the instructional design and technology learning needs of faculty members developing and teaching online or blended courses. [www.bsu.edu/ilearn](http://www.bsu.edu/ilearn)

**immersive learning** The hallmark of the university's commitment to academic excellence by:

- involving students in projects that are often interdisciplinary in nature
- engaging participants in an active learning process that is student-driven, guided by a faculty mentor
- including community partners and having an impact on the larger community, as well as the participants
- producing a tangible outcome or product
- helping students define a career path while making connections to the profession/industry
- focusing on student learning outcomes
- carrying academic credit.

**Indiana Academy for Science, Mathematics, and Humanities** On second reference and in headlines, *academy* is acceptable. Residential high school on Ball State's campus for gifted and talented juniors and seniors from throughout Indiana. Enrollment is about 300. Students live in Wagoner Hall. The academy and Burris Laboratory School are overseen by Ball State and are part of University Schools. [www.bsu.edu/academy](http://www.bsu.edu/academy)

**initiative** Typically, it is lowercase.

**Innovation in Teaching, Assessment, and Scholarship (ITAS)** Formerly Office of Teaching and Learning Assessment (OTLA)

**Interfraternity Council** On second reference and in headlines, *IFC* is acceptable. Governing body for Ball State's fraternities. [www.bsu.edu/ifc](http://www.bsu.edu/ifc)

**Internet** Use a capital I.

### **intramural**

## J

## K

**Kinghorn Hall, Thomas J.** Formerly North Hall. Opened in 2010, the residence hall is named for a former vice president for business affairs and treasurer.

## L

**Lady Cardinals, Lady Cards** Do not use these terms to refer to female athletes at Ball State. They are simply the Cardinals.

**LaFollette Field** Grass field located off McKinley Avenue on the west side of Worthen Arena. Students may use it for personal recreation. Campus events such as concerts, festivals, and homecoming activities also happen here.

**Latino, Latina** See [race, ethnicity](#).

**Learning and Development (L&D)** The Office of Learning and Development (L&D, formerly Training and Development) provides learning opportunities to professional and staff employees at Ball State. [www.bsu.edu/hrs/learndev](http://www.bsu.edu/hrs/learndev)

**lightpainting** One word, lowercase.

**Lilly Endowment Inc.** [www.lillyendowment.org](http://www.lillyendowment.org)

**links** See [hyperlinks](#).

**list, bulleted** No periods after list items unless they are complete sentences. If bullet points are sentence fragments, start with lowercase letters. Except for web copy, end the list with a period.

## M

**major** typically lowercase. See [www.bsu.edu/admissions/majors/](http://www.bsu.edu/admissions/majors/) for complete listing. Ex: *She is a marketing major.*

**Martin Luther King Jr. Day**

**master's degree** Note apostrophe S

**McKinley Avenue** Main north-south street running through campus.

**MBA** No periods; master of business administration on first reference.

**Mid-American Conference** On second reference and in headlines, *MAC* is acceptable. Ball State joined in 1973. Home office is in Cleveland. [www.mac-sports.com](http://www.mac-sports.com)

**midterm** One word, no hyphen.

**Midwest Intercollegiate Volleyball Association** On second reference and in headlines, *MIVA* is acceptable. Ball State men's volleyball team is a member of the Midwest 10 Volleyball Conference, a division of *MIVA*. [www.miva.osu.edu](http://www.miva.osu.edu)

**Miller College of Business** The only named college within Ball State University. Named after businessman Wallace T. Miller Jr. *Miller College* and *business college* acceptable on second reference. Don't use MCOB. [www.bsu.edu/business](http://www.bsu.edu/business)

**Museum of Art, David Owsley** Opened in 1935, the museum occupies the Fine Arts Building. In 2011, the museum was named for longtime benefactor David Owsley, the son of Alvin and Lucy Ball Owsley and the grandson of Frank C. Ball, one of the five original Ball brothers. Owsley Museum is acceptable on second reference. [www.bsu.edu/artmuseum](http://www.bsu.edu/artmuseum)

**music technology program** Formerly *music engineering technology*.

## N

**National Panhellenic Conference** An umbrella organization for 26 international women's fraternities and sororities. On second reference, *NPC* is acceptable.

**National Pan-Hellenic Council** On second reference and in headlines, *NPHC* is acceptable. Governing body of Ball State's black and Hispanic fraternities and sororities.

**NCAA** Acceptable on all references for National Collegiate Athletic Association.

**Neely Avenue** Commonly misspelled Neeley.

**nicknames** Use a nickname in place of a person's real name when it is the way that person prefers to be known.

Ex.: *Chuck Smith instead of Charles Smith*.

Use quotation marks if you are inserting it into a person's full name.

Ex.: *Cole "The Irish Bull" McGrath*.

When referring to Ball State sports teams, use *Cardinals* or *Cards* for both men and women. Do not refer to women's sports teams as *Lady Cardinals* or *Lady Cards*.

**numerals** Use numerals for 10 or greater. Spell out whole numbers one through nine. Use numerals in all cases for percentages, credit hours, grade point averages, dollar amounts, age, and dimensions. Spell out numerals at beginning of a sentence. Use numeral for decimals, write out fractions less than one.

Ex.: *the first century, the 21st century, 200 students, 6 credit hours, 2 percent, increased by one-third, 2.5 grade point average, \$3 million, 6-foot-10*.

Note: This is an exception to Chicago style.

## O

**Odyssey** Creative journal published by Honors College students.

**offices** Capitalize the initial letter when using the official name of the office. Lowercase on second reference. See *B-Book* for complete listing. Ex.: *Office of Admissions, admissions office*

**off campus, off-campus** *Off campus* is a noun. *Off-campus* is an adjective. Ex.: *He lives off campus. They live in an off-campus house.*

**on campus, on-campus** *On campus* is a noun. *On-campus* is an adjective. Ex: *He lives on campus. They like the atmosphere of on-campus living.*

**online** One word always.

**Online and Distance Education** Preferred identification for educational programs offered to off-campus students. Use this wording in place of "School of Extended Education" programs or students.

**orientation** Lowercase in general uses, capitalize if describing an event.

## P

**Panhellenic Council** Governing body of Ball State's sororities. See National Panhellenic Conference.

**party affiliations** Always capitalized, whether used as a noun or adjective. Ex.: *I'm a Democrat. I'm the Republican candidate.*

**PDF** acceptable in all references for Portable Document Format. In web copy, please indicate if a hyperlink connects to a PDF in this manner: (*PDF*).

**percent** Spell out instead of using % symbol (exception where space is extremely limited such as ad headlines and tables). Use figures instead of spelling out numbers. Ex.: *3 percent*

**PhD** No periods. *Doctorate* or *doctoral degree* preferred. See academic degrees.

**philanthropy, philanthropic** Use *philanthropy* as a noun for the act of doing a good deed. Do not use *philanthropic* as an adjective for a specific event.

**phone numbers** Always include the area code and use this format: *765-555-4444 ext. 27*. If the phone number includes a word, list both the word and the number and use this format: *866-953-BOLD (2653)*.

**photo credits** Use *Ball State University Photo Services* for photos shot by Photo Services. If photos are provided, use *Courtesy of ...*

**president** When referring to Ball State's president, simply say *president*. Lowercase when the title does not appear before the name. Ex.: *Ball State University President Jo Ann M. Gora attended..., The president attended...*

**presidents, past** For a list of past Ball State presidents, log on to [www.bsu.edu/president](http://www.bsu.edu/president) and select "History and Past Presidents"

**President's Report** Not *President's Annual Report*. Highlights university accomplishments of the past calendar year.

**Princeton Review** Use plain, not italics. This is a company, not a publication.

**program** Typically lowercase. Ex.: *Freshman Connections program*.

**provost** The university's chief academic officer and the vice president for academic affairs. The provost acts as an advisor to the president, works with deans and faculty, coordinates and evaluates academic programs, and serves as a liaison with other academic institutions and with the Indiana Commission on Higher Education. Capitalize title before name. Lowercase after.

**Provost Immersive Learning Grant** Ball State internal grant, formerly called the Provost Initiative Grant, to provide startup funds for immersive learning projects. Money can be used to fund an entire project, equipment, some travel, and buyouts.

**Pruis, John J** Former Ball State president. Note no period after the middle initial.

**publication titles**, see composition titles.

## Q

**Quad, the** Grassy, tree-lined area on southwest side of campus. It is near the David Owsley Museum of Art, Cooper Science Complex, North and West Quadrangle buildings, and Ball Gymnasium.

## R

**Race, ethnicity** At Ball State, we are committed to diversity. As part of that commitment, we must be sensitive to how we describe race and ethnicity and when it is appropriate to mention it. Do not mention a source's race or ethnicity unless it is relevant to the story. If it is relevant, ask the source how he or she prefers to be identified. If a source's race or ethnicity must be mentioned and it is not possible to ask the source, use the following preferred terms:

- *African-American*. Exception: Use *black* if the source requests the term or if *black* is part of a proper name of an organization or event. Ex.: *Black History Month, Black Student Association*.
- *Asian*. If possible, identify by country of origin or ancestry. Ex.: *He is Chinese-American. She is Korean*.
- *Native American* If possible, use the person's tribal affiliation. Ex.: *He is Cherokee*. Use *American Indian* only if part of a proper name. Ex: the *American Indian Movement*. (Note: This is an exception to AP style.)
- *Latino, Latina* refers to people with ethnic and cultural backgrounds in Latin American countries. *Latina* is the feminine form. For plural references that include both genders, use *Latino*. *Latino* is acceptable for people of Brazilian origin. *Hispanic* refers only to people with origins in Spanish-speaking countries. When possible when dealing with someone of Latin American descent, identify the person's country of origin or ethnic background. Ex.: *She is Mexican-American. He is Colombian*.

**radio stations** Ball State is affiliated with two radio stations:

- Indiana Public Radio – Also known as IPR, this is the local National Public Radio (NPR) affiliate. IPR is a five station network: WBST 92.1 FM, Muncie, WBSB 89.5 FM, Anderson, WBSW 90.1 FM, Marion, WBSJ 91.7 FM, Portland, and WBSH 91.1 FM, Hagerstown-New Castle. [www.bsu.edu/ipr](http://www.bsu.edu/ipr)
- WCRD 91.3 FM – Student-run station. [www.wcrd.net](http://www.wcrd.net)

**ranking** Follow style for numerals. Ex.: *The program is ranked fourth in the nation, improving from 11th place last year*. See: numerals.

**registrar** The full name is Office of Registration and Academic Progress, but for all references, *registrar* is acceptable. Office where students can register for classes, check grades, view their transcripts, and seek other information about their scholastic status. [www.bsu.edu/registrar](http://www.bsu.edu/registrar)

**residence halls** Use *residence hall* – not *dorm*. [www.bsu.edu/housing](http://www.bsu.edu/housing)

**Residence Hall Association** On second reference and in headlines, *RHA* is acceptable. [www.bsu.edu/rha](http://www.bsu.edu/rha)

**resident assistant** On second reference and in headlines, *RA* is acceptable. Plural is *RAs*.

**room numbers** List in this format: Bracken Library, room 261.

**ROTC** Acceptable abbreviation for *Reserve Officers' Training Corps* on all references. On first reference, use whichever military branch is appropriate. Ex: *Army ROTC*, *Naval ROTC*, *Air Force ROTC*. <http://rotc.iweb.bsu.edu>

## S

**said, says** In general, *says* is preferred for attribution. *Says* or *said* is a neutral word and allows the reader to focus on the quote. Other words, such as *acknowledges*, *claims*, *contends*, and *states* carry more meaning and can apply a bias to a story. Different publications have different guidelines concerning the use of *said* versus *says*. News releases generally use *said*.

### Scheumann Stadium

**Scramble Light** Nickname for the intersection of McKinley and Riverside avenues. Pedestrians can press a button at each corner that stops traffic in all directions and allows those on foot to cross the street. A similar stop is at the intersection of McKinley and Neely avenues, which should not be referred to as the *Scramble Light*.

**seasons** Lowercase *spring*, *summer*, *winter*, and *fall* when making generic references to semesters. See also: [breaks](#), [semester](#).

**semester** Lowercase.

**sexist writing, avoiding** Here are a few hints to avoid using unnecessary gender-specific language: Use gender neutral nouns such as *spokesperson*, *department chair*, *mail carrier*, *police officer*, etc. Use plurals, which use *they* on second reference. Ex.: *Students need to hand in their applications by March 10.*

If applicable, use second person (you). Ex.: *You need to fill out your application by March 10.* *he or she* and *his or her* is acceptable, but use sparingly.

**spokesman, spokeswoman, spokesperson** All are acceptable. Preferred style is title in lowercase following name. Capitalize before a name if part of a formal title.

**sports teams** Ball State is a member of the Mid-American Conference, and holds Division I status for all its intercollegiate athletic teams. Men's volleyball is the only team not in the MAC. It is part of the Midwest Intercollegiate Volleyball Association. *MIVA* on second reference. See also [Mid-American Conference](#) and [Midwest Intercollegiate Volleyball Association](#). [www.ballstatesports.com](http://www.ballstatesports.com)

**spring break** Don't capitalize.

**Strategic Plan** On first reference, use *Education Redefined: Strategic Plan 2007-2012*. Use *strategic plan* on subsequent mentions. Ball State's strategic plan covers goals and objectives the university aims to achieve by June 30, 2012. A new plan for 2012-17 goes into effect July 1. [www.bsu.edu/strategicplan](http://www.bsu.edu/strategicplan)

**student organizations** Can be found at <https://apps.bsu.edu/PrideGuide/>.

**student-athlete**

**Student Government Association** On second reference and in headlines, *SGA* is acceptable. [www.bsu.edu/sga](http://www.bsu.edu/sga)

**Student Recreation and Wellness Center**

**Student Senate** Policy-making body of Student Government Association.

**summer session/semester** Lowercase. See also: [seasons](#).

**syllabus** Plural is *syllabi*.

**T**

**Taftali Center for Capital Markets and Investing, A. Umit** Taftali Center acceptable on second reference. Opened in 2010, the center simulates a real-world financial environment. It's in the Whinger Business Building.

**Tally** Short for Student Center Tally Food Court, often called the Tally. Note it is spelled without an E.  
**telephone numbers** Do not use parentheses. Always include area code. Ex.: 765-285-1560.

**television station** Ball State is affiliated with WIPB-TV 49, Muncie, a PBS station. [www.wipb.org](http://www.wipb.org)

**tenure track** Term used to describe faculty members who are serving a seven-year trial period prior to being nominated by their college's dean and the university provost and then approved by the Board of Trustees to be tenured, which means they keep their job as long as they continue to meet university teaching standards. Members of the tenure-track faculty usually are expected to be active in their fields through research or publication. See [contract](#).

**Thanksgiving break**

**theatre, theater** Use theatre for most university vehicles except for news releases. With news releases, use AP style, which is *theater* on general references unless *theatre* is part of a proper name.

**thesis** Plural form is theses.

**time, date, place** Describe an event in this order. Ex.: *The group will meet at 5 p.m. March 5 in the Atrium.*

**time elements** Use a.m. or p.m. Use midnight or noon rather than 12 a.m. or 12 p.m. Muncie is in Eastern time. If a time zone is required, use *Eastern time* or *Eastern* rather than EST or EDT.

**titles** In general, a title is lowercase after a name and capitalized before a name.

Ex.: *President Jo Ann M. Gora; Jo Ann M. Gora, president of Ball State University*

If a title is more than a few words long, try to place it after the name. Capitalize titles, but not job descriptions. Ex.: *President Jo Ann M. Gora; officer Kent Kurtz*

See also: academic standing, academic titles, and courtesy titles.

**Training and Development (T&D)** Changed name in July 2010; see Learning and Development (L&D) [www.bsu.edu/hrs/learndev](http://www.bsu.edu/hrs/learndev)

**tuition, fees** See fees, tuition.

**TTY** preferred style for phone number for those who are hearing impaired.

## U

**underlining** Underline words only if they contain a hyperlink on web copy.

**unique** Avoid misuse. If something is unique, there is nothing else like it. There are no degrees of uniqueness, so it would be wrong to say something is *very unique*. Use *special* or *distinct* for something that is unusual but not one of a kind.

**university** Lowercase *university* except when preceded by Ball State.

Ex.: *The university is located in Muncie* or *Ball State University is located in Muncie.*

Always use on first reference when referring to other schools.

Ex.: *Purdue University* then *Purdue* on second reference.

**University Libraries** Name for the network of Ball State libraries and resource centers. There are three: Architecture Library, Bracken Library, and Health Science Library. [www.bsu.edu/library](http://www.bsu.edu/library)

**University Police Department** On second reference, police department is acceptable. [www.bsu.edu/police](http://www.bsu.edu/police)

**University Schools** School corporation run by Ball State. Consists of Burriss Laboratory School and the Indiana Academy. See also: Burriss Laboratory School, Indiana Academy. [www.bsu.edu/burriss](http://www.bsu.edu/burriss)

**University Senate** On second reference and in headlines, *senate* is acceptable. Comprises faculty and staff. [www.bsu.edu/senate](http://www.bsu.edu/senate)

**university-wide** (On a related note, do not hyphenate *nationwide*, *statewide*, or *worldwide*.)

**U.S. News & World Report** For clarity, we will put a space between “U.S.” and “News.” Also note the ampersand.

## V

**vice president** Never hyphenate. When title appears before a name, both words are capitalized. Both words are lowercase after a name. Ex.: *Vice President Joe Biden* and *Joe Biden, vice president*.

**Village, the** Four-block stretch of University Avenue just east of campus, from McKinley Avenue to Dicks Street. Features restaurants, bars, coffee shops, bookstores, and convenience stores.

**Virginia B. Ball Center for Creative Inquiry** On second reference and in headlines, *Virginia Ball Center* is acceptable. [www.bsu.edu/vbc](http://www.bsu.edu/vbc)

## W

**web addresses** Do not use `http://` when listing website addresses, unless "www" is not part of the URL. Ex.: *www.bsu.edu*

**website** One word, lowercase; *site* is also acceptable. Also, web, web page, webcast, webinar. News releases should follow AP style.

**Women's and Gender Studies Program** Formerly Women's Studies Program.

**winter break** Use instead of Christmas Break.

**work-study**

## X

## Y

## Z

**ZIP code** Not *Zip Code* or *zip code*.