

The Skidmore College Guide to Writing Right

To maintain consistency in Skidmore College publications, the Office of Communications and Marketing uses AP style guidelines for all digital and print content. A short overview of AP style, including style guidelines specific to Skidmore College and a list of exceptions, follows.

Numbers: One through nine are usually spelled out, while 10 and above are generally written as numerals. (Also, first, second and 10th.) Millions, billions and trillions generally use a figure-word combination (2.5 million).

Percentages, ages and measurements use numerals. Write 2% (**not** 2 percent).

Dollar amounts: \$5 (not \$5.00).

Dates: When referring to a specific (numbered) date, write out March, April, May, June and July and abbreviate Jan., Feb., Aug., Sept., Oct., Nov. and Dec. Do not include “th” or “st” after the numeral. (March 5 and Sept. 6; classes start in September.)

Seasons are lowercase (spring semester).

Times: 10 a.m. (not 10:00 a.m.), but noon or midnight (not 12 p.m.)

Names and titles: Official job titles are capitalized when they appear before a person’s name but lowercase elsewhere. Endowed chairs and similar named positions are always capitalized regardless of placement. Do not abbreviate professor. Professor is lowercase except when the individual’s full, official title appears before the name.

A **major** is capitalized only when it is a proper noun (chemistry, Japanese).

University degrees: an associate degree. a bachelor’s (degree). a Bachelor of Arts or Bachelor of Science. a master’s (degree). Abbreviate: B.A., B.S., J.D., LL.D. M.A., MBA, M.S., Ph.D.

Academic departments and programs: Capitalize the official name but lowercase casual references. (The Skidmore College Department of History; She taught in a college history department.)

Book, films, exhibition and other titles are usually placed in quotation marks (not italics). Do not use quotation marks with names of journals, newspapers, magazines, reference books or holy books.

Course titles are capitalized without quotes. Generic course names are lowercase. (He teaches American history. His course is Introduction to American History, History 240.)

Phone numbers use hyphens. Include the area code. Abbreviate extension as ext. 518-580-5000 ext. 5341

Punctuation: Do not insert an extra space after a period. Contrary to AP, the College uses the serial (Oxford) comma. Capitalize the first word following a colon only if it starts a complete

sentence. Dashes — often used to show a break in thought — are preceded and followed by a single space.

References to students, alumni, and parents: References to students and alumni should be followed by an apostrophe and the two-digit year of graduation (Samantha Smith '99). References to parents include P (Jon Smith P'99).

Addresses and state names: Write out the full names of states in most usages. Do not use postal abbreviations for states unless the state is part of a full address. When a city is used with a state, both the city and state should be followed by commas.

Campus buildings: All references *must* include the honoree's name, which is never abbreviated. **the College** is capitalized when referring to Skidmore College.

Advisor (not adviser)

Creating Our Future: The Campaign for Skidmore (usually italicized)

Creative Thought Matters (capitalized only as a complete phrase.)

email. internet. web. website. webpage.

healthcare (one word)

Avoid using Saratoga for Saratoga Springs.

Always refer to Skidmore College in the first use.

Exceptions in print materials

The following exceptions *may* be made — especially in print material, such as posters and programs — but must be applied consistently throughout a publication. Otherwise, all rules of AP style hold.

- The names of months may be written out in full form (rather than abbreviated). For instance, October 23, 2018, rather than Oct. 23.
- Times may be written as 1:00 p.m. (rather than 1 p.m.) particularly in programs and other printed material that also include times that do not fall on the full hour (Dinner at 7:00 p.m.; lecture at 8:30 p.m.)
- Book titles and other works may be italicized according to prevalent usage/rules of the Chicago Manual of Style. For instance, Mark Twain's *Adventures of Huckleberry Finn* rather than Mark Twain's "Adventures of Huckleberry Finn." Other citations also should follow the Chicago Manual of Style.
- For programs, posters and similar publications, especially in instances when grammatical rules are customarily suspended, job titles and similar may be capitalized even when they follow an individual's name. For instance, "A speech by Philip A. Glotzbach, President Emeritus of Skidmore College."