

Editorial style makes writing easier for writers, editing easier for editors, and reading easier for readers. The goal of this style guide is to provide clear, simple guidelines for you, the writer, on grammar, punctuation, spelling, and usage in materials produced by and for Williams College. In most instances, our style is based on the Associated Press (AP) Stylebook online, Strunk and White's *The Elements of Style*, and Merriam-Webster's Collegiate Dictionary, 10th ed. This guide was developed by the Office of Communications.

The style guide is organized alphabetically and updated regularly. If you have questions or items to be added, contact the Communications Office at 413-597-4277 or by email at communications@williams.edu.

academic courses Capitalize the names of academic courses: Fundamentals of Modern Literature, including informal names of courses: Psych 101, Intro Psych. See **capitalization; course titles; titles of things**.

academic degrees Capitalize abbreviated degrees and use periods (B.A., B.S., and Ph.D.) Lowercase cum laude, magna cum laude, and with honors, as well as bachelor's, master's, and doctorate. See **capitalization**.

academic majors Do not capitalize academic majors (i.e., history major, chemistry major) unless a major includes a proper noun (English major, American studies major). See **capitalization; titles of things**.

academic titles (including president of the college) Capitalize when used before the name (Professor of English Daniel Jones, President Adam Falk). They are not capitalized when used after the name, except for endowed chairs (Charles Darwin, professor of natural history; Charles Darwin, the Beagle Professor of Natural History). Do not use Dr. as part of a faculty or staff member's title unless the person is a physician. See **titles**.

a cappella

abbreviations/acronyms Well-known acronyms and common abbreviations of names should be formed without periods: CEO, CIA, FBI, GPA, NATO and SAT. VP is acceptable for vice president in [class notes](#). For organizations and terms not widely known, spell out names the first time you mention them. If you plan to use the acronym later, place it in parentheses after the first mention: She was named chairwoman of the Committee on Educational Policy (CEP). She also leads two CEP working groups. Try to avoid using unfamiliar acronyms when possible: He belonged to the International Organization for Medieval Studies and recently served as the group's chairman. See **addresses; capitalization; CEO/CFO**.

In [class notes](#), substitute DC, LA and NYC for Washington, D.C., Los Angeles, and New

York City, respectively. Form without periods: He moved from NYC to DC; She's an LA-based attorney.

Adams Memorial Theatre The 200-seat facility housed in the '62 Center for Theatre and Dance. During the summer, Williamstown Theatre Festival uses the facility and calls it the Nikos Stage. Use theater in common usage. **See '62 Center for Theatre and Dance; theater.**

addresses Use commas to set off individual elements in addresses and names of geographical places or political divisions (She flew to Burlington, Vt., and continued to New York City by train). There is no comma between a state and the ZIP code in an address listing (Send mail to the *Alumni Review* at P.O. Box 676, Williamstown, MA 01267-0676). Abbreviate street and avenue only when used with a building number: 21 Main St.; 12 Spring Ave. But: She lives on Spring Street.

administration Lowercase in all uses: He works for the Obama administration.

admission office Acceptable for Office of Admission.

adviser Not advisor, unless you are referring to a junior advisor. **See JA.**

African-American Acceptable for an American black person of African descent. *Black* is also acceptable. The terms are not necessarily interchangeable. People from Caribbean nations, for example, generally refer to themselves as *Caribbean-American*. Follow a person's preference.

Agard House

ages Always use numerals; hyphenate if used as an adjective before a noun or as a substitute for a noun: His son is 5; His son is 5 years old; He has a 5-year-old son; He's a 5-year-old. Set off ages with commas: Her daughter Andrea, 7, takes piano lessons. **See numbers.**

alumni Use graduate (gender neutral), alumnus (male), alumna (female), alumni (all male or both sexes) and alumnae (all female).

Alumni Center/Faculty House The Alumni Center is in the lower level of the Faculty House.

Alumni Fund Do not use Annual Fund.

Alumni House/The Log The building on Spring Street.

alumni office Acceptable for the Office of Alumni Relations and Development.

Alumni Travel-Study Program

a.m./p.m. Also see numbers; time of day.

and/& Spell out in all uses except for the names of firms, colleges, etc.: He saw Barbara and Michael. She works for Coopers & Lybrand.

apostrophes Appear closed (like a comma) for class years: '99.

Armstrong

Asian-American A person of Asian birth or descent who lives in the U.S. When possible, refer to a person's country of origin. For example: *Filipino-American* or *Indian-American*. Follow the person's preference.

athletics Plural in all uses referring to Williams programs.

author Use only as a noun, not as a verb: He is a children's book author; He writes children's books.

bar exam Lowercase unless referring to a specific state's exam: the California Bar.

Bascom House

Baxter Hall

Bernhard Music Center

BiGLATA Acceptable on second reference for the Williams Bisexual, Gay, Lesbian and Transgendered Alumni Network (formerly BiGALA).

Billville/Billsville/Purple Valley/Village Beautiful/Willytown Nicknames for Williamstown.

Black History Month

Board of Trustees Acceptable for the Williams College Board of Trustees; lowercase trustee in informal use: She became a trustee in 2000; He attended the trustees' meeting.

The Boston Globe/Boston Sunday Globe

Brooks House

Brooks-Rogers Recital Hall

Bryant House

call letters (for Radio and TV stations) Capitalize all letters; use a hyphen to separate the radio transmission system from the call letters: WCFM; WNYT; WABC-AM.

campuswide No hyphen. Also: collegewide, statewide, nationwide, worldwide.

capital, capitol A capital is the city where a seat of government is located; do not capitalize: The capital of Massachusetts is Boston. A capitol is a building; capitalize in all cases: She toured the U.S. Capitol; The meeting was held on Capitol Hill.

capitalization Capitalize only formal or specific names. When in doubt, use lower case, especially when a word's meaning is generic:

<u>Lowercase</u>	<u>Uppercase</u>
He's a circuit court judge.	He's a judge of the Berkshire County Circuit Court.
Three students received book awards.	The 11th Annual Book Awards were a success.
The biology department expanded.	The Department of Biology expanded.
She was named president of her class.	She was named president of the Class of 1990.
Judy Smith, class president, spoke.	Class President Judy Smith spoke.
They came back for the 25th reunion.	They attended Reunion Weekend.
The trustees convened.	The Williams College Board of Trustees convened.
She took a history course.	She took Fundamentals of Western History.
He visited the chapel.	He visited Thompson Memorial Chapel.
They enjoyed convocation in the fall.	They enjoyed the 112th Convocation and Fall Weekend.
She is a math major.	He is an English major.

See academic courses; academic degrees; abbreviations/acronyms; chairman/chairwoman; College; directions/regions; names; technology terms; titles of people; titles of things.

capitalization of combined plurals Lowercase the common noun elements of names in all plural uses: Williams and Amherst colleges; Berkshire and Franklin counties.

Carter House

catalog

CD Acceptable for compact disc.

CD-ROM

Center for Development Economics (CDE) Located in St. Anthony Hall.

CenterStage See '62 Center for Theatre and Dance

cents Spell out the word cents and lowercase, using numerals for amounts less than a dollar: 5 cents; 12 cents. **See dollars; money.**

century Do not capitalize or hyphenate, spell out first through ninth: eighth century; 20th century; 19th century literature.

CEO/CFO Acceptable for chief executive officer and chief financial officer, respectively. See **abbreviations/acronyms**.

Chadbourne House

Chaffee Tennis House

chairman/chairwoman Avoid using chair as a title. Instead: She is chairwoman of the committee. It is acceptable to use chair when referring to an endowed professorship or position in an orchestra: She holds the Judy Smith Chair in Physics; He is the first-chair flute in the orchestra. Do not use chair as a verb. He runs the program; She presides over the committee. See **capitalization; titles of people**.

Chandler Athletic Center

Chapin Hall

Clark Hall

class Lowercase unless referring to a specific class in this manner: the Class of 1998 had its reunion; the Class of '37 had its reunion; but: the class had its reunion.

class notes Acceptable for a single year or the entire section of the magazine.

Class of '37 House

class years Place a space after the full name, followed by a closed apostrophe (like a comma) and the two-digit year: Jane Smith '80; John Smith Jr. '80; Judy Smith PhD '80. In [class notes](#), names are in **bold**, class years are in plain text. See **names**.

Cole Field House

college Do not capitalize unless used with the word Williams (Williams College).

collegewide No hyphen. Also: campuswide, statewide, nationwide, worldwide.

commas Except in the *Alumni Review* and *Williams People* (for space-saving reasons and because these are generally journalistic publications that follow AP style more closely), use commas before conjunctions in a series of three or more: milk, eggs, and butter; scholarships, research and development, and capital projects.

and clauses: Use a comma to set off independent clauses (in which each phrase is a complete sentence): She took the test, and she passed. Do not use to set off dependent clauses (in which one or more of the phrases is a fragment): She took the test and passed.

Use a comma for clauses beginning with the word which: He took the course, which met every Tuesday night. Do not use for phrases beginning with the word that: She took the

course that fit her schedule. See that, which.

and adjectives: Use a comma to separate a series of adjectives equal in rank (meaning you can replace the comma with the word “and” without changing the adjectives’ meanings): She was a helpful, thoughtful student. Do not use a comma when the last adjective before a noun is an integral element of the noun phrase: He was a smart high school student; She wore a robin’s egg blue parka.

and quotations: Use a comma to introduce a complete-sentence quotation within a paragraph: Falk said, “The strategic plan is important to Williams College.” Use a colon to introduce quotations of more than one sentence: Falk said: “The strategic plan is important to Williams College. It received approval from the faculty in May 2002.”

If attribution follows a quotation, use a comma inside the quotation marks unless the quotation is a question: “This is an important time for Williams,” Falk said. (but, “Can you send me your address?” she asked.)

and names: Use a comma when directly addressing a person/people in print: Classmates, please send me news; No, Ann, I did not get your letter.

When referring to a family member or friend of another person, do not use commas around that family member or friend’s name unless you know the other person has only one such family member or friend: Bob’s daughter Sarah; Jane’s professor Chris; But: Bob’s eldest daughter, Sara; Jane’s English 101 professor, Chris.

commencement Lowercase unless in formal usage: She attended commencement; She spoke at Williams College’s 221st Commencement.

Co./Corp. Use abbreviation in place of Company or Corporation, respectively in all proper business names; do not follow with a comma: Pepsi Co.; MetLife Corp. **See Inc.**

co-op Official names of the co-op residences are Chadbourne, Doughty, Lambert, Milham, Poker Flats, The Rectory, Susie Hopkins, and Woodbridge.

course titles The formal and informal names of courses should be capitalized: Fundamentals of Modern Literature, Psych 101, Intro Psych. **See academic courses; titles of things.**

course work

cross-country

Currier Hall

dashes Use an em dash (—) to set off an abrupt break or interruption, or to announce a long appositive or summary. On a PC, they are created by holding down the CTRL and “shift” keys and hitting the “-” key. On a Mac, they are created by holding down the “option” and “shift” keys and hitting the “-”. Do not set off em dashes with spaces: He

explained the skills—research, writing and public speaking—he expected of his students; She took the test—having studied for three days—and left for winter break. **See hyphens.**

Database

dates Always use numbers, never use st, nd, rd or th. When referring to a specific date, abbreviate only the months Jan., Feb., Aug., Sept. Oct., Nov. and Dec. Set off the year with commas: The meeting will be Jan. 5, 2001, in the library. Spell out the month when using alone or with a year: He arrives in October; The building will open in November 2008. **See numbers.**

DC In [class notes](#), an acceptable abbreviation for Washington, D.C.

Denison Gate

decades Acceptable to spell out (the eighties, the nineties) or use numbers (the 1980s, the '80s.) Either way, be consistent within the document. **See numbers.**

Dennett

departments Lowercase when written informally (the biology department); capitalize full name (the Department of Biology).

directions/regions Lowercase north, south, northwestern, etc., when they indicate a compass direction: They traveled west. Capitalize these words when they designate regions: They traveled to the West Coast; She lives in the Northern Berkshires. **See capitalization.**

disk For floppy disk, disk drive, i.e., magnetic media, versus disc for CD, DVD, etc., which are optical media.

DJ Acceptable for disc jockey.

Dodd House/Dodd Annex

dollars Use figures and the \$ sign in nearly all cases: She spent \$3; The project is expected to cost \$2 million. **See cents; money.**

dorm

dot-com

download

Dr. In most cases, it is not necessary to use the formal title Dr. before the name of an individual who holds a medical degree. The context often is enough: Judy Smith opened a pediatric practice; John Smith is an emergency room doctor. Or use abbreviations: John Smith, MD.

Do not use Dr. for those holding academic or honorary doctorates. Use the abbreviation of the appropriate degree set off by commas: John Smith, PhD, gave a lecture in Paris.

In [class notes](#), titles such as Dr. and PhD, and labels such as MD are in plain text. **See names.**

Droppers House

DVD

East College

ellipses Use ellipses (...) to indicate where words have been removed from direct quotations. Ellipses within a quotation are set off by spaces: “We took the short cut ... and got lost.” Ellipses at the end of a sentence follow the period and are set off by a space on either side: “We took the short cut. ... But it didn’t save much time.” Do not use ellipses at the beginning or end of a quotation. See quotations.

email No hyphen and lowercase (except at the beginning of a sentence).

emcee

emeritus, emerita Always follows the noun: She is professor emerita of music. Capitalize before the name and as part of endowed title: Professor Emeritus Frank Smith, Frank Smith, Ephraim Williams Professor of Philosophy, Emeritus.

English as a second language Hyphenate as an adjective before the noun, no hyphen after: He joined an English-as-a-second-language class; She teaches English as a second language.

entitled/titled Most often, “entitled” means a right or claim to something. It can also mean to confer a title on a person, but it should not be used before the name of a book, lecture, article, speech, etc. Use titled instead: Stephen Freund will present a lecture titled “Stopping the Software Bug Epidemic.”

entrymate

Eph Pronounced “eef.” Sports teams are called Ephs, in honor of founder Colonel Ephraim Williams.

EphNotes The monthly e-mail newsletter for Williams alumni, parents, and friends.

Faculty House/Alumni Center The Alumni Center is in the lower level of the Faculty House.

fall, fall semester

Fall Weekend

farther, further Farther is a measure of physical distance: She ran farther than he did. Further is a measure of time or degree: He'll look further into the matter.

fax

Fayerweather Hall

Fernald House

fiancé/fiancée Masculine and feminine forms, respectively.

first-year Noun or adjective to describe students in their first year of college: The orientation is for first-years; She is a first-year student.

Fitch House

Fort Hoosac/Taconic House

foreign words Foreign words appear in plain text: alma mater, bon voyage, versus, emeritus, i.e., e.g. In general, avoid using foreign words that are not widely known. If you must use them, explain them: We drank a cup of mate (Latin American tea) and headed for the altiplano (high plateau).

fractions Spell out and hyphenate when necessary: Three-quarters of the class attended; A fifth of the class attended.

freelance

full time, part time Hyphenate as an adjective before the noun, do not hyphenate when using as an adverb: He is a full-time professor; She teaches part time.

fundraising/fundraiser One word in all cases: Fundraising begins in the fall; The college planned a fundraising dinner; the college held a fundraiser.

Garfield House

gay Acceptable as noun or adjective for homosexual men or women.

Gladden House

Goodrich Hall The student center next to Lasell Gymnasium.

Goodrich House The residence hall.

GPA Acceptable for grade point average.

grandchild/granddaughter/grandson But great-grandchild; step-grandson.

Griffin Hall

Hardy House

Harper House

health care Two words, no hyphen: health care costs.

Health Services Center Acceptable reference for Mary Clark Thompson Center for Health Services.

high school No hyphen, whether a noun or adjective: He runs a high school program; She led a group of high school students on a campus tour.

Homecoming Weekend But homecoming in all other uses. **See capitalization.**

Hollander Hall (formerly known as the North Academic Building)

home page

honeybun

Hopkins Memorial Forest

Hopkins Hall

Hopkins Observatory

HQ Acceptable abbreviation for headquarters in class notes.

Hubbell House

hyphens Use to avoid ambiguity: She re-covered the hole. vs. He recovered from the fall. Use to avoid duplicated vowels or triple consonants: anti-inflammatory, shell-like. Use to create two-thought compounds: socio-economic. **See dashes.**

and a compound modifier: Use to link all the words (except the adverb very and all adverbs ending in -ly) preceding a noun: a full-time job, a first-period goal, a very good grade, an easily remembered concept. When using a string of modifiers before a noun, put the modifier in quote marks instead of using hyphens, for clarity: He won the “Best Roommate in East Hall” award at reunion.

in suspensive form: Suspensive hyphenation takes this form: a 10- to 20-year study; but: a 3-percent to 5-percent chance, a \$5 million to \$6 million project. **See millions, billions; percentages; ranges.**

and spelling: Unless the dictionary makes an exception, do not hyphenate: Decision making takes place on many levels; Fundraising is fun.

and numbers: Use to separate numerals in odds (he has a 5-1 chance), ratios (the student-teacher ratio is 11-1, **see ratios**), scores and vote tabulations (she won 3-2), fractions that are spelled out (three-fourths). When large numbers are spelled out (like at the beginning of a sentence), use to connect a word ending in -y to the next word: Fifty-five (but three hundred). **See numbers; ratios.**

and compound proper nouns: Use to designate dual heritage. Note that Native American, French Canadian, and Latin American are not hyphenated.

ID, IDs Acceptable for identification.

i.e., e.g. Use i.e. to mean “that is”; use e.g. to mean “for example.” Use periods and set off in commas: The course is difficult, i.e., people who usually get As get Bs; The course covers several topics, e.g., plant and animal biology.

Inc. Use abbreviation in place of Incorporated in all proper business names; do not follow with a comma: Houghton-Mifflin Inc.; The Walters Group Inc. **See Co./Corp.**

initials Use periods in initials in personal names (unless specified): Barbara M. Smith; J.D. Salinger (note there is no space between two initials).

in-law Always use hyphens around “in”: father-in-law; mother-in-law. If you’re talking about more than one, the first word should be plural: brothers-in-law; sisters-in-law.

Internet

JA/JAs Acceptable second reference for junior advisor, junior advisors. But use the American spelling adviser in all other cases.

Jeness House

Jesup Hall

Jewish Religious Center

Jr./Sr. Jr., Sr., III, IV, etc. are not preceded by a comma: Cal Ripkin Jr. In [class notes](#), they appear in bold: **Douglas Jones Jr.** ’74. **See names.**

Junior Advisor

Kellogg House

LA In [class notes](#), acceptable reference for Los Angeles.

lab Acceptable for laboratory, except in formal use: Morley Science Laboratories;

Thompson Biology Laboratory.

Lambert House

Lansing Chapman Rink

Lasell Gymnasium

Lawrence Hall

Lehman Hall

list server

longtime

MainStage see '62 Center for Theatre and Dance

Makepeace/Oakley Center

Mark Hopkins and the log

Mark Hopkins House

Massachusetts Museum of Contemporary Art (MASS MoCA) Use full name on first reference. For subsequent references, use MASS MoCA.

Mather House

Mears House/Vogt House The buildings that house the Office of Alumni Relations and Development, located at 63 Park St. and 75 Park St., respectively.

Milham House

millennium

Miller House

millions/billions Always use figures: More than 2 billion people; \$5 million; The project will cost \$2 million to \$3 million. **See numbers; ranges.**

Mills

minireunion No hyphen.

Mission Park

money Always use figures. For dollars, use the \$ sign: A \$5 book; \$50 million. For cents,

spell out the word cents: 10 cents; a 5-cent tax. **See cents; dollars.**

Morley Science Laboratories The collective Thompson biology, chemistry, and physics laboratories.

Morgan Hall

Mount Spell out in all cases: Mount Rushmore; Mount Hope Farm.

motherboard

mph Acceptable for miles per hour.

multicultural

Multicultural Center Located in Jenness House.

names When preparing [class notes](#) for *Williams People*, full names of alumni should be in bold or underlined whenever they are mentioned. (Don't use all caps). Class years and any punctuation following a name should not appear in bold: **Judy Smith '78; Judy Smith**, who went to Spain. **See class year.**

and spouses/partners: Using the 1970 [class notes](#) as an example:

- **John** and **Judy Smith** (both are Williams alumni who graduated in 1970)
- **John '75** and **Judy Smith** (Judy graduated in 1970. Her husband, John, graduated in 1975)
- John and **Judy Smith** (John is not a Williams graduate)

and deceased partners or spouses: Widows/widowers are considered honorary members of the class. Like alumni, their full names should be in bold each time they are mentioned in [class notes](#). Include the first name of the Williams graduate in bold: **Judy Smith**, widow of **John; John Smith, Judy's** longtime partner.

and children: When the child of an alumnus or alumna went to or is enrolled at Williams, the child's name should appear in bold, followed by his or her class year, in [class notes](#): **Judy Smith's** daughter **Amy '01** is considering law school; **Judy Smith's** daughter **Amy '08** belongs to Williams' swim team. The names of children who have been accepted at Williams but are not yet enrolled should appear in plain text: **Judy Smith** is proud that daughter Amy was accepted at Williams.

and abbreviations: Jr., Sr., III, IV, etc., appear in bold (in [class notes](#)) and are not preceded by a comma **John Smith Jr.** **See Jr./Sr.** The abbreviations MD, Esq., PhD, etc. are preceded by a comma and are in plain text (in [class notes](#)): **Judy Smith, PhD; Judy Smith '87, MD.** Formal titles that precede a name, such as Dr., President, etc., are capitalized and in plain text. **See capitalization; titles of people.**

Note: The bolds, italics, and underlines you place in your document might not survive the conversion from e-mail. Always keep a hard copy of your [class notes](#).

nationwide No hyphen. Also: campuswide, collegewide, statewide, worldwide

The New York Times/The New York Times Magazine Titles should appear in italic type. But, *The New York Times* “Style” section.

nonprofit No hyphen. Use instead of not-for-profit.

numbers In general, spell out one through nine and first through ninth. Spell out or use numerals for decades, being consistent within a document (the ’80s, the 1990s, the seventies); Use numerals for 10, 10th, and larger. Always use numerals for addresses (9 West 57th St.); ages (a 5-year-old girl, she is 5); dates (June 2); millions/billions (2 billion people); money (3 cents; \$5; \$2.50); percentages (a 4 percent increase. Also **see ranges**); ratios (10-1. Also **see hyphens**); and time of day (9:30 a.m., 9 p.m. numbers, also **see a.m./p.m.**).

Always spell out a number when it begins a sentence, except in the case of years: Four hundred people attended the event. 1973 was a good year. Use commas in numbers larger than 1,000, except when referring to years. In large numbers (millions and billions) do not go beyond two decimal places: \$235 million; 1.23 million people. **See millions/billions; ranges; ratios.**

NYC In [class notes](#), an acceptable abbreviation for New York City.

OB-GYN

online

Outing Club

Parents Fund

Paresky Center

Parsons House

part time **See full time.**

percentages Always use numerals and spell out the word percent: a 4 percent increase; costs will decrease by 3 percent to 5 percent. **See numbers; ranges.**

Perry House

periods Follow a period with a single space.

plurals Add “s” or “es” (without an apostrophe) in common or formal nouns: The Falks, the Harrises, 1980s. Exception: Use an apostrophe after single letters or after acronyms ending in “s”: x’s, y’s, SOS’s.

-plus Always spell out: He has worked there for four-plus years. Better: use more than.

political parties and philosophies Capitalize the name of the party when referring to the entire group or one of its members: the Democratic Party; She is a Republican. Lowercase when referring to a philosophy in noun or adjective form: The liberal senator believes democracy is paramount.

P.O. Box

Poker Flats

possessives Guidelines are as follows:

Plural common nouns not ending in s — Add 's: the children's reunions.

Plural common nouns ending in s — Add only the apostrophe: the classes' secretaries.

Singular common nouns not ending in s — Add 's: the president's speech.

Singular common nouns ending in s — Add only the apostrophe; the hostess' seat.

Proper names not ending in s — Add 's: Peter's classes.

Proper names ending in s — Add only an apostrophe: Williams' legacy.

premier/premiere Premier is top quality: She went to the premier resort in the Bahamas. Premiere is a first performance: He attended the premiere of the new play.

President's House

Prospect House

Pulitzer Prize Hyphenate to form the compound adjective: Pulitzer Prize-winning journalist; but: He won the Pulitzer Prize; Pulitzer Prize winner Jane Doe; She was a Pulitzer Prize winner.

Q-and-A format

quotations Periods and commas always go within quotation marks. Dashes, colons, semicolons, question marks and exclamation points go within quotation marks when they apply to the quoted matter. They go outside when they apply to the whole sentence: "Did you take the test yet?" she asked; He thus defined the "crux of the matter": equal pay for equal work.

Try to avoid quotations that run over several paragraphs. If a full paragraph of quoted material is followed by a paragraph that continues the quotation, do not place close-quote marks at the end of the first paragraph:

"The professor challenged us," she said. "I didn't think I'd pass the class.

"But in the end, I got an A," she added.

In most cases, you can run the quoted material in a single paragraph: "The professor challenged us," she said. "I didn't think I'd pass the class. But in the end, I got an A."

If a paragraph ends with a quoted phrase, and the next paragraph continues the quote, place close-quote marks at the end of the first paragraph:

He called the class “the most difficult ever.”
“But in the end,” he said, “it was the most rewarding.”

If excerpting comments from a quotation, do not put ellipses at the beginning or end of the quotation. Ellipses are only necessary when taking words within a sentence out of a quotation. E.g., if a quotation reads, “The professor challenged us,” Jane said. “I didn’t think I’d pass the class. It was the most difficult ever. But in the end, I have to say, it was the most rewarding,” it can be excerpted thus: “In the end ... it was the most rewarding,” Jane said.
See ellipses.

ranges Include the measurement after each number: They plan to raise \$1 million to \$2 million; They expect costs to decrease by 3 percent to 5 percent. **See numbers; percentages.**

ratios Always use figures: a 10-1 student-faculty ratio. **See hyphens; numbers.**

résumé

reunion Acceptable for all informal mentions of reunion. Use Reunion Weekend when referring to the entire weekend in a formal way.

Reunion Weekend Formal usage, but reunion in informal usage.

Rice House

Roper Center

Sage House

Saint/St. OK to abbreviate in all cases: St. Anthony Hall; St. Catherine’s Hospital.

Schapiro Hall (formerly known as the South Academic Building)

schoolchildren

Schow Science Library Acceptable reference to the Nan and Howard B. Schow ’50 Science Library.

seasons/semesters Do not capitalize fall, winter, spring, or summer unless part of a title.

Seeley House

Sewall House

sex/gender Technically, sex is a biological distinction; gender is socially constructed: She took sex education classes; He is majoring in gender studies. Gender can be substituted if the use of “sex” is ambiguous (They do not give race or gender preference), but it is generally easier to rewrite the sentence: (They do not give preference to race or sex).

The Science Center, Morley Science Laboratories

Siskind House

'62 Center for Theatre and Dance The name of the facility on Main Street housing the MainStage, CenterStage, Adams Memorial Theatre (Nikos Stage), and dance studio. **See Adams Memorial Theatre.**

Society of Alumni/Executive Committee of the Society of Alumni The Williams College Society of Alumni, led by the Executive Committee of the Society of Alumni, was established in 1821 as the oldest alumni organization in the United States. Do not capitalize executive committee when it stands alone.

Spencer House

Spencer Studio Art Building

spring

spring break

spring semester

startup

states Spell out the names of all 50 U.S. states when used alone: The meeting was in Wisconsin. Use the abbreviations listed below when a state name is preceded by the name of a city, town, village, or military base. Set off the state name in commas: He moved to Goshen, N.Y., after graduating from Williams. If the city is well known, the state name isn't necessary: She moved to Chicago. Do not abbreviate Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas, or Utah.

Alabama – Ala.	Illinois – Ill.	Mississippi – Miss.	N. Carolina – N.C.	Vermont – Vt.
Arizona – Ariz.	Indiana – Ind.	Missouri – Mo.	N. Dakota – N.D.	Virginia – Va.
Arkansas – Ark.	Kansas – Kan.	Montana – Mont.	Oklahoma – Okla.	Washington – Wash.
California – Calif.	Kentucky – Ky.	Nebraska – Neb.	Oregon – Ore.	W. Virginia – W.Va.
Colorado – Colo.	Louisiana – La.	Nevada – Nev.	Pennsylvania – Pa.	Wisconsin – Wis.
Connecticut – Conn.	Maryland – Md.	New Hampshire – N.H.	Rhode Island – R.I.	Wyoming – Wyo.
Delaware – Del.	Massachusetts – Mass.	New Jersey – N.J.	S. Carolina – S.C.	
Florida – Fla.	Michigan – Mich.	New Mexico –	S. Dakota – S.D.	

		N.M.		
Georgia – Ga.	Minnesota – Minn.	New York – N.Y.	Tennessee – Tenn.	

statewide No hyphen. Also: campuswide, collegewide, nationwide, worldwide

St. Anthony Hall

St. John’s Rectory

stepchild/stepdaughter/stepson

Sterling and Francine Clark Art Institute (the Clark)

Stetson Hall

Susan B. Hopkins House

technology terms Try to avoid obscure technology references and long e-mail and Web page addresses. List websites in plain text and do not include the tag http://. Instead; eBay.com, www.williams.edu. List e-mail addresses in plain text. If a Web address is long, direct readers to follow links: Go to www.williams.edu, click on “Alumni” and follow links to “Golf Tournament.” **See capitalization.**

common technology terms

CD-ROM	Internet (acceptable for Web and World Wide Web)
compact disc or CD (for music or software)	list server
database	motherboard
disk (for floppy disks, disk drive)	online
dot-com	Web (acceptable for World Wide Web and Internet)
DVD	webmaster
Download	website
email (unless it begins a sentence, then Email is acceptable)	
home page	

teen/teenager/teenage Do not use teenaged.

telephone numbers Do not list 1- before a long-distance number; (In *Williams People* and the *Alumni Review*, use periods in telephone numbers: 413.597.4278.)

temperatures Use a numeral in all cases but zero, spell out degree: It was 2 degrees out; They had 80-degree weather; The temperature was easily below zero; The temperature dropped to minus 2 degrees; The temperature never got above 2 below zero.

tenfold

that, which That is not preceded by a comma and is used to introduce essential clauses; which is preceded by a comma and is used to introduce nonessential clauses: She took the course that fit her schedule; He took the course, which met every Tuesday night. **See commas.**

theater Use this spelling unless the proper name is Theatre: We went to the theater last night; The theater department is offering new courses; The show was in the '62 Center for Theatre and Dance; He began his career in the Williams Department of Theatre.

Thompson Biology Laboratory/Thompson Chemistry Laboratory/Thompson Physical Laboratory When referred to together, Morley Science Laboratories.

Thompson Hall

Thompson Memorial Chapel

time of day Use numbers except for noon and midnight. Use a colon to separate hours from minutes. Lowercase a.m. and p.m.: 9 a.m.; 9:30 p.m. **See a.m./p.m.; numbers.** List starting and ending times thus: 8 a.m. to 2 p.m.; 8 to 10:30 a.m.

titles of people A formal title is capitalized when it immediately precedes a person's name: Williams President Adam F. Falk; Professor Judy Smith. In all other cases, lowercase a formal title: Adam F. Falk, president; He was named English department chairman.

Use lowercase for terms that are job descriptions rather than formal titles: She talked to attorney John Smith; He took a class with biology professor Jane Smith. The team honored head coach Michelele Pinard. Exception: Titles of endowed chairs and formal emeritus designations are always capitalized: Judy Smith, Ebenezer Fitch Professor of Astronomy; John Smith, Professor of Art, Emeritus. **See capitalization; chairman/chairwoman; names.**

titles of things Italicize and capitalize the titles of full-length works: books, magazines, journals, movies, musicals, newspapers, paintings, operas, plays, recordings, statues, and radio and TV shows. Also italicize the names of airplanes, boats, ships, etc. Capitalize titles of academic courses, but not majors (unless a proper noun is included in the name).

Capitalize and place quotation marks around titles of: art exhibitions, lectures, magazine and newspaper articles, poems, speeches, songs, and episodes of radio and TV shows.

In both cases, lowercase articles (a, an, the), conjunctions of three letters or fewer (and, but, for, nor, or) and prepositions, unless they are the first word of the title. **See academic courses; academic majors; abbreviations/acronyms; capitalization; course titles.**

Towne Field House

T-shirt

TV Acceptable in all uses for television.

Tyler House/Tyler Annex

Ultimate Frisbee

U.S. Acceptable in all references: Tomorrow she returns to the U.S.; She attended a U.S. conference on aging.

U.S. News & World Report

voice mail

VP In [class notes](#), acceptable for vice president.

WAAAN Acceptable second reference for the Williams Asian American Alumni Network.

WBAN Acceptable second reference for the Williams Black Alumni Network.

WLAN Acceptable second reference for the Williams Latino Alumni Network.

website A location on the World Wide Web that maintains one or more pages at a specific address. Also, webcam, webcast and webmaster. But as a short form and in terms with separate words, the Web, Web page, and Web feed.

West College

Weston Field

Weston Language Center

who, whom Use who and whom for references to human beings. Use that and which for inanimate objects and animals without names. See that, which. Who is a subject: He is the person who handles reunion. Whom is an object: She is the person to whom you should address questions. (If you are confused, as a general rule, the sentence should still make sense if you replace who with he or she: She handles reunion; if not, use whom.)

Williams In most cases, it's OK to refer to the college as Williams rather than Williams College.

The Williams Campaign

Williams College Graduate Program in the History of Art

Williams-Exeter Programme

Williams-Mystic Program

Williams Hall

Winter Study

Women's and Gender Studies Program Formal title; do not capitalize in informal use: He is interested in women's and gender studies.

Wood House

Woodbridge House

worldwide No hyphen. Also: campuswide, collegewide, statewide, nationwide

Writing News Releases

Headlines of news releases are all caps, single-spaced, and flush left. Headlines are 18 pt. boldface.

The release should be in 12 pt. type, Times font. The body is single-spaced, flush left, and ragged-right, with two spaces between each paragraph.

Try writing a headline before writing the story. It helps find the lead and organize the story.

In General

1. Your audience matters! Decide who your readers are and what information you need to present. What background can you assume for the readers? What is the best sequence for presenting the information? Keep in mind that you're writing for an audience.
2. News writing should be tight: subject, verb, and object. Use the fewest possible words. Say what you have to say in the most straightforward way. Use adjectives if they are factual, specific, and only if they are needed to give an accurate picture.
3. The release should be easy to understand by a busy editor, who must decide in minutes whether to run the release, assign a reporter to do a story, or throw the piece in the waste basket.
4. Mention Williams College in the first or second paragraph of every story.
5. Reread all your releases. Double-check the spelling of people's names and their titles. Always check faculty titles in the online directory <http://www.williams.edu/people>. Do not rely on the phone book or on the material in the faculty member's file. Have you run a spell check and checked date and day? Has someone else proofread the release?

6. In the first reference to a person, use the full name (including middle initial, if provided); thereafter use the surname alone.
7. When writing about a Williams student, in addition to his/her name, include his/her year, major, and where he/she is from. (Example: John Jones '12, a physics major from Milwaukee, Wis. or Mary Adams, a senior English major from Cambridge, Mass.)
8. Use the full name of the department, program, or institution with its acronym in parentheses before you use the acronym alone. (Williams College Museum of Art (WCMA)).
9. Event venues are listed by building and then room (Lawrence Hall, room 231).
10. Over-used words to avoid: authentic, celebrate, empower, ownership, transparent, unique, world class.

Double-check

- Parallel construction: seeing is believing; to see is to believe.
- Subjects and verbs agree in number
- Pronouns and their antecedent agree in person and number
- "That," "which" (which informs, that defines)
- Introductory clauses beginning with "ing" words should relate to what immediately follows.

Event Releases

Always provide the five Ws: who, what, when, where, and why.

Make sure you include the speaker's name, title of the lecture or performance, time, day, date, and location. (Example: Mathematician Colin Adams will deliver a lecture titled "Why Knot?" at 11 a.m., Saturday, Oct. 23. The lecture will be held in the Bronfman Science Center auditorium on the Williams College Campus.)

The body of the release should include a description of the speaker or performer and program. Start with the most current information.

At the end, include whether the event is free and open to the public, ticket information, sponsoring organization(s), and where to call for more information.

Faculty Releases

Make sure the faculty c.v. is current within the last couple of years.

The first paragraph should be concise. Try to keep it under 30 words. For example: "William Shakespeare, who never blotted out a line, has been named the First Folio Professor at Williams College. Shakespeare has been teaching English at Williams since 1615."

The release should include the following paragraphs, in this order:

Name, department, and title, and when s/he joined the Williams faculty

Teaching areas, including the names of at least two courses taught

Research focus and brief description

Books s/he has written and the most recent and most important titles

A short list of journals s/he has contributed to

Awards, grants, and consulting

Other places s/he taught (but not while getting his/her doctorate, unless at an institution different from the doctoral university).

Degrees (bachelor's and doctorate) and from where. Do not include master's degrees unless from a different institution than the doctorate. If the person did postdoctoral work, say so.

(Example: he did his postdoctoral work in biophysics at Stanford University in 1999-2000.)

Features

A feature should be more informative and entertaining than a news story. Include the sight, smell, feel, and sound of it.

Facts are implicit to a good story but are best employed one at a time. Use them to emphasize the points you make rather than stacking them in a single paragraph of sentences.

Each sentence should move the story along; tell a key element of it, back up what you said in the lead paragraph, help the story reach its conclusion.

Intersperse the text with quotes. They are best used to pass along someone's opinion.

Attribute quotes and statements to an individual. Avoid attributing with such words as "commented" or "added." "Said" can be repeated without disturbing the sensibilities of the reader. "Says" – the present tense – gives the story a feel of currency and is today acceptable in most lifestyle reporting.

When you think you've finished, ask, "Have I said all that needs to be said? What have I left out that is essential to validate what I have said higher up?"