

QU Style Manual and *QUniverse* Editorial Guidelines

Style Manual

Primary Reference Works for *QUniverse*

- *The Chicago Manual of Style*. Broadly, this is the style guide to follow in text, with the notable exception of sports coverage, where *The Associated Press Stylebook* is the accepted source.
- *Merriam-Webster's Collegiate Dictionary, Eleventh Edition*. For questions about spelling, names, and accepted abbreviations, use this, which is on the Internet at www.merriam-webster.com.
- *Garner's Modern American Usage*. When pondering usage of a word (i.e. distinctions between *connote* and *denote* and *which* and *that*), turn to *Garner's*. *The Elements of Style* is another excellent guide.

Academic Degrees

Follow *Chicago*, which eliminates periods: PhD, rather than Ph.D. Capitalize specific degrees: Doctor of Chemistry; lowercase when referring to in a general sense.

Example: He has a master's degree; she is working on her doctorate.

In *QUniverse*, academic degrees may be listed at first reference: Mary Tudor, PhD. In further references, use the surname alone, Tudor.

The term doctor is reserved for those with a medical degree, including dentistry and veterinary medicine.

See also Titles.

Academic Years

Lowercase: freshmen, sophomore, junior, senior.

Addresses

Spell out street names and other parts of the address in running text: Chestnut Street, the corner of Pine and First Avenues.

When addresses appear in a list or in Class Notes, abbreviate them: St., Ave. Blvd.

See also Place Names.

Alumnus, Alumna, Alumnae, Alumni

Any of these forms is acceptable.

Bible and Biblical References

When referring to the Christian Bible, the word is always capitalized. When referring to a comprehensive guide, use lowercase. *Example:* Robert Pirsig's book *Zen and the Art of Motorcycle Maintenance* was Tony's personal bible.

Books of the Bible should be written out, rather than abbreviated. Where two books share a name (Samuel, Kings, Chronicles, etc.), list them as 1 Samuel and 2 Samuel. Books of the Bible need not be italicized or set aside in quotation marks.

Citations:

- List the book followed by the chapter and verse, which should be separated by a colon, with no spaces between the two numbers.
- Within the text should list the reference with the Bible version in parenthesis.
 - *Example:* In John 3:16 (NAB), Jesus states that “everyone who believes in him might not perish but might have eternal life.”
- In a parenthetical citation place the reference within parenthesis with the Bible version in brackets.
 - *Example:* Jesus tells Nicodemus that “everyone who believes in him might not perish but might have eternal life” (John 3:16 [NAB])
- In a footnote write: 1. John 3:16 (NAB).

Bishop

Use full name on first reference, Bishop Damian Juncker. In further references, use the given name preceded by Bishop. Bishop is lowercase when referring to the position of bishop.

Damian Juncker was the first bishop of the Springfield diocese. Bishop Damian traveled to Europe to recruit friars.

Board of Trustees

Capitalize when referring specifically to QU's, as it is the full title of the group: The Board of Trustees met in April. Lowercase when used generically: She hopes to be appointed to the board of trustees of a local charity.

Plural: boards of trustees.

Colleges and Universities

Use the full name on first reference and the accepted shortened version on further mention.

Example: Quincy played Louis University last Friday. The Hawks beat Louis.

See also University.

Comma

Per *Chicago*, *QUniverse* uses the series comma, which uses a comma to separate each element within a series, including a comma before conjunctions. *Example*: The professor teaches English literature, poetry, and journalism.

For clarification on other uses of the comma, turn to *Chicago*.

Compound Nouns and Adjectives

We take it for granted that grandfather is one word, but we may hesitate when linking step and father. Is it stepfather or step-father? It's the former, and to determine the proper spelling, turn first to Merriam-Webster. If the word isn't in the dictionary, refer to Table 6.1 in *Chicago*, which has several pages of examples.

Dash

Although there are several widths of dashes (en, em, two-em, etc.), the single em is the one preferred in *QUniverse*.

The dash is used principally to signify a break in thought, to separate an explanatory element, and to signify date ranges.

Examples:

He had gone home—or so she thought—for Christmas break.

After graduation, he and a group of friends—two Quincy roommates and a high-school buddy—struck out for South America.

The exhibition will be on display April 18–22.

See also Hyphen.

Dates

Use traditional American usage: March 20, 2010. (*Chicago* prefers 20 March 2010.)

Punctuation with date and year: A comma goes both before and after the year.

Example: She was born on January 3, 1982, in Tallahassee.

Range: Write as October 2–4, rather than October 2 through 4.

Decades

Decades are written out as eighties, nineties, etc., as 1960s, 1970s, or as '50s, '60s. There is no apostrophe between *0* and *s*. The first two decades of the twenty-first century present a problem. The aughts is not a widely accepted term, and calling the next decade

the teens is technically incorrect, as the teens begins at thirteen. As a consequence, it's wiser to refer to these two decades with date ranges: 2000 – 2009 and 2010 – 2019. In Class Notes, they can clearly be defined as '00s and '10s.

Department

Capitalize when it is used as a part of the full title; lowercase when it is used generically: the Department of Biology, the biology department.

Foreign Words and Phrases

Commonly used foreign words and phrases are usually listed in the dictionary and need not be italicized: *de rigueur*, *hacienda*, *mea culpa*, *fait accompli*, and *kamikaze*. If a word or phrase gives pause and might confuse the reader, put it in italics: *sine qua non*, *mano a mano*, and *nota bene*.

Friar

Use the full name on first reference, preceded by Fr. for Father or Br. for Brother, and followed by OFM for Orders of the Friars Minor. On the second and further references, use Fr. or Br. and the first name. *Example*: Anselm Mueller is Fr. Anselm Mueller, OFM, at first mention in text and Fr. Anselm in future references. If more than one father is listed, it should read: Frs. Anselm and Jerome.

Friary

Capitalize, as it is the proper name for a place on campus.

Franciscan Orders

See Orders of the Friars Minor.

Graduation Year

Graduation year is shown immediately following the individual's name, is not separated from it by a comma, and lists two digits, preceded by an apostrophe: Mark Scheuring '75. If the alum is married, the year follows the married name, not the maiden one: Renee Orlet Comerford '86; not Renee Orlet '86 Comerford. See also Decades.

With few exceptions, the graduation year should appear at the first mention of the individual in an article and should be repeated in captions.

Hawks

Quincy University's mascot is the hawk, and the students collectively and teams are known as the Hawks. Unless the mascot alone is being referred to, it's Hawks plural, rather than Hawk singular. Hawks can also be an attributive noun—a noun that acts like an adjective defining the following word—and as such does not require an apostrophe.

Example: Hawks soccer is one of the most popular spectator sports on campus.

Hyphen

The hyphen is used mainly for word divisions and to separate compound nouns and adjectives.

Example: She wore the blue-green dress.

See also Dash.

Internet

Capitalize.

Its Versus It's

Its is a possessive: Puzzling over the room's odd shade, she finally described its color as fuchsia. *It's* is a contraction of *it is*: It's three weeks until graduation.

Mass

There seems to be no clear, authoritative voice on the capitalization of mass. *QUniverse*, then, will capitalize it whenever it refers to a specific liturgical ceremony and lowercase in general references.

Example: High Mass will be celebrated at 3:00 today. Students can attend any of the regular masses held each week on campus.

Names

In text, individuals are referred to by their full name on first reference: David Costigan. On future references, use only the surname: Costigan. When an article includes several individuals of the same last name, use first names to distinguish them.

When an alumna is married and has assumed her husband's name, use her full name on first reference and her married name only on future references. The graduation year follows the full name, not the maiden name.

In articles about a husband and wife, use full names for both on first reference and first names thereafter.

Nicknames

At first reference, a nickname appears within the full name in quotation marks: George Herman "Babe" Ruth. No quotation marks are necessary in references that don't include the full name: Babe Ruth.

North Campus

As a proper place name, capitalize.

Numbers

Write out numbers through ninety-nine; use digits beyond that; however, numbers should be treated consistently within context. *Example:* Although he was on the road for 108 days, he actually bicycled only 87 days.

Exception: We use AP style in the Hawk Talk (sports) section and it is acceptable to use numbers when referring to sports statistics, scores, etc. Otherwise, write out numbers through ninety-nine. *Example:* She was selected to the tournament with an impressive 32 kills, 0 blocks and a tournament-leading .583 hitting percentage. The Lady Hawks finished first.

Orders of Friars Minor

Use the abbreviation, OFM, eliminating periods.

There are three branches of the Orders of Friars Minor: Friars Minor (OFM), Friars Minor Conventuals (OFM Conv.), and Friars Minor Capuchins (OFM Cap.).

Although it is unlikely to appear in *QUniverse* articles, there is also an order called Third Order Regular, which can be called TOR.

Place Names

Place names and commonly accepted names for places (Twin Cities to describe Minneapolis and St. Paul, for example) are capitalized and spelled out. In lists and Class Notes, state names are, however, generally abbreviated using standard abbreviations (Ill. Wyo., etc.) as opposed to the two-letter postal abbreviations.

In running text, state names should be spelled out. However, in lists and Class Notes and other sections of Alumni Matters, use standard abbreviations (not postal code abbreviations). See also *Geographic Locations*.

Well-known cities need not be further defined by adding the state and country. Major national and world population centers, such as Los Angeles and Beijing, for example, don't need additional explanation. Most state capitals needn't be defined, but some should. For example, Charleston should be defined to distinguish between the capital of West Virginia and the perhaps better-known vacation destination in South Carolina.

Prefixes and Suffixes

Per the *Chicago*, compounds formed with a prefix or suffix are generally closed, which means that they are spelled as one word without a hyphen: minibus (not mini-bus) and preempt (not pre-empt) and catlike (not cat-like).

There are exceptions to this rule, such as compounds formed using a proper noun: pre-Marxist; prefixes standing alone: mini- and maxiskirts; words that might otherwise be confusing: co-op instead of coop. For a full explanation, refer to Table 6.1 in *Chicago*.

Punctuation

See Comma, Dash, Hyphen, and Quotation Marks, as well as Chapter 5 in *Chicago*, which is devoted to punctuation.

***Q*Universe**

The publication name should be printed in italics unless it is a design element, in which case it may be treated like a logo.

Quincy University

Quincy, Quincy University, or QU. Although the school has had other names in its history, to avoid confusion, text should refer to the school as QU unless doing so would render some historical reference anachronistic. Referring to the school as Quincy in historical text can circumvent anachronism.

Example: In 1932, the first women were admitted to Quincy.

If using Quincy alone to refer to the university, make sure that reference clearly refers to the school rather than to the city. If there is a possibility of confusion, add *University*.

The word university should be lowercase when used alone.

Quotation Marks

In general, punctuation marks belong within the quotation marks:

“Why did she do that?”

“The team is ready for the game,” he says.

Occasionally punctuation falls outside the quotation: How could he have said, “Go home”? In this case, the question mark belongs at the end of the full sentence, rather than at the end of the two-word directive.

Religious Terms

See individual entries such as Friar and Mass.

Sacred Heart Province is the preferred usage, rather than Province of the Sacred Heart, even though the two terms are loosely interchanged in conversation.

Saint

Abbreviate as St. or Ste., when referring to Christian saints; the designation is not used for the apostles.

Telephone Numbers

While telephone numbers may be treated stylistically in some uses, in lists and running text, they should be printed with the area code in parenthesis followed by the number: (217) 222-8020.

The

In titles of newspapers and periodicals, *the* is neither capitalized (unless it is at the beginning of a sentence) nor italicized. He reads the *New York Times*.

In names of corporations and organizations, *the* is capitalized only if it is part of the official name.

Theater and Theatre

Quincy Theatre is spelled with –re. Referring to theater in the general sense, use the American spelling with –er. *Examples:*

What movies are showing at the local theater?

MacHugh Theatre is staging *The Heidi Chronicles*.

Although occasionally spelled as McHugh, the correct name of Quincy's theater is MacHugh. However, all references to the department should be theatre. *Example:* QU's theatre department.

Titles

Individual titles, such as mayor, congressman, president, lieutenant, and justice, are lowercase unless they immediately precede the person's name. *Examples:*

Lucinda Gilfoxy is the congresswoman from our district.

The attorney general walked into the courtroom with Mayor Fiorello LaGuardia.

Titles may be dropped upon second and further reference with the exception of the president of Quincy University, whose name is always preceded by President in further reference. *Example:*

President Robert Gervasi led the commencement procession. President Gervasi introduced the commencement speaker.

Titles of Works

Works of art, such as paintings, drawings, sculpture, and statues, are italicized: *Windows to the Future*. Movies, plays, television series, and books are italicized, as well. Magazine articles, poems, and individual episodes of television shows are set aside with quotation marks. *Example:* "Pilot: Part 1" was the first episode of the hit show *Lost*.

Verb Tense for Quotations

Unless sense demands otherwise, quotations should be attributed in present tense: President Gervasi says, the soccer coach explains, etc. In some cases, sense demands past tense, for example:

Two weeks after the game, the quarterback said, “We were fired and ready to face that team.”

The founders declared, “This will be our mission.”

Web Addresses

In text, these should include www but not http://. Print them in roman, not italics. In lists, the web address follows the telephone number.

Words as Words

Words used as words are set in italics unless the word refers to some spoken. She misspells *accommodate*, writing *accommodate* instead. He could only respond *maybe* to her demand.

***Q*Universe Editorial Guidelines**

QUniverse is the alumni publication for Quincy University. Its purpose is to disseminate to alumni and others information about the university, campus life, its professors, students, and graduates. The tone is upbeat and positive. While the publication may cover controversial subjects, it is the voice of the university, not an independent voice covering the university. It should represent the academic and Franciscan standards that the university itself represents.

Use engaging, contemporary design and good, vibrant feature photography include infographics, lists and short Q&As – fun, digestible pieces for readers to enjoy.

Most *QUniverse* readers have really only one bond: They are graduates of the university. Beyond this, their demographics are diverse and their ages may range from early twenties to late nineties. These broad demographics should be kept in mind as the editorial content of each issue is plotted.

***Q*Universe Features**

The magazine's features fall broadly into several categories:

- News articles about the campus and campus life.
- Biographical sketches of QU notables, which can mean faculty, staff, students, alums, or others involved in the life of the school.
- Retrospectives about the school, which might be an article by a retiring faculty member about changes seen at QU over the years or a piece by an alum about how their experiences at Quincy shaped their career and life.
- Think pieces covering topics germane to the university. For example, there might be a piece on the importance of reducing carbon emissions globally and what QU can and is doing to make a difference.
- Policy articles and reports on findings, explaining the university's stand on an issue or upcoming changes to a policy or to the university's approach to an issue.

***Q*Universe Sections**

Academic Feature (2):

Process and format: Edited by University Writer and Editor; author is responsible for fact-checking.

Length: A two-spread article with no more than 700 words, that includes photos and graphics and a one-spread article with no more than 500 words, that includes a photo and graphics.

Alumni Feature: This feature is dedicated to stories about alumni who are impacting the university, and their community and are a substantial donor. The alumni will be featured on the cover.

Process and format: The featured alum is chosen by the president and the vice president of advancement. Edited by University Writer and Editor; author is responsible for fact-checking.

Length: Two-spread feature with no more than 700 words, and includes several photos.

Alumni Focus. Located on the back cover, highlights alumni who support the QU Fund. This can include couples, groups, or Giving Tuesday Challengers.

Length: No more than 200 words, includes a photo or graphic.

Process and format: Edited by University Writer and Editor; author is responsible for fact-checking and providing photos.

Alumni Matters. This is the overarching section head for the back portion of the magazine, which includes **Class Notes, In Memoriam, profiles, pull outs, and mini features** about alumni and alumni events. The editor will send out a request for submissions at the beginning of the editorial cycle.

Class Notes. These updates on graduates are supplied by the graduates themselves and compiled by the Alumni Office. While the school generally prints what the graduates submit, QU reserves the right to edit for space and appropriateness of content. Appropriate content is about the graduates themselves, not about their spouses, children, parents, or employers.

Process and format: Compiled by the alumni office. Submissions are divided by graduating class year and listed in alphabetical order by the graduate's last name (for married women, their married names, not their maiden ones). Names should be printed in bold or in a separate color. Because each submission is listed by graduation class, there is no need to include the year by the individual's name. In some cases, an entry might name more than one graduate and more than one year; list the graduation year not covered under the heading. *Example under the 1994 heading:* Alice Adams and Tom Wingfield '95 wed in March.

In Memoriam. This section is reserved for alumni, past and present members of the board of directors, and donors of note. It is not for tributes to parents, siblings or even spouses, although those notices can be worked into Class Notes.

Process and format: These listings are supplied by the Alumni Office, which also determines which descendants have earned a longer write-up and takes responsibility for writing those tributes. Alumni listings are in alphabetical order and are not subdivided by class year.

*Faculty, staff, and friends who warrant a listing but not a write-up are listed in alphabetical order at the end of the alumni listing under the small heading: Faculty, Staff, and Friends. (If there is just one name, this heading can be shortened accordingly.) Their entries, which will not have a class year, note their connection to the University. *Example:* Fr. Jovian Lang, OFM, former QU head librarian, on November 5, 2009.

Alumni Profiles, pullouts, and mini features. The publication can accommodate three or four in each issue.

Alumni Profiles: Graduates whose achievements warrant additional coverage. Although these are referred to internally as Alumni Profiles, they will not be listed in the table of contents. Placement and content make it clear that these are profiles of alums. They can be headed with the individual's name and graduation year, or other appropriate heading.

Pull outs: Based on subject matter, a pull out highlights similar alumni experiences. Headings should be descriptive connecting the alumni stories. Pull outs can cover a wide range of experiences. Past examples of pull outs include: two alumni who were both named inaugural chair the same year, two alumni who took positions in the town they grew up in, celebrating a unique anniversary, or alumni serving others.

Mini Features: There may also be alumni activities and events that warrant coverage but not a full feature in the front of the book. They can be folded into this section.

Process and format: The Alumni Office selects the graduates to be featured, working to disperse them across several decades, makes connections to stories submitted by alumni for pullouts, and selects subject matter for the mini-feature. Editions can vary on what is included based on alumni class notes submission. The Alumni Office completes the write-ups, which run 50–80 words each.

Faculty Focus. A profile of a faculty member that introduces the reader to the faculty member as well as current projects or research they are working on. A Q&A format is appropriate for this feature along with a pull out or graphic to describe their work.

Process and format: Edited by University Writer and Editor; author is responsible for fact-checking.

Length: One-spread feature with no more than 700 words, and includes one photo.

Faculty Brief. This is the faculty and staff version of class notes, briefly listing faculty achievements, such as published books and papers, appointments, and promotions. It has its own in memoriam section.

Process and format: Compiled by the editor, using information submitted from every department. The editor will send out a request for submissions at the beginning of the editorial cycle.

Length: There is no set length, although ideally this information will take up a full page with text and photos.

Franciscan Focus. A forum for Franciscan thought and achievements of the fathers on and off campus as well as activities of the campus community that encompasses the Franciscan values and mission.

Process and format: Edited by University Writer and Editor; author is responsible for fact-checking.

Length: A one-spread feature that is between 500-700 words, and includes at least one photo.

Hawks Talk. This section covers sports at the university. The sports communication director, who generally covers the sports season in retrospect, writes it. Because *QUniverse* comes out only twice a year, more than one sport should be covered in each issue.

Process and format: Edited by University Writer and Editor; author is responsible for fact-checking and providing photos.

Length: A two-spread feature that is between 800-1000 words, and includes many photos.

Honor Roll of Donors: This section is in the fall edition only and includes the names of those who have supported the university in the previous fiscal year. It is separated by giving levels with graphics to show overall numbers. It includes ads, education pieces on giving, and a list of the Board of Trustees and National Alumni Board. This section has its own table of contents.

Opening Letter: Written by the vice president of advancement, it includes an overview of the previous fiscal year and a thank you to those who supported the university financially.

Main Feature: This section covers campus initiatives, campaigns, and news. Guided by the university president and the vice president of advancement, the editor selects content relevant to what is currently happening on campus.

Length: A two-spread feature that is between 800-1000 words, and includes photos, sidebars and graphics.

Process and format: Edited by University Writer and Editor; author is responsible for fact-checking and providing photos.

Secondary Main: the editorial staff may choose to add this section when there are several important campus initiatives, campaigns or news to cover or to add an additional alumni feature.

Length: A two-spread feature that is between 800-1000 words, and includes photos, sidebars and graphics. This spread can be separated into two one-spread articles if the content warrants it. If divided in two then each piece should be 400-500 words in length.

Process and format: Edited by University Writer and Editor; author is responsible for fact-checking and providing photos.

President's Page. This is the president's platform, his opportunity to convey any information he chooses to the QU community.

Process: All copy changes and graphics to be used must be cleared with the president.

Length: 300-400 words, with one photo.

Student Spotlight. Like Faculty Focus and Franciscan Focus, this section can feature a current student or items of note going on within the student body or a combination of both.

Process and format: Edited by University Writer and Editor; author is responsible for fact-checking. Perhaps some journalism students could be encouraged to write this piece, with the help of a faculty advisor.

Length: A two-spread feature that is between 500-700 words, and includes several photos.

Support a Dream: Located on the inside back cover, it highlights a current student who is benefitting from a scholarship.

Length: Includes brief bio, quote, and one large photo.

Process and format: Student is selected by the Office for Advancement, contacted by the editor for bio, quote, and to set up a photo shoot.

Table of Contents. The top portion of the table of contents lists noted features. QUniverse Sections lists all the sections in the book. The right-side of the page lists contributors and contact information.