



WARTBURG[™]
COLLEGE

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Editorial Style Guide

Wartburg College | revised August 2024

Writing Guide

This publication provides guidelines for addressing issues of grammar and style likely to be encountered while producing publications (e.g., brochures, newsletters, posters) for Wartburg College.

The guidelines are based largely on two sources: *The Associated Press Stylebook* and *The Chicago Manual of Style*. Both offer widely followed standards for writers and publishers. We recognize different types of publications and different audiences may require different approaches. For instance, an invitation or poster will have different stylistic requirements than a news release. Our goal is for all of our publications to communicate effectively. These guidelines do not apply to technical or academic writing.

Our style guide also includes suggested terms and phrases that can be used to talk about the Wartburg College experience. We take great pride in our tight-knit campus community that challenges students to lead and serve as a spirited expression of their faith and learning. This guide will provide you with the tools to effectively share that message with others.

ABBREVIATIONS

The names of the U.S. states should be abbreviated as listed below when used in the body of a story (postal code abbreviations shown in the parentheses are not acceptable). **This is an exception to AP Style.**

Ala. (AL)	Md. (MD)	N.D. (ND)
Ariz. (AZ)	Mass. (MA)	Okla. (OK)
Ark. (AR)	Mich. (MI)	Ore. (OR)
Calif. (CA)	Minn. (MN)	Pa. (PA)
Colo. (CO)	Miss. (MS)	R.I. (RI)
Conn. (CT)	Mo. (MO)	S.C. (SC)
Del. (DE)	Mont. (MT)	S.D. (SD)
Fla. (FL)	Neb. (NE)	Tenn. (TN)
Ga. (GA)	Nev. (NV)	Vt. (VT)
Ill. (IL)	N.H. (NH)	Va. (VA)
Ind. (IN)	N.J. (NJ)	Wash. (WA)
Kan. (KS)	N.M. (NM)	W. Va. (WV)
Ky. (KY)	N.Y. (NY)	Wis. (WI)
La. (LA)	N.C. (NC)	Wyo. (WY)

Do not abbreviate the states of Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas, and Utah.

Spell out days of week: Monday, not Mon.; Tuesday, not Tues.

When used with a date, abbreviate the months as follows: Jan., Feb., Aug., Sept., Oct., Nov., and Dec.

Feb. 10, not February 10th; Wednesday, Oct. 5, not Wednesday, October 5.

Do not abbreviate the months of March, April, May, June, and July.

ACADEMIC DEGREES

Preferred

Bachelor of Arts
 bachelor's degree
 Master of Arts
 master's degree
 Doctor of Philosophy
 doctorate

Acceptable

B.A.
 B.A.
 M.A.
 M.A.
 Ph.D.
 Ph.D.

ACADEMIC YEAR

Capitalize Fall Term, Winter Term, and May Term.
 Capitalize Fall Break, Winter Break, and Tour Week.
 Lowercase break, term, and week when plural: Fall and Winter terms.
 We do not use freshman, sophomore, junior, or senior (except in athletics and external press releases).
 The preferred terms are first-year, second-year, third-year, and fourth-year. Use class year (Sue Smith '17) on first or second reference, with no comma after the name and before the year.

ADVISER, NOT ADVISOR

Exception: When advisor is in a proper name: *Student Senate Advisors Award*.
 Use preferred spelling on subsequent references.

ALUMNI

Alumni is plural, referring to more than one Wartburg graduate of either gender: *Alumni return to the campus for Homecoming*. A singular female graduate is an **alumna**: *Sally Wright, a Wartburg alumna, spoke at the meeting*. A singular male graduate is an **alumnus**: *The doctor said he was proud to be an alumnus of Wartburg College*.
 Wartburg publications identify alumni by the final two digits of their class year: *John Jones '02* (no comma).
 If an alum graduates with a graduate degree, their graduation year should be identified by the final two digits of their class year followed by M.A.: *John Jones '21 M.A.*

If an alum has both an undergraduate and a graduate degree from Wartburg, they should be identified first by their undergraduate graduation year and then by their graduate degree graduation year, separated by a comma: *Amy Smith '04, '22 M.A.*

Married alumni couples, when mentioned together, are identified by their class year and the spouse's maiden name: *John '02 and Amy Smith '04 Jones were married in August*. If only one member of the couple is a graduate, the positioning is the same: *John '02 and Amy Smith Jones, John and Amy Smith '04 Jones*.

A married alumna listed singly can be identified as Amy Smith Jones '04 or Amy Jones '04. In both cases, the class year follows her name: *Amy Smith Jones '04 chaired the committee*.

If an alumnus graduated in the early 1900s, their graduation year should be denoted in parentheses to differentiate them from graduates from the early 2000: *Sam Smith (1918)*. If possible, write around it.

AMPERSAND

An ampersand (&) should only be used when it is part of a proper name: *Department of Journalism & Communication, Ogilvy & Mather*.

APOSTROPHES

Use an apostrophe to indicate deletion of numerals: *He was a student in the '60s. She was president of the Class of '91*.

Use an "s" without an apostrophe to indicate spans of decades or centuries: *the 1990s, the 1800s*.

Do not use apostrophes with campus building names: *Founders Hall, Knights Village*.

Use "curly" apostrophes and real quotation marks (Smart Quotes in the Microsoft Word preferences).

ATHLETICS

Athletic Department, not Department of Athletics
 Titles: Director of Athletics, Associate Director of Athletics, Assistant Athletic Director (Capitalize only in front of a name.)

CAMPUS LOCATIONS

Please note that many, but not all, of our building names reflect our German heritage and are spelled with two n's.

- Anderson Human Performance Lab
- Bachman Fine Arts Center (not Fine Arts Center)
- Becker Science Hall
- Bluedorn Instrumental Music Hall
- Buckmaster Room (Whitehouse Business Center 214)
- Canfield Athletic Weight Room
- Cardinal Commons
- Clinton Hall
- Den-Rittersaal or The Den
- Diers House
- Founders Hall
- Greenwood (President's residence)
- Grossmann Hall
- Hagemann Auditorium (Science Center 102)
- Hagemann Castle Room
- Hamm Platz
- Harms Stadium at Hertel Field (baseball)
- Hertel Outdoor Athletics Complex
- Hoover Fieldhouse & Track (fieldhouse is one word in this usage)
- Knief Pavilion (originally Knief Outdoor Athletics Pavilion)
- Knights Ballroom: This is the area created by opening all of the meeting rooms on the north end of the second floor in Saemann Student Center. The individual rooms are not ballrooms: Heritage Room, St. Elizabeth Room, and Knights Room. For an event scheduled in two rooms, lowercase rooms: *The Scholarship Day dinner begins at 1 p.m. in the Heritage and St. Elizabeth rooms.*
- Knights Village
- Konditorei

Levick Arena
 Liemohn Choral Music Hall
 Lilly Reflection Room
 Luther Hall
 Lynes Field (softball)
 Löhe Hall (To create the umlaut on Mac, type Option-u, followed by the letter. On a PC, hold down the Alt key while entering the number code 0252 or 0220).
 The Manors (Waverly Manor [Haus], Afton Manor [Haus])
 Max Cross Country Course
 McCaskey Lyceum: Capitalize lyceum when it is used with McCaskey, lowercase lyceum when it is used alone.
 McCoy East
 McCoy Living & Learning Center and Clinton Hall
 McCoy West
 McElroy Center
 Meirink Family Tennis Facility
 Mensa
 Meyer Strength & Conditioning Annex
 Neumann Auditorium
 Noah Health Clinic
 Ohle Wartburg-Waverly Sports & Wellness Center (The W): Use the full name, with parentheses, on the first reference, followed by The W in succeeding references.
 Old Main
 Ott Anatomy & Physiology Lab
 Otto Science Hall
 Platte Observatory
 Price Television Studios
 Print Center
 Rada-Aleff Classroom Technology Center
 The Residence (North and South Halls)
 Saemann Student Center (not Student Center)

Salzwedel Field (soccer)
 Sandra Rada Recital & Orchestra Hall
 Schuldt Natatorium
 Science Center
 Shotwell Tower
 Ubuntu Center (Slife Hall, Hebron Hall, Vollmer Hall)
 Voecks Auditorium (Science Center 134)
 Vogel Library
 Waldemar A. Schmidt Art Gallery
 Walker Wrestling Room
 Walston-Hoover Stadium
 The Wartburg Store
 Wartburg Chapel: Capitalize chapel when it is used with Wartburg; lowercase chapel when it is used alone. *The Wartburg Choir will perform in the Wartburg Chapel. Students gathered at the chapel for worship.*
 Whitehouse Business Center
 Wuertz Health & Human Performance Center
 Zesty Orange
 Zimmerman Field
 For a complete list of campus locations, visit www.wartburg.edu/marketing/#names.

CHRISTMAS WITH WARTBURG

The annual performance is Christmas with Wartburg. The theme for each year should be italicized internally and placed in quotes for news releases: *The 68th annual Christmas with Wartburg "Rejoice in the Living Water" is Dec. 4-6.*

COLLEGE ADDRESS

Wartburg College, 100 Wartburg Blvd., Waverly, IA 50677-2215.

The P.O. Box is typically not required in addressing, but it is:
 Wartburg College, 100 Wartburg Blvd., P.O. Box 1003,
 Waverly, IA 50677-0903.

ELCA

Use Evangelical Lutheran Church in America (ELCA) on first reference and ELCA in succeeding references.

Northeastern Iowa Synod, not Northeast Iowa Synod.

EMERITUS

This designation should only be used when the title has been granted by the Board of Regents.

DATES

Use cardinal, not ordinal, numbers in dates: March 9, not March 9th; Feb. 16, not Feb. 16th.

DEPARTMENTS AND OFFICES

Capitalize the formal names of departments and offices: Department of Biology; Admissions Office.

The following list includes the letterhead titles of most departments and offices:

Academic Resource Center
 Admissions Office
 Alumni & Parent Engagement
 Business Office
 Campus Programming Office
 Center for Integrative and Interdisciplinary Studies
 Counseling Services
 Department of Art
 Department of Biochemistry, Chemistry & Engineering
 Department of Biology
 Department of Business Administration, Accounting & Economics
 Department of Education
 Department of Health & Human Performance
 Department of History

Department of Journalism & Communication
 Department of Languages, Literatures & Cultural Studies
 Department of Mathematics, Computer Science & Physics
 Department of Music
 Department of Religion & Philosophy
 Department of Social Science
 Department of Social Work
 Development Office
 Dining Services
 Financial Aid Office
 Human Resources Office
 Information Technology Services
 Institute for Leadership Education
 Institutional Advancement Office
 Institutional Research & Assessment Office
 International Programs Office
 Office of the President
 Ohle Wartburg-Waverly Sports & Wellness Center
 Operations & Maintenance Office
 Print Center
 Registrar's Office
 Residential Life Office
 Spiritual Life & Campus Ministry Office
 Strategic Marketing & Communication Office
 Student Diversity Programs Office
 Student Life Office
 Study Away Office
 The Wartburg Store
 Vogel Library

DIVERSITY AND INCLUSION

Use race or ethnicity as an identifier only when pertinent. When speaking of minority (racial and cultural) and international students collectively, the preferred term is **students of color**. When referring to domestic students only, use American students of color.

ETHNIC SENSITIVITIES

Always ask individual preference.

African American/Black: It's acceptable to use these interchangeably to describe Black people in the United States. When referring to a specific individual, use the term they prefer.

American Indian/Native American: The two terms are synonymous. It's best to use individual preference, if known. When possible, use the name of the tribe rather than the generic American Indian or Native American.

Asian, Asian American: Use Asian when referring to anyone from Asia, but use Asian-American when specifically referring to those of Asian ancestry who are American citizens.

Mexican American, Hispanic, Latino/Latina: Use Mexican when referring to anyone of Mexican citizenship, and use Mexican-American when referring to those of Mexican ancestry who are permanent residents or citizens of the United States. Hispanic and Latino/Latina are umbrella terms referring to a person whose ethnic origin is in a Spanish-speaking country, as well as residents or citizens of the United States with Latin American ancestry.

GENDER SENSITIVITIES

Wartburg subscribes to the policy of using non-gender-biased language: Chair, rather than chairman or chairwoman; Knights, not Lady Knights. Be aware of language with discriminatory connotations. Here are just a few examples and suggested replacements.

Best man for the job; best candidate

Businessmen; business professionals, business leaders

Chairman; chair, chairperson, department chair

Craftsman; artisan

Foreman; supervisor

Mankind; humankind

Man-made; synthetic, manufactured

Manpower; personnel

LGBTQIA+

Our preferred acronym for lesbian, gay, bisexual, transgender, queer/questioning, intersex, asexual, and other sexual minorities.

EMAIL

Email is one word and not capitalized within a sentence: *The president sent an email summary of the meeting.*

ENDOWED CHAIRS & PROFESSORS

www.wartburg.edu/chairs

FIELDHOUSE

Fieldhouse is one word in all uses.

This is a deviation from AP style.

FIGHT SONG

The official lyrics of *Fight On, Knights*, written in 1950 by Robert Dotzauer '52:

(Sung twice)

Fight on, you Wartburg Knights!

Fight on with all your might.

We'll fly your colors high

And make them reach the sky.

For Wartburg's glorious name,

We'll win another game.

Fight on, you Wartburg Knights —

Keep fighting with all your might!

(First time)

Go, team, fight-team-fight!

Go, team, fight-team-fight!

(Second time)

Wartburg College, U Rah Rah Rah!

Wartburg College, U Rah Rah Rah!

Wartburg College, U RAH RAH RAH!

HYPHENS, EN DASHES, AND EM DASHES

Use a hyphen (-) to join words and numerical values of time: 7-7:30 p.m. An en dash (–) is used for a duration of days and months: Monday–Thursday, June–August. An em dash (—) is used in body text to offset a tangential thought: *Two of Frank's three children — all daughters — have attended Wartburg during his presidency.*

JOHN DEERE

While the formal company name is *Deere & Co.*, the use of the more common *John Deere* is preferred on all references.

LOYALTY SONG

The official lyrics of *Wartburg Loyalty Song*:

College of our brightest days,
Unto thee we chant our praise.
Ne'er thy name shall cease to be
A most happy memory.
Thine the spirit we love best,
Finest in the East or West,
And we sing with loyalty:
Wartburg College, hail to thee!

NON-

The rules of prefixes apply. Do not use a hyphen when forming a compound that does not have special meaning and can be understood if not used before the base word (nonprofit, nonmusic). Use a hyphen before proper nouns or in awkward combinations, such as non-Christian and non-nuclear.

NUMBERS

In general, spell out whole numbers below 10; use figures for 10 and above: *The professor teaches three classes on Monday. Her largest class has 50 students, while her smallest class has nine students.*

With ordinal numbers, spell out first through ninth when they indicate sequence in time or location.

Starting with 10th, use figures: *He was first in line. The runner finished in 12th place.*

Always use figures for ages: *The student enrolled at Wartburg when she was only 16. The baby is 8 months old.*

Use figures for percentages: *Alumni giving increased 3 percent or Alumni giving increased 3%.*

Use figures for money: *5 cents, \$1.05, \$2.8 million.*

POSTGRADUATE, POSTDOCTORAL

One word. *He received a scholarship for postgraduate study at Stanford University.*

PUNCTUATION

Use a comma before “and” in a series (a deviation from the AP Stylebook): *Alumni, parents, and friends support the college.* Use a comma before “and” or other conjunctions if what follows is a complete sentence.

Commas and periods go inside quotation marks. Semicolons and colons go outside quotation marks: *Alumni recall the cries of “Outfly,” which usually began the night before a big test. They called the tradition “Outfly”; it was a day off for students and faculty.*

RELIGIOUS CONSIDERATIONS

When creating programs for worship services, etc., provide lesson text if space allows with superscript numbers for verses (no space between number and verse):

²⁰*The one who testifies to these things says, “Surely I am coming soon.” Amen. Come, Lord Jesus!* ²¹*The grace of the Lord Jesus be with all the saints. Amen.*

— Revelation 22:20-21

Do not add verse numbers to Scripture quoted as liturgy or prayer, even if chapter/verse information is given.

Our preferred translations of the Bible are the New Revised Standard Version, Anglicized or the New International Version.

RESUMÉ

The number of accents seems to be up to the writer; we prefer the final e only (accent is lower left to upper right).

ROOM NUMBERS

Capitalize room when it precedes the number of a room in a campus building, though it isn't strictly required: *Luther Hall Room 106; Room 106, Luther Hall; Luther Hall 106.*

SPACES

Use one space after a period between sentences. The old rule of two spaces after a period was created in the days of typewriters, when type was monospaced. Computers provide proportionally spaced letters, numbers, and punctuation marks. Using two spaces after the period creates unnecessary space.

SPORTS TERMS

All-American and Academic All-American are always capitalized: *He was a wrestling All-American. “All” is not capitalized in conference honors: She was an all-conference selection. He was named to the first-team all-Conference.*

Cross country: No hyphen, which is an exception to AP style: *Wartburg hosted the cross country meet.*

Field goal; field-goal: Two words as a noun, hyphenated as an adjective. *The Knights made a field goal to win the game. His field-goal attempt was no good.*

Free throw; free-throw: Two words as a noun, hyphenated as an adjective. *She shot a free throw. He was the free-throw champion.*

First-team: Lowercase and hyphenate.

Halftime: One word. *The Wartburg Dance Team will perform at halftime.*

Home plate: Two words.

Home run: Two words as a noun, hyphenated as an adjective.

Nonconference: One word. *The Knights open the season with a nonconference game.*

Place-kicker: Hyphenated in all uses.

Playoffs: One word when used as a noun or adjective. *Wartburg made the playoffs. The Knights won the playoff game.*

Postseason, preseason: No hyphen. *The team began preseason training.*

Running back: Two words.

Shut out; shutout: Two words as a verb, one word as a noun or adjective. *The Knights shut out their opponents. Wartburg leads the league in shutouts.*

Turn around; turnaround: Two words as a verb, one word as a noun or adjective. *The coach hopes to turn around the team's losing streak. Jackson's turnaround jump shot sent the game into overtime.*

Student-athlete: Always hyphenated.

ST. GEORGE STRING QUARTET

Note the lack of possessive.

TELEPHONE NUMBERS

No parentheses around area code: 319-352-8200.

Abbreviate extensions: 319-352-8200, ext. 8347.

Toll-free number: 1-800-772-2085.

Fax: Fax 319-352-8301.

THEATRE VS. THEATER

Theatre is the program. Theater is the location. In general, only use theatre if it is the specific name.

TIME

Use figures and no colons with the hour. Lowercase a.m. and p.m.: 11 a.m., not 11:00 a.m.; 11:30 p.m.

Spell out noon and midnight: noon, not 12 p.m.; midnight, not 12 a.m.

TITLES (ACADEMIC AND OCCUPATIONAL)

Doctor: Abbreviate: *Dr. Jane Doe, Dr. John Doe*. Used in news releases to denote a medical doctor only.

Reverend: Abbreviate and include "the" in front of the title: *the Rev. Janice Doe*.

Formal titles: Capitalize and spell out titles, such as president, professor, or dean, when they precede a name: *President Juanita Doe*, not *Pres. Juanita Doe*; *Professor Jack Doe*, not *Prof. Jack Doe*. Do not capitalize titles when they are used without a name: *The president awarded the degrees. The dean chaired the meeting. The pastor led the worship service.*

Occupational titles: Do not capitalize, unless it precedes a name: *Dr. Jabari Doe, vice president for student life and dean of students; Dr. Jasmine Doe, professor of computer science; Joriz Doe, director of financial aid.*

TITLES (COMPOSITION)

Internally, titles of books, magazines, newspapers, movies, operas, plays, poems, songs, hymns, television and radio programs, and video games should be italicized: *War and Peace, Atlantic Monthly, Chicago Tribune, Don Giovanni, Macbeth, The Star-Spangled Banner, American Idol, All Things Considered*. In news releases, such titles, except newspapers and reference titles, should be put in quotation marks.

Capitalize the principal words, including prepositions and conjunctions of four or more letters: *Time After Time*.

Capitalize articles (a, an, the) or prepositions of fewer than four letters if they are the first or last word in a title: *A Farewell to Arms, On the Street Where You Live*.

UPPERCLASS VS. UPPER CLASS

When referring to third- and fourth-year students, upperclass is one word. Upper class is used when referring to an economic status.

WARTBURG COLLEGE VS. THE COLLEGE

Capitalize college when it is used with Wartburg. Lowercase when it stands alone. *Wartburg College is one of Waverly's largest employers. The college reported a record year in enrollment.* Similarly, Wartburg College Board of Regents as the proper name. Board of Regents or regents elsewhere. This rule may be broken in institutional messages.

WEBSITE

One word, not capitalized within a sentence. *More details about Christmas with Wartburg are available on the college website.*

COMMON LANGUAGE

The following descriptors can be used in press releases and programs and for various departments and endeavors.

COLLEGE IDENTIFIERS

General: Founded in 1852, Wartburg College in Waverly, Iowa, is dedicated to challenging and nurturing students for lives of leadership and service as a spirited expression of their faith and learning. Together, we create an inclusive community combining diverse curricular and co-curricular experiences to prepare students to be resilient leaders of positive change through service in a complex world.

Add for hometown news releases: Wartburg’s nearly 1,500 students, hailing from 41 U.S. states and 44 countries, create a community where each person is known and valued for the unique experiences and identities they bring to the college.

WAYS TO TALK ABOUT WARTBURG STUDENTS, OUR COMMUNITY, AND OUR PROGRAMS

The most important thing is considering your audience. The public will not understand educational jargon or “academese.” News releases should be written in simple language that most middle school students can understand. As stated before, these recommendations do not apply to academic and technical writing.

Be wary of words that could have double meaning or be considered pejorative. See examples below.

Avoid	Preferred
Anxious	Eager
Received (honors, degrees)	Earned
Dormitory	Residence hall

The college also has a preferred lexicon that should be used, when possible, to maintain consistency across campus.

Avoid	Preferred
Small community	Tight-knit community
Extra-curricular	Co-curricular
Multidisciplinary, interdisciplinary	Integrative

TIPS FOR PUBLICATION

Always Include a Call to Action

You want people to do more than read your content. You need them to DO something. Here are some examples of next steps.

- Read more (preferably link to another page in www.wartburg.edu).
- Watch a video.
- Request more info.
- Apply now.
- Sign up.
- Come to our event/register.
- Fill out a form.

Make Your Content Easy to Scan

Users don’t always read all the content; they scan through it for relevant or interesting information.

To keep your information easy to scan:

- Break content into smaller sections.
- Use headlines to define sections.
- Use bulleted lists.
- Provide context and don’t use insider language.
- Use keywords (Wartburg College, your department name, your specialties) in your text.
- Use active, simple, personal language.

DESKTOP PUBLISHING

Computer software programs have made it possible for college departments and organizations to design their own fliers and brochures for on-campus distribution. It may be helpful to review basic guidelines when using these programs.

The best advice is to use restraint. Resist the impulse to use more than one or two design elements, even if you have several fonts to choose from and an almost limitless number of style options and graphic symbols (e.g., 3 0 8 ‘] q e† £) at your disposal. One or two of these elements may be effective. Using more makes it a less-effective communication tool.

Remember that the materials we produce reflect either positively or negatively on Wartburg’s image as a quality institution. **Visit www.wartburg.edu/marketing for poster templates.**

PROOFREADING

Use spell check, but don’t rely on it to catch all your errors. The wrong word may be spelled correctly (they’re, their, there). Check dates to make sure the day and date coincide. Proofread carefully. The best way is to read the material aloud.

UNDERLINING, ITALICS, AND EMPHASIS

Use italics or boldface, rather than underlining, for emphasis: *Read the following information carefully* or **Read the following information carefully** instead of Read the following information carefully.

Don’t use double emphasis. A **word in bold** will stand out. A *word in italic* will stand out. You don’t have to bold, italicize, and underline something to get the reader’s attention.

Avoid outline and shadow text completely as methods of emphasis.

When selecting a word or phrase to italicize, select the space before as well. Italic fonts tend to take up less space. By italicizing the space before the word or phrase, you’ll avoid the distracting bit of extra space that would otherwise occur.