

SAN FRANCISCO STATE UNIVERSITY
EDITORIAL STYLE GUIDE
STRATEGIC MARKETING AND COMMUNICATIONS

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This editorial style manual was created to help the writers and editors of Strategic Marketing and Communications maintain in-house consistency in print and electronic publications. It addresses particular usage and style issues that relate to specific San Francisco State communications pieces and the University in general. Other University departments and units are welcome to use the guide, as well.

For help with editorial issues not addressed in this guide, refer to the Associated Press Stylebook and the Merriam-Webster's Collegiate Dictionary.

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The University Name

Spell out San Francisco State University on first reference. On second reference, abbreviate to San Francisco State. (**Exception:** It is unnecessary to use the full name for internal publications, including on first reference.) SF State is acceptable thereafter, especially when space is limited (such as in headlines or tweets) or when the use of “San Francisco” would be overly repetitive. Only use SFSU when no good alternative exists. (SFSU could cause confusion due to its similarity to the acronyms for other area institutions, such as USF and SJSU.) It is also acceptable to refer to “the University.” (University isn’t capitalized for other institutions of higher learning: Only when referring specifically to San Francisco State.)

- The University has invested a great deal of time in the strategic planning process.
- There are many fine universities in Northern California.

Spell out California State University on first reference; thereafter, abbreviate to CSU. (**Exception:** It is unnecessary to use the full name for internal publications, including on first reference.)

Spell out University of California on first reference; thereafter, abbreviate to UC. When a specific campus is mentioned for the first time, place commas before and after the location.

In the abbreviated form used on second reference, no commas are necessary.

- She earned her bachelor’s degree in political science from University of California, Berkeley, before joining the Navy.

Thereafter:

- She played on the basketball team at UC Berkeley.

Downtown Campus

The location should be referred to as the San Francisco State University Downtown Campus or San Francisco State’s Downtown Campus. In second references, drop San Francisco State University/San Francisco State’s but keep Downtown Campus capitalized.

Names and Titles

Include a person's full name the first time he or she appears in an article. Thereafter, use his or her last name.

(Exception: A title is always used for San Francisco State's president. The University's current president is President Les Wong on first reference and President Wong thereafter.)

- Associate Professor of Psychology Jordan Allen co-authored the paper. According to Allen, it is the most detailed study yet of introversion.
- San Francisco State University President Les Wong announced the change on Monday.
- President Wong called the new system “a great step forward for San Francisco State.”

Use the title Dr. when referring to a doctor of medicine, dentistry or veterinary medicine. **Do not** use it to designate doctor of philosophy (Ph.D.), doctor of education (Ed.D.), doctor of physical therapy science (D.P.T.Sc.), etc.

Capitalize all conferred and traditional educational, occupational and business titles when used specifically *in front of the name* or in lists and programs. **Do not** capitalize such titles in the text when they *follow the name* unless the title is a named or distinguished professorship.

- Les Wong, president, said San Francisco State would continue to strive for excellence.
- President Les Wong said San Francisco State would continue to strive for excellence.
- Benjamin Marlowe was chair of the Journalism Department in the early '70s.
- Rachel Gross joined the San Francisco State faculty a year ago as the John and Marcia Goldman Chair in American Jewish Studies.

Also see “Special instructions for faculty titles” on page 7.

Do not capitalize unofficial titles preceding a name.

- The poet Mavis Primjer read from her latest work at the ceremony.

Names and Titles

Do not capitalize titles that stand alone or follow an individual's name.

- The dean of the College of Health & Social Sciences must approve all research projects.
- Contact the dean of students for more information.
- Loretta Voorbeeld, professor of elementary education, will speak at the symposium.

Abbreviate the following titles when they precede a name: Dr., the Rev., Rep. and Sen. and all military and police titles. (Note: A list of the military title abbreviations accepted by the Associated Press is available online.)

Abbreviate complimentary titles, such as Mr., Mrs. and Dr., but **do not** use them in combination with any other title or with abbreviations, including scholastic or academic degrees.

- Scott Peck, M.D., not Dr. Scott Peck, M.D.

The titles of books, essays, plays, musical compositions, motion pictures, pamphlets, radio and television programs, songs, lectures, speeches, course titles and parts of volumes (chapters, titles of papers, etc.) should be placed in quotation marks.

- "War and Peace"
- "Battle Hymn of the Republic"
- "Introduction to Psychology"
- "The Mary Tyler Moore Show"

Exception: SF State Magazine and other printed publications uses italics for long-form works (albums, films, novels, TV shows) and quotes for short-form works (songs, short stories, chapters, TV episodes).

- She covered the song "In the Navy" in the memorable *Love Boat* episode "Disco Dock."

Names and Titles

The titles of newspapers, journals, newsletters and magazines should be in plain text without quotation marks.

- San Francisco Chronicle
- Newsweek

Exception: In SF State Magazine, the names of all publications (magazines, newspapers, academic journals, etc.) are italicized.

The titles of scholarly journal articles should be in quotes and, aside from the first word, lowercased.

- The article, “Aesthetic value of songs affects pain thresholds,” will appear in the online version of the journal *Perception and Cognition*.

Words in languages other than English should be italicized, except when referring to departments and academic specialties at the University.

- *la raza*
- *la dolce vita*

Special Instructions for Faculty Titles

Capitalize an entire faculty title only when it immediately precedes the name. Proper nouns are always capitalized.

- She called Associate Professor of Biology Beth Sampla.
- She called Beth Sampla, associate professor of biology.
- She called Larry Keyner, a professor in the Department of Jewish Studies.
- She called Jewish Studies Professor Larry Keyner.

Capitalize named, distinguished and endowed professorships.

- CSU Distinguished Professor Mario Nessuno
- Alexandra Pappas has been selected to be the first Raoul Bertrand Chair in Classics.

Spell out Professor. **Do not** use the abbreviations Prof or Prof.

Do not abbreviate assistant and associate when used in a title, such as assistant professor of astronomy.

Emeritus is the singular, masculine form; for references to women, use emerita (singular) or emeritae (plural). Emeriti may serve as the plural for a group that is composed of men only or of both men and women. All references follow the noun.

- Professor emerita of music, professors emeriti, faculty emeriti

When mentioning the colleges of Health & Social Sciences, Liberal & Creative Arts and Science & Engineering, always use ampersands, not and.

Abbreviations

Abbreviate academic degrees as follows:

bachelor of science – B.S.

master of arts – M.A.

doctor of philosophy – Ph.D.

doctor of education – Ed.D.

Do not abbreviate the words association, avenue, boulevard, department, institute and street in narrative text. (**Exception:** Abbreviate avenue, boulevard and street when naming a specific street address).

- The Pelda Institute’s offices are on Junipero Serra Boulevard.
- The institute’s offices are at 2001 Junipero Serra Blvd.

Abbreviate months only when immediately followed by a specific date or dates.

- The deadline for submissions is Dec. 12.
- December is his favorite month.
- Interviews and presentations will be held from Dec. 12 to 15.
-

Do not abbreviate names of states or countries. Refer to the AP Stylebook entry on “Datelines” for a list of major U.S. and foreign cities that do not need a state immediately following. (**Exception:** Small but familiar California communities do not need to be identified by state.)

- Harris studied in Oregon.
- Jones was born in Oakland, moved to Fremont as a teenager and now lives in Tacoma, Washington.
- Lopez was born in Douglasville, Georgia.
- Atlanta was host of the 1996 Summer Olympics.

Abbreviations

The names of certain buildings on campus can be abbreviated in internal publications when a specific room is being mentioned.

- The meeting was held in ADM 155.
- The professor gave his talk in LIB 296.

For pieces that will reach an external audience, write out the building name.

- The meeting was held in room 155 of the University's Administration building.
- The exhibit will be housed in the Special Collections Gallery on the fourth floor of San Francisco State's J. Paul Leonard Library.

Capitalization

Capitalize college when specifically referring by name to one of the nine colleges at San Francisco State.

- The College of Business is beginning a new program.
- The college is beginning a new program.

Capitalize library when referring to the J. Paul Leonard Library.

- The Library will be expanded and renovated.
- The J. Paul Leonard Library will be expanded and renovated.
- I like libraries.

Always capitalize “Gator” or “Gators.” Use these terms in informal references to athletic teams, the student body or alumni.

- The Gator volleyball team defeated the Sonoma State Seawolves 2-0.
- Gators put in more than 460,000 volunteer hours each year.

Capitalize professor and other faculty titles only if these titles occur before the name; lowercase if following or by itself.

Many instructors attended the event, including Professor of Geology Ray Ornek.
Ray Ornek, professor of geology, attended the event.

Also see “Special rules for faculty titles” on page 24.

Capitalization

Capitalize association, building, center, club, conference, department, division, hall, office, senate, street, etc. when used as part of an official title; thereafter, do not capitalize these words when used alone to refer to the specific place or group. (**Exception:** Always capitalize Library when referring to the J. Paul Leonard Library.)

- Academic Senate; thereafter, the senate
- Student Health Services; thereafter, SHS
- Chemistry Department; thereafter, the department
- Board of Trustees (when referring to the CSU's board); thereafter, the board or the trustees
- Center for the Integration and Improvement of Journalism; thereafter, the center
- College of Business; thereafter, the college
- Confucius Institute; thereafter, the institute

Do not capitalize room or building unless it is part of an official name.

- The meeting was held in room 545 of the Humanities building.
- We attended a lecture in the Rosa Parks Room.

Capitalize, spell out and put quotes around the full name of a specific course or subject. Also, if citing the course number, separate it from the rest of the name with a colon.

- “English 555: The Short Story”
- “History 323: Imperial Rome”

Capitalize call letters of radio and television stations and alphabetical abbreviations of groups, organizations or institutions such as NOW, ROTC, USDA, UCLA or MIT without periods or spaces unless the entity uses such punctuation as part of its proper name. (**Exception:** U.S., when used as an adjective or noun, should be capitalized and written with periods.)

Capitalization

Capitalize names of ethnic groups and nationalities, including when used as adjectives.

(Exception: African American is capitalized, but black is not.)

- Elaine Hito, professor of Asian American studies an Irish folk song
- the African American community
- “As a black artist, I felt the need to address this issue,” said Smith.

LGBT is acceptable when referring to the lesbian, gay, bisexual and transgender community and does not need to be spelled out.

Headlines for press releases, web stories and CampusMemo are in “down style.” The first word of all headlines must be capitalized; all words that follow are lowercase, except for proper nouns. **(Exception:** SF State Magazine headlines are capitalized. Only coordinating conjunctions, prepositions and articles such as “a,” “an” and “the” remain lowercase.)

- Holiday giveaway drawing winners announced
- Ceramic Guild holiday sale
- SF State to celebrate International Education Week

Capitalize all words in the titles of books, plays, films, lectures, musical compositions or events unless they are prepositions, articles or conjunctions. **(Exception:** The first word of a title is always capitalized, regardless of what part of speech it is.)

- “For Whom the Bell Tolls”
- “I Want to Hold Your Hand”
- International Education Week
- The International Day for Protection of Children

Do not capitalize “the” in the name of an organization or group.

- His research was supported by a grant from the MacArthur Foundation.
- Who doesn’t love the Beatles?

Capitalization

Capitalize recognized geographical regions. (**Do not** capitalize points of the compass.)

- The professor spends her weekends in Northern California but works in Southern California.
- He moved to northern Idaho.
- We are walking north across campus.
- the South, the Midwest, the East

Do not capitalize official college degrees when spelled out.

- He has a bachelor of science in biology, a master of arts in literature and a doctor of philosophy.
- She earned her bachelor's degree from University of California, Berkeley.

Do not capitalize names of college studies, fields of study, options, curricula, major areas, major subjects or programs unless a specific course is being referred to. (**Exception:** Capitalize names of languages and other proper nouns.)

- Russell is studying philosophy, theology, French and Islamic studies.
- Each student must meet the core requirements in the sciences and humanities.
- San Francisco State offers a curriculum in horticulture.

Do not capitalize organized groups or classes of students in a university or high school or the words freshman, sophomore, junior, senior or graduate when referring to the classification of the student.

- “English 101: Composition 1” should be taken in the freshman year.
- Calvin Talmid is a senior in the College of Humanities.
- The junior class will conduct its annual election tomorrow.

Capitalization

Do not capitalize designations of officers of a class, social organization, etc.

- She was elected freshman class secretary.
- Paula Schlesinger is president of the San Francisco State Animation Society.

Do not capitalize these words: honors, bachelor's degree, master's degree, baccalaureate, doctorate, doctoral, federal, state, government.

Do not capitalize the words offices, schools and departments when referring to more than one individual office, school or department.

- the colleges of Business and Liberal & Creative Arts

Do not capitalize seasons unless part of an official title.

- Tommy will be a freshman in the fall.
- His brother will graduate this spring.
- I am looking forward to the Fall Fun Pumpkin Fest in October.
- Students can register for the Winter Session in mid-autumn.
- SF State's Summer Session will begin July 7.

Capitalize Commencement when referring to San Francisco State's main Commencement ceremony. Commencement Day is also capitalized. Do not refer to the graduation-related ceremonies held by departments or student groups as Commencement or graduation, either uppercase or lowercase. Instead, use "recognition ceremony," "award ceremony," "reception," etc.

Place one space after periods, colons, commas, semicolons, etc. **Do not** use two.

Punctuation

Apostrophes

Always use smart apostrophes and quotation marks (‘ ’ ; “ ”) except in CampusMemo, which requires dumb/straight apostrophes and quotation marks to avoid HTML issues. When referring to years, use an apostrophe only to indicate numerals that are left out. **Do not** use an apostrophe in plural cases.

- the class of ’97
- Chris Clark, ’92
- 1960s (not “the 1960’s”)
- the ’80s (not “the 80’s” or “the ’80’s”)

Note: Take care that the apostrophe is facing the right way.

- Incorrect: ’88 for 1988
- Correct: ’88

Master’s and doctor’s degrees should always be written with an apostrophe and then an s. **Do not** write “masters’ degrees.”

Colons

Use a colon after an independent clause to direct attention to a list, an appositive (a noun or noun phrase that renames another noun near it in the sentence) or a direct quotation of one or more paragraphs. If the colon is followed by a complete sentence, the first letter in the sentence should be capitalized.

- Students should always have the following things: paper, pens, textbooks and a positive attitude.
- My roommate is guilty of two of the seven deadly sins: greed and gluttony.
- The protestors came to the rally to demand `one thing: peace.
- There was only one thing wrong with his statement: It was a lie.

Punctuation

Dashes

Use dashes sparingly. Place one space before and after all dashes.

Use em dashes (Mac: Option+Shift+Hyphen; PC: [Ctrl]+[Alt]+[Num -]) to indicate an abrupt change of thought, set off a parenthetical phrase with more emphasis than commas or set off an appositive whenever a comma might be misread as a series comma. (**Exception:** In CampusMemo, use two hyphens in place of one em dash to avoid HTML issues.)

- In San Francisco, the cost of basic needs — food, clothing and housing — has risen during the past 20 years.
- Consider the opportunities awaiting you at San Francisco State — friends, intellectual growth and an extremely bright future.

Use en dashes (Mac: Option+Hyphen; PC: [Ctrl]+[Num -]) to replace the word “to” when it represents a duration of time. **Do not** use the en-dash when it is preceded by “from”; spell out “to” instead.

(**Exception:** In CampusMemo, use a hyphen in place of an en dash to avoid HTML issues.)

- The physics class will be held 3 – 6:30 p.m. Thursdays.
- The physics class will be held from 3 to 6:30 p.m. Thursdays.

Hyphens

To avoid ambiguity, use the hyphen to connect compound modifiers: two or more words functioning together as an adjective before a noun.

- small-business profits (rather than small business profits)
- slow-moving van (rather than slow moving van)

Do not use a hyphen to connect “-ly” adverbs or the word “very” to the words they modify.

- A slowly moving van tied up traffic on Holloway Avenue.
- KSFS is a very good radio station.

Punctuation

Hyphenate part-time and full-time when used as adjectives and hyphenate any modifying words combined with “well” when preceding a noun.

- The professor is a well-known candidate for the new full-time position.
- She works part time.

Do not omit hyphens from words in a series.

- The students received first-, second- and third- place prizes.

Use a hyphen with the prefixes all-, ex- and self- and with the suffix -elect.

- The University sponsors self-help projects in underserved areas.
- His ex-girlfriend is president-elect of an all-undergraduate committee.

Do not hyphenate words beginning with the prefix non, except those containing a proper noun.

- non-German, nontechnical, nonprofit

Do not place a hyphen between such prefixes as pre, semi, anti, co, sub and multi and nouns or adjectives, except proper nouns. (**Exception:** Hyphenate to avoid duplicated vowels or triple consonants.)

- coauthored, bell-like, reapply, pro-American, pre-enroll, predestistry, subtotal

Quotation marks

Use single quotation marks for direct quotes inside headlines and within double quotation marks.

- “Janet turned to me and said, ‘That is what San Francisco State is all about,’” Yamamoto recalled.

Punctuation

Set quotation marks outside periods and commas and inside colons and semicolons. Quotation marks should be set inside of exclamation points and question marks that are not part of the quotation.

- “Airplane!” is her favorite film.
- Did you know that his favorite film is “Jaws”?
- Bob’s favorite films are “O Brother, Where Art Thou?”; “Star Trek II: The Wrath of Khan”; and “Honey, I Shrunk the Kids.”

Place question marks and exclamation points inside quotation marks unless they apply to the sentence as a whole.

- Who wrote “Gone with the Wind”?
- He asked, “How long will this take?”

No quotation marks are necessary in interviews when the name of the speaker is given first or in reports of testimony when the words question and answer or Q and A are used.

- Q: Who will benefit from the fee-waiver program?
- A: Full-time faculty and staff.

Commas

Use a comma between the last two items in a series only when necessary to avoid ambiguity.

- She likes burritos, cheese, and peanut butter and jelly sandwiches.
- red, white and blue
- I nominate Bill, Ted or Larry.

Place a comma after digits signifying thousands: 1,150 students.

Do not use commas when referring to temperature: 4600 degrees.

Punctuation

Introductory words or phrases such as *i.e.* and *e.g.* should be immediately preceded by a comma or semicolon and followed by a comma.

- She loves to read nonfiction, *e.g.*, reference books and how-to books.
- He had one obvious flaw, *i.e.*, his laziness.

*Also see the entry on *i.e./e.g.* under Special Instructions and Troublesome Words on page 23.*

When writing a date, place a comma between the day, if given, and the year, as well as after the year.

- The meeting will be held Jan. 5 in ADM 154.
- The meeting will be held Monday, Jan. 5, in ADM 154.
- The meeting was held Monday, Jan. 5, 2014, in ADM 154.

Do not place a comma between a season and a year or between the month and year when the day is not mentioned.

- October 1965
- Spring 2015

Use a comma between two or more adjectives when each modify a noun separately.

- Her student has become a strong, confident, independent woman.

Do not use commas between cumulative adjectives.

- He wore two thin gold chains around his neck.

(“And” cannot be inserted between the adjectives “two,” “thin” and “gold,” and the order of the adjectives cannot be changed).

Figures

Use figures for numbers 10 or greater, including ordinal numbers. However, spell out the words million and billion, and do not use numerals for first, second, third, etc.

- There are at least 10 good reasons to get an education.
- She oversees a staff of nine.
- There are approximately 83.3 million dogs in the United States.
- He ended the race in tenth place.

Use figures for days of the month, omitting st, nd, rd and th.

- I will be on vacation beginning Oct. 24.
- I will return on Nov. 2.

Use figures for measurements (but spell out percent, inches, feet, etc.).

- 4 feet
- 39 percent
- 10 cubic centimeters

Use figures for ages.

- The average student age is 24.
- The student's child is 3 years old.
- That 14-year-old graduate student is a genius.

For publications with an entirely on-campus audience, write campus phone numbers as follows:

- ext. 8-1111 (for numbers with the 338 prefix)
- ext. 5-2222 (for numbers with the 405 prefix)

Figures

Spell out phone numbers and include area codes (in parentheses) in all publications with off-campus audiences. (**Exceptions:** Periods are acceptable in certain projects, such as brochures, as long as they are used consistently.)

- For details, contact Evelyn Hooker at (415) 338-1111.
- In a brochure: 415.338.1111

Use figures for hours of the day. (**Exceptions:** Spell out noon and midnight.)

- The class begins at 11 a.m. and ends at 1 p.m.
- The class begins at noon and ends at 1:30 p.m.

Do not use :00 when citing the top of the hour.

- 9 a.m., not 9:00 a.m.; 2 p.m., not 2:00 p.m.; etc.

Use figures for amounts of money with the word cents or with the dollar sign.

- These days 10 cents will not even buy you a gumball.
- My cup of coffee cost \$3.

Do not begin a sentence with numerals. (**Exception:** Unless it is a numeral designating a calendar year.) Instead, supply a word or spell out the figures.

Please note: Numbers less than 100 should be hyphenated when they consist of two words.

- One thousand people attended the play.
- Thirty-nine San Francisco State students attended the play.
- Two-thirds of those attending the play were San Francisco State alumni.
- 1776 was an important year in history.

Web Style

Email is not hyphenated. It is also not capitalized (unless at the beginning of a sentence).

- The professor prefers to be contacted via email.
- Email addresses can be found in the staff directory.

When listing websites with URLs that include www. omit both <http://> and the www. Always omit <http://> unless it's unclear that a URL is being presented.

- To visit us online, go to sfsu.edu.
- Visit the college's website at bss.sfsu.edu.
- More information is available at <http://bit.ly/1dNVPaw>.

Internet is not capitalized.

Online is not hyphenated.

The word website should be written as one word, not capitalized.

Social media terms should be written as follows:

- Twitter, YouTube, Facebook, smart phone (two words), e-reader (hyphenated)

Special Instructions and Troublesome Words

When writing about people who have attended San Francisco State:

- Alumnus is the singular masculine form. (He is a San Francisco State alumnus.)
- Alumna is the singular feminine form. (She is a San Francisco State alumna.)
- Alumnae is the plural feminine form. (Alex Borstein and Anne Rice are San Francisco State alumnae.)
- Alumni may serve as the plural for a group that is composed of men only or of both men and women; it should never be used to refer to an individual. (Lisa Cholodenko, Peter Casey and Glen Charles are San Francisco State alumni.)
- Alum and alums are acceptable abbreviations. (Peter Coyote is an alum, too; what great alums we have!)

Graduate refers only to someone who has earned a degree from San Francisco State. Alumnus or alumna refers to anyone who attended for credit for a minimum of one semester.

When first mentioning a San Francisco State alum, use the individual's full name, then mention the kind of degree they received and the year they received it in parentheses. Use periods in the degree abbreviations. (**Exception:** A bachelor of arts degree is a B.A. and a bachelor of science is a B.S., but a master's degree in business administration is an MBA.)

- Bing Jeffords (B.S., '84) credits the University with his success.
- The project was spearheaded by Clothing Expo founder Delores Watson (B.A., '77; MBA, '82).

If it is helpful or adds important context to be more specific, the field the degree was earned in can be cited, as well.

- Annette Bening (B.A., Theatre Arts, '80) is a four-time Academy Award nominee.

Special Instructions and Troublesome Words

Do not substitute the word “teacher” or “teachers” when referring to faculty members.

Freshmen are first-year students. Freshman is the singular form and is used as an adjective.

- Donna Brown, a freshman, attended the concert.
- The freshman orientation session was held Saturday.

Do not identify individuals by race, religion or national origin unless such identifications are essential to understanding.

Fundraising is always one word with no hyphen.

- We have been fundraising all summer
- The fundraising drive kicked off last September

San Francisco State begins with a consonant sound, therefore when using it have it follow “a” not “an.”

- The actor appeared at a San Francisco State fundraiser last year.

SF State begins with a vowel sound, therefore when using it have it follow “an” not “a.”

- He said he is proud to be an SF State alum.

San Francisco State begins with a consonant sound, therefore when using it have it follow “a” not “an.”

- The actor studied theater at San Francisco State in the 1960s.

A lot is two words.

- This style stuff sure is a lot of trouble.`

Muni, not MUNI

The San Francisco Municipal Railway is Muni, an abbreviated form of Municipal. It is not an acronym.

Special Instructions and Troublesome Words

present/past tense

Completed actions should be described in past tense. (**Exceptions:** Use present tense in headlines and SF State Magazine stories.)

- In press release and story copy: KQED presented the award to San Francisco State Professor of Biology Emil Corpo.
- In a headline: KQED presents award to SF State professor
- In the magazine: “He was a wonderful student,” says SF State History Professor Nell Petronus, who specializes in 19th century labor movements.

who, which, that

Use who to refer to persons. **Do not** use which or that. Which introduces a clause that can be omitted without changing the meaning. Such clauses are always set off with commas. That introduces a clause that cannot be eliminated without changing the meaning of the sentence.

- He wondered how a man who ate so many sweets could stay as trim as Bob.
- The team that scores the most points will go to the playoffs.
- The fireplace, which was cracked near the top, was made of bricks.
- Trees that lose their leaves are called deciduous.

over/under; more than/less than

- Over and under are used only as a physical or geographic reference. With numbers and/or a comparison, use more than and less than instead.
- More than 200 people attended the symposium.
- Her tenure with the University was more than 35 years.
- Jones jumped over the puddle.

Special Instructions and Troublesome Words

affect/effect

Affect, as a verb, means to influence. Affect, as a noun, is best avoided. (It is occasionally used in psychology to describe an emotion, but there is no need for it in lay language). Effect, as a verb, means to cause. Effect, as a noun, means result.

- The game will affect the standings.
- He will effect many changes in the company.
- The effects were overwhelming.
- He miscalculated the effect of his actions.

i.e./e.g.

i.e. is an abbreviation for *id est*, Latin for “that is” (to say). e.g. is an abbreviation for *exempli gratia*, “for the sake of example.” e.g. simply indicates an example; i.e. specifies and explains.

- She loves to read nonfiction, e.g., reference books and how-to books.
- He had one obvious flaw, i.e., his laziness.
- I like citrus fruits, e.g., oranges and lemons.
- I like citrus fruits, i.e., the juicy, edible fruits of tropical, usually thorny shrubs or trees.

theatre/theater

Use “theatre” unless the proper name of a venue is spelled “theater.”

- Alumnus Daniel Sullivan is a theatre legend.
- The Department of Theatre Arts sponsored the event.
- Her play premiered at San Francisco’s Geary Theater in 2012.

CampusMemo

CampusMemo generally follows University Communications style. There are, however, certain practices and formatting conventions that are specific to it.

Since CampusMemo is an internal publication, spelling out San Francisco State University is unnecessary except in quotes. Use SF State.

CSU is appropriate on first reference when referring to the California State University.

- The CSU plans to implement a system-wide alcohol policy.

Smart apostrophes and quotation marks, em dashes and en dashes, accent marks and other special characters cause HTML problems if used in the CampusMemo newsletter. Avoid them.

Write phone numbers as follows:

- ext. 8-1111 (for numbers with the 338 prefix)
- ext. 5-2222 (for numbers with the 405 prefix)
- (415) 777-1111
- (707) 822-1120