

A.T. Still University Styleguide

The official *A.T. Still University Styleguide* is a useful tool and a guide for encouraging consistent format and style throughout University communication.

ATSU continues to grow as it seeks to maintain its social mission and achieve its vision of preeminence. With that in mind, a single guide for style is important to bring unity and consistency to all University communication.

This edition closely aligns with the *AP Stylebook*, which is available for reference in Communication & Marketing. The *ATSU Styleguide*, as well as the identity standards guide, are accessible via www.atsu.edu under Communication & Marketing.

For questions and comments, call Communication & Marketing at 660.626.2272 on the Missouri campus or 480.245.6265 on the Arizona campus.

We appreciate your cooperation and support.

The following information is held as the standard for all internal and external A.T. Still University publications. This includes all of ATSU's magazines, brochures, other printed pieces, and the website.

Communication & Marketing recommends the *Associated Press (AP) Stylebook* for questions on style, grammar, and usage. *ATSU Styleguide* supplements the *AP Stylebook*. In instances where there is a contradiction between the two manuals, this document takes precedence. In addition, questions related specifically to ATSU are addressed herein. If an entry is not included in this guide, check the current *AP Stylebook*.

As this manual is meant to be a guide, exceptions to the rules are possible. Call Communication & Marketing with your questions or comments at ext. 2272 in Missouri and ext. 6265 in Arizona.

Items preceded by * follow guidelines provided by the American Osteopathic Association (AOA).

a.m./p.m.

Lowercase with periods. Use a space between the number and a.m. or p.m. (e.g. 9 a.m.).

- More tips**
- Do not use “o'clock” when stating a time.
 - Avoid the redundant 10 a.m. this morning.
 - When using a hyphen to separate a beginning and ending time (6-7 p.m. or 9 a.m.-10 p.m.) there should be no spaces on either side of the hyphen.
 - When using a flat time, do not add the colon and zeros (e.g. 10 a.m.).
 - It is not necessary to say 12 midnight or 12 noon. Use midnight or noon. Never use 12 a.m. or 12 p.m.

A.T. Still

Use A.T. Still, MD, DO, when referring to the “founder of osteopathic medicine.” Do not put a space between the A. and T.

A.T. Still Memorial Library

A.T. Still University of Health Sciences

Upon first reference to the University in external publications, spell out A.T. Still University of Health Sciences; thereafter, use ATSU. When referring to a specific college or school, use the following on first reference:

- Example**
- A.T. Still University's Kirksville College of Osteopathic Medicine (ATSU-KCOM) is the founding osteopathic institution. Or, A.T. Still University-Kirksville College of Osteopathic Medicine (ATSU-KCOM) is the founding osteopathic institution. See also **college/schools of A.T. Still University**.

It is not necessary to put school abbreviations in parentheses in an internal publication. Simply spell out the school name on first reference and use the abbreviation thereafter.

ATSU student

- When referring to a current KCOM or SOMA student, indicate the class year with OMS I, II, III or IV. Glenn Smith, OMS I, received a scholarship.
- When referring to a current ASHS student, indicate class year. Joe Smith, PT, '10, attended Legislative Day.
- When referring to a current ASDOH student, indicate class year with D1, D2, D3, or D4. John Doe, D2, was named president of the group.
- When referring to a current SHM student, simply indicate his or her field of study. Glenn Smith, a public health student at SHM, received a scholarship.
- When referring to biomedical students, indicate year. First-year BioMed student Jason Smith ...

abbreviations/acronyms

See *AP Stylebook* for state abbreviations. On first reference to an institution, spell out the full name with the acronym or abbreviation following in parentheses: American Osteopathic Association (AOA). After that, all further abbreviations/acronyms can stand alone.

- More tips**
- Do not use the word “the” prior to using an acronym.
 - For internal audiences, common abbreviations/acronyms such as ATSU and its schools do not need to be placed in parentheses. Simply spell out the school name on first reference and use the abbreviation thereafter.

academic degrees

Do not use periods between initials for degrees or certificates. If an individual holds more than one degree, these degrees should be listed in descending order of importance, with degrees before certificates. See *AP Stylebook* for more details. Lowercase names of degrees in body of text.

- Examples**
- Bob Johnson earned his MPH from SHM.
 - Joe Smith received a master of science degree in physics from Truman State University.
 - Susan received a bachelor’s degree in biology.
 - Dan Jones, who has a doctorate in physiology ...

academic titles

On first reference to an individual with an academic degree/title, state the abbreviated degree/title after the name, with a comma following the abbreviation. If the individual is a doctor, refer to him/her as Dr. X in subsequent references. If the individual is not a doctor, use the last name only. See also **names/titles**.

- Examples**
- Steven Smith DO, MPH, gave the commencement speech this year. Dr. Smith discussed treating the patient and not the disease.
 - Tammy Smith, MBA, is organizing the conference. Smith is working closely with student services on the event.

alumna

A woman who has attended a school.

alumnae

Women who have attended a school.

alumni

Men and women who have attended a school. When referring to alumni, regardless of school, indicate class year with an apostrophe. See **graduation year**.

- Example**
- Alfred W. Studwell, DO, ’62, was presented the award.

alumnus

A man who has attended a school.

American Indian

Preferred use is American Indian not Native American.

Arizona School of Dentistry & Oral Health (ASDOH)

Always use an ampersand (&) instead of “and.”

Arizona School of Health Sciences (ASHS)

board members

Capitalize only when referring to a specific board and as part of the official title.

- Example**
- The ASHS Advisory Board met this month. The board discussed ...

Board of Trustees

Capitalize when referring to ATSU Board of Trustees. Lowercase on subsequent reference.

Example • The Board of Trustees will meet downstairs this afternoon. The board decided ...

body, mind, and spirit

Preferred order

book titles

Book titles are placed in quotation marks except those that are primary catalogs of reference. See “Composition Titles” in *AP Stylebook*.

bullets

Use round bullets when listing items (•). Do not use an asterisk (*), hyphen, or other symbol.

campus

For external publications use Kirksville, Mo., campus or Mesa, Ariz., campus. For internal publications, simply Missouri and Arizona will work. Do not capitalize campus.

Examples • ATSU’s Mesa, Ariz., campus is home to ASHS, ASDOH, and SOMA (external).
• Founder’s Day celebration occurred last week on the Missouri campus (internal).

chair

Always use “chair” instead of “chairwoman” or “chairman.”

city, state

When used in text, a comma should follow both the city and state. See also **states**.

Example • Jane Beck, DMD, a dentist from Scottsdale, Ariz., opened her new office on Baltimore Avenue.

class

Do not capitalize.

Example • Mary Jones, class of 2010 ...

co-chair

Hyphenate. In instances where the word should be capitalized (at the beginning of a sentence or preceding the proper name of the co-chair), only the first c is capitalized.

Examples • Ben Hoffman is a co-chair of the committee.
• Today’s speaker will be Co-chair Ben Hoffman.

college

Capitalize the word College when referring to KCOM, but do not capitalize it when referring to another institution. See also **university**.

Example • The College was established in 1892 ...

college/schools of A.T. Still University

For external publications, when referring to a specific school within the University, always include the name A.T. Still University as part of the initial designation. For internal publications, the name of the college/school is all that is needed. Do not precede the name of a college/school with “the.” See also **A.T. Still University**.

Example • ATSU-ASHS or A.T. Still University-Arizona School of Health Sciences
• A.T. Still University’s Kirksville College of Osteopathic Medicine
• The College will hold commencement in May.

colon

When creating a form, colons are not needed before a line or blank. When using a colon, one space follows it. For other colon questions, see the *AP Stylebook*’s punctuation chapter.

Example • Name _____

comma

Place a comma after each item in a series.

- Example**
- ATSU is committed to the body, mind, and spirit of individuals.

commencement ceremony

Lowercase (informal), uppercase (formal)

copyright

The University uses the *A.T. Still Memorial Library Copyright Guidelines*, which state the laws of the “Digital Millennium Copyright Act” (DMCA) and the “Sony Bono Copyright Term Extension Act.” It also includes rules of thumb and frequently asked questions. The guidelines are located on the Portal or by contacting the A.T. Still Memorial Library.

- More tips**
- Refer to the *A.T. Still Memorial Library Copyright Guidelines* when permission is required and the proper reference for quotes, footnotes, and usage is needed.
 - Be careful when using information from the Internet. Most information you will see is copyrighted, whether it is stated or not. Internet copyright should be assumed unless otherwise noted.

courses

Proper names of courses are capitalized, but not placed in quotation marks. Lowercase otherwise. Do not use course numbers.

- Example**
- James Rhodes, PhD, assistant professor, anatomy, teaches Histology.

DO

Use DO after the last name upon first reference and Dr. prior to the name for all following references. Never use periods after the D and the O. This style also should be used for doctoral degrees, such as AuD, DDS, DHEd, DHSc, DMD, DPT, MD, and PhD. See ***academic titles***.

*If a DO holds more than one professional degree, these degrees should be listed after the DO designation and appear in descending order of importance, with degrees before certificates. See ***Doctor of Osteopathic Medicine***.

- Examples**
- John Smith, DO, MA, OCS
 - There is no apostrophe on the plural of DO (DOs) unless using it as a possessive noun as in “principles of the DO’s art and science.”

dash

A space precedes and follows each dash.

- Example**
- His dog – a black lab – was a big hit with the kids.

dates

Do not abbreviate days of the week in body copy. Months may be abbreviated if accompanied by a day.

- Examples**
- The event was held Friday, Sept. 23, 2010.
 - Anatomy class is always held on a Tuesday.
 - I graduate at 10 a.m. on Aug. 12.

department

Do not capitalize a department when used without the word department in its reference, but do capitalize when directly referring to the department (e.g., He works in Microbiology). A good rule of thumb is to avoid the use of “office” or “department” altogether or use lowercase when informal and uppercase when formal or when needed for clarity.

- Examples**
- Fundraising is handled by University Advancement.
 - Neil Sargentini, PhD, associate professor, microbiology/immunology, received the award.
- More tips**
- Use department instead of division and avoid when possible.
 - Likewise, do not use the term “office” when referring to a department of the University. The only time “office” should be used is in reference to the president, the controller, college deans, and the registrar.
 - When included after a person’s name, do not capitalize department name (e.g. John Smith, PhD, chair, biology).

distance education

“Online education” is preferred.

distance learning

Refer to *AP Stylebook*.

*Doctor of Osteopathic Medicine

Doctor of Osteopathic Medicine is the proper name for the degree granted by osteopathic medical schools in the United States and is represented by the acronym DO. Do not use Doctor of Osteopathy, which is an outdated term for the degree. DO also may be used in place of osteopathic physician.

Drs.

Use when referring to more than one doctor.

- Example**
- The banquet was hosted by Drs. Dick and Jane Smith.

ellipsis

For detailed instructions, refer to *AP Stylebook*. See also **quotes (pull-out)**.

em dash/en dash

Refer to *AP Stylebook*.

email

No hyphen and lowercase.

- Example**
- Can you copy me on that email?
- More tips**
- Do not underline an email address. This causes confusion when underscores and other symbols are used in addresses.
 - Always use lowercase letters in email addresses.
 - If your computer automatically adds a link to an email address, remove the hyperlink. Highlight the address, right-click, and select “remove hyperlink.”

faculty

Use with a singular verb when being used in the sense of a single group operating together in agreement; use the plural form if the noun is used to name a group operating as individuals or in disagreement.

- Examples**
- The faculty numbers 200.
 - The faculty is meeting today.
 - The faculty members are meeting today.
 - The faculty were split.

fax

In body copy, use the word fax, not facsimile, prior to writing the number. See also **phone number (style)**.

- Example**
- Contact Communication & Marketing at 660.626.2272 or fax 660.627.2128.

fellow

Do not capitalize the word fellow unless it begins a sentence. Fellowships follow terminal degrees and do not have periods.

- Example** • John Smith, DO, FOCOO, presented at the annual conference.

fundraising/fundraiser

One word in all cases.

- Examples** • The fundraising campaign was a success.
• He is great at fundraising.

general practice/general practitioner

In 1998, the terms general practice and general practitioner began to be phased out. Preferred terminology is now family practice and family practitioner. The term family medicine is often interchanged with family practice.

graduation year

When referring to 21st century graduates, use '01, '02, etc. to designate grad year. When referring to turn of the 20th century graduates, from 1901-1909, use the full year to avoid confusion. Do not capitalize "class" when it accompanies the grad year. See **names/titles** and **alumni**.

- Examples** • The class of 1954 will celebrate its golden anniversary this year.
• The 1954 class will celebrate its golden anniversary.
• Jane Doe, DO, '02, received an award with Joe Smith, DO, '64.
• Adam Long, DO, 1908, lived a long and happy life.

headlines

Only capitalize the first letter of the first word, unless proper nouns are used in the headline. Do not capitalize all words that comprise the headline.

- Example** • KCOM students score high on COMLEX

healthcare

One word

Honorable, the

Abbreviate Hon. when this description is used before an individual's name, precede it with the word "the" because, unlike with Mr. and Mrs., Hon. represents an adjective, not a noun.

hyphens

Do not use a space on either side of a hyphen. See **a.m./p.m.**

initials

Use periods and no space when an individual uses initials instead of a first name. See **A.T. Still**.

intern

Do not capitalize the word intern unless it begins a sentence.

Internet

The word Internet should always be capitalized. See *AP Stylebook* for additional information.

Kirkville College of Osteopathic Medicine (KCOM)

magazine

Magazine names should be capitalized and italicized.

- Example** • *Still Magazine*, *Time* magazine

mind, body, spirit

Preferred order is body, mind, spirit.

Missouri School of Dentistry & Oral Health (MOSDOH)

Always use an ampersand (&) instead of “and.”

money

When including a numeric monetary amount, use decimal numbers only if the decimal amount is not .00. Also, if the amount is above \$999, use a comma for clarification.

Example • Jack’s stereo cost \$4,863. Jack’s monthly payment will be \$364.75. Jack owes me \$45.

Mr., Mrs., Miss, Ms.

Refrain from use.

Museum of Osteopathic MedicineSM

The museum’s name must always be followed by the Service Mark designation (SM). Formerly named the Still National Osteopathic Museum.

names/titles

On first reference for administration, faculty, and alumni use first name, middle initial (if available), last name, degree, fellowship designation (if applicable), abbreviation of graduation year (if alum) using apostrophe, position, and department (e.g., John D. Smith, DO, FAAO, ’65, assistant professor, pathology). For those holding a doctoral degree, such as AuD, DDS, DHed, DHSc, DMD, DO, DPT, MD, and PhD, “Dr.” should precede the name on subsequent references.*If a doctor holds more than one professional degree, these degrees should be listed in descending order of importance, with degrees before certifications. See **DO**.

Examples • John Smith, DO, MA, OCS
• Director Nancy Hill, PhD, will speak to the group today.
• Dean Janet Johnson, ’84, complimented the student on her scholarship.
• John D. Smith, AuD, a 2005 graduate of the Arizona School of Health Sciences ... or John D. Smith, AuD, ’05, ...

More tips • Do not use courtesy titles (Mr., Mrs., Miss, Ms.).
• If a person has more than one position, list the most prestigious first.
• On first reference to ATSU students, see **ATSU student** for details.
• On second reference, use last name only, except for doctors (AuD, DDS, DHed, DHSc, DMD, DPT, DO, MD, PhD), then the second reference is Dr. Smith.
• Educational degrees should not be used with periods (DO, PhD, EdS), likewise, do not use periods with certification titles or fellowship designations (CFP, LPN, FAAO).
• Do not capitalize positions and departmental titles after the name.
• Do capitalize a position if it is the official title and is directly before the person’s name. See **department**.

Native American

Preferred usage is American Indian.

numerals

Spell out numbers less than 10. For numbers greater than 10, use numerals. Do not use numerals (even if greater than 10) if the number begins a sentence. Plural numbers need no apostrophe. Avoid using “th” and “rd” after a date. Use numerals in tables, statistical material, for money, dates, clock time, proportions and ratios, sports scores, academic grades, percentages, and measurements. Spell out fractions that equal less than one, unless in a percentage. Ages are always a numeral.

Examples • Twenty-five laps were all Dr. Williams could take.
• I agree that 11 twinkies is too much for one sitting, but one is OK.
• Fours, fives, 100s, 1990s (no apostrophe before the s).
• One-half of all students. A mixed fraction (a whole number plus a fraction) should be written in numerals.
• We met Nov. 4.
• His daughter is 6.

office

See **department**.

online

Use as one word. Do not hyphenate or separate.

online education

Preferred to “distance education”

*osteopathic medicine

“Osteopathic medicine” is preferred to the word “osteopathy” when dealing with medical practice or medical education. However, when dealing with osteopathic tenets, beliefs, or principles, the term osteopathy should be used.

Osteopathic medical colleges and hospitals should be referred to with their osteopathic identification, especially because some do not contain the word “osteopathic” in their names (e.g. Northeast Regional Medical Center, the founding osteopathic hospital).

*osteopathic physician

“Osteopathic physician” is the preferred terminology to “osteopath.”

percent

Spell out the word percent when used in text. Use the % symbol when included in a chart. Use numerals (1 percent, 2.5 percent) and decimals, not fractions. For amounts less than 1 percent, precede the decimal with a zero (e.g. 0.6 percent). Always repeat the word percent with each individual figure.

Example • In the last year, the applicant pool increased from 30 percent to 50 percent.

phone number (style)

###.###.####, ext. ####

Always place periods instead of dashes between numbers. This style should also be used for toll-free numbers, such as 866.626.ATSU. No need to write “1,” “toll-free,” or “toll-free number” when listing such a number.

Example • Call 866.626.ATSU, ext. 2272 for more information.

president

Refer to him or her as either “President of ATSU” or “ATSU President.” Always capitalize president when it occurs before a name, not if it occurs after or if it stands alone.

Examples • ATSU President Magruder signed the budget.
• Jack Magruder is president of ATSU.
• The president met with students.

program names

Capitalize the program name when using with the name “program.” Lowercase in all other instances. Do not capitalize the word “program.”

Examples • The Athletic Training program ...
• He earned a master of science degree in athletic training.
• Richard Smith, director, athletic training ...

quotes (pull-out)

When using a pull quote, place double quotes around the copy. If words are lifted mid-sentence, ellipses should appear before the quote, with quote marks before the ellipses. If ellipses are placed at the end of the sentence, there must be an ellipsis, a space, a period, and then the quote mark. Attribute the quote to the correct individual by using a dash and the name at the end of the quote (after quote marks). See *AP Stylebook* for clarification.

Example • “... It sure is a beautiful day today. Last night, I”
- John Smith, D1

resident

Do not capitalize the word resident, except at the beginning of a sentence.

said

As a general rule, and especially for works written in “news style,” use said or says when attributing quotes, and be consistent in usage. Do not use such words as states, claims, accuses, shouts, or believes.

school

Capitalize the word “school” when referring to ASDOH, SHM, SOMA, MOSDOH, or ASHS. Lowercase when referring to another institution. See also **university** and **college**.

schools/college of A.T. Still University

For external publications, when referring to a specific school within the University, always include the name A.T. Still University as part of the initial designation. For internal publications, the name of the college/school is all that is needed. See also **A.T. Still University**.

- Example**
- ATSU-ASHS or A.T. Still University-Arizona School of Health Sciences
 - A.T. Still University’s School of Health Management

School of Health Management (SHM)

School of Osteopathic Medicine in Arizona (SOMA)

space between sentences

Use only one space. Typewriters were mono-spaced, and therefore two spaces were necessary to visually separate sentences. However, computer-generated copy is proportional, making the extra space unnecessary.

states

Use state abbreviations and not the two-letter ZIP code abbreviations in text (Mo., not MO). Spell out names of states when they stand alone. Use ZIP code abbreviations when using a full address. See *AP Stylebook* for examples.

Still-A-Bration

Still-Wellbeing Program

time

See **a.m./p.m.**

titles—academic

See **academic titles**.

titles—professional

See **names/titles**.

titles—publications

When in body copy, place the titles of books, grants, speeches, lectures, and works of art in quotation marks.

- Example**
- They recently returned from the convention, where they gave a presentation entitled “The History of Osteopathic Medicine.”

trademarks

ATSU trademarks include the name of the university, the university logotype family of institutional marks, the program logos and wordmarks (e.g. First in Whole Person Healthcare and First in Whole Person Healthcare Education), and all other identifying marks of the university. This includes the trademarks of the Missouri and Arizona campuses and associated learning sites. These trademarks will not be followed by the Trademark designation (™).

Trustee capitalized

See **Board of Trustees** for more detail.

underlining

Do not underline words.

university

Capitalize University when referring specifically to ATSU. Lowercase when the reference is non-specific or refers to another university. See **A.T. Still University**.

- Examples**
- The University has a commitment to rural and underserved populations.
 - Truman State University also is located in Kirksville. It is a liberal arts university.

www.atsu.edu

Use www.atsu.edu when directing readers to any of the University's colleges or schools. Do not italicize or underline.

web page

Two words

website

One word. Do not underline a website address. Use lowercase letters. If your computer automatically hyperlinks the site, delete the link by right clicking and selecting "remove hyperlink."

White Coat Ceremony

Capitalize when referring to official ceremony.

- Examples**
- The White Coat Ceremony was held on campus.
 - More than 75 students participated in the ceremony.

word processing

- Tips**
- Do not divide numbers, abbreviations, first initials, and symbols.
 - Do not divide phone numbers.
 - Divide dates only between the day and the year.
 - Divide personal names only between the first and last name. The middle initial should stay with the first name.
 - Keep physicians' titles with last name.
 - Long titles with names may be broken between the title and the name or between the words in the title.
 - Divide addresses only between the city and the state.
 - Do not divide street addresses between the street number and street name.

years—abbreviation

Abbreviated, two-digit numeric years are preceded by an apostrophe.

- Example**
- "The Summer of '69"
- More tips**
- A span of years written in numbers and including the century contains no apostrophe (e.g., 1975-82; 1757-64).
 - For a span of years that crosses the millennium, use full-year references (e.g., 1998-2002).