SAN FRANCISCO STATE UNIVERSITY

EDITORIAL STYLE GUIDE

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San Francisco State University

Introduction

This editorial style manual was created to help the writers and editors of University Communications maintain in-house consistency in our print and electronic publications. It addresses particular usage and style issues that relate to our offices and SF State 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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University Name

Capitalize the word University only when referring to SF State.

- The University has invested a great deal of time in the strategic planning process.

Spell out San Francisco State University on first reference; thereafter, abbreviate to SF State or the University (with no periods between S and F). (**Exception**: It is unnecessary to use the full name for internal publications, including on first reference. Internal publications include CampusMemo and the SF State News website.)

Do not use "University" in combination with the shortened form "SF State."

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.

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 the Downtown Campus, San Francisco State University. In second references, keep Downtown Campus capitalized.

The location of the campus should be referred to only as:

- 835 Market Street, San Francisco, or
- at Westfield San Francisco Centre

The Downtown Campus should **never** be referred to as the “Westfield Campus.”

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 SF State's president. So SF State's current president is always 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.
- SF State President Les Wong announced the change on Monday.
  President Wong called the new system "a great step forward for SF 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.

- Dr. Jones is a skilled surgeon.
- Ann Shembull, Ph.D., spoke about her research in Victorian literature.

Capitalize all conferred and traditional educational, occupational and business titles when used specifically in front of the name or in lists and programs. (Exception: 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 SF State would continue to strive for excellence.
- President Les Wong said SF State would continue to strive for excellence.
- Benjamin Marlowe was chair of the Journalism Department in the early '70s.

Also see "Special instructions for faculty titles" on page 4.

Do not capitalize unofficial titles preceding a name.

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

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: Mr., Mrs., Dr., the Rev., Fr., Rep., Sen. and all military and police titles. (**Note**: In most cases, it is not necessary to put Mr. or Mrs. before someone's name. These honorifics should only be used in especially formal writing or to add clarity.)

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"

The titles of newspapers, journals, newsletters and magazines should be in plain text without quotation marks. (**Exception**: SF State Magazine and other printed publications may use italics as long as the usage is consistent.)

- San Francisco Chronicle
- Newsweek

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 and is the official conferred title as it appears in the SF State Bulletin, verbatim. 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, Jewish studies professor.
- She called Jewish Studies Professor Larry Keyner.

Capitalize named, distinguished and endowed professorships.

- CSU Distinguished Professor Mario Nessuno

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

Abbreviations

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

Do not use abbreviations for academic degrees unless they immediately follow a name.

- Leslie Beispiel, Ph.D.
- Carlos Garcia-Esempio, Ed.D.
- Beispiel earned a doctorate in philosophy from Northwestern University.

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 SF State's colleges.

- John P. Elia is associate dean of the College of Health & Social Sciences. (**Do not** use "CHSS.")

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 AP Stylebook's 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.

Capitalization

Do abbreviate the names of buildings on campus when listing room numbers: HUM 211 is the preferred treatment rather than Room 211 in the Humanities building.

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

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

Capitalize Library when referring to SF State's J. Paul Leonard Library.

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

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 Gil Ornek.
- Ray Ornek, professor of geology, attended the event.

Also see "Special rules for faculty titles" on page 4.

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 SF State's J. Paul Leonard Library.)

- Academic Senate; thereafter, the senate
- Student Health Service; thereafter, SHS
- Chemistry Department; thereafter, the department
- Board of Trustees (when referring to CSU's); thereafter, the board or the trustees
- Center for the Integration and Improvement of Journalism; thereafter, the center
- Division of Information Technology (DoIT); thereafter, the division or DoIT
- 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, separate the course number 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.)

Capitalize names of ethnic groups and nationalities, including when used as adjectives. Capitalize Black when used in reference to those of the African Diaspora.

- 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.

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

Capitalize recognized geographical regions. (**Exception**: 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.
- SF 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.

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

- The was elected freshman class secretary.
- Paula Schlesinger is president of the SF 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 Humanities and Behavioral and Social Sciences

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.

Capitalize Commencement when referring to SF 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.

Punctuation

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

APOSTROPHES

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
- the '80s

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.

- 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.

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. On the Web, use two hyphens in place of one em dash.

- 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 SF 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.

- 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.

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, predentistry, 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 SF State is all about,'" Yamamoto recalled.

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 or misreading.

- -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.

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 18.

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).

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.

Figures

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)

Spell out phone numbers and include area codes (in parentheses) in all publications with off-campus audiences, including the Web. (Exceptions: Some exceptions may be made for complex design projects.)

- For details, contact Evelyn Hooker at (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.

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 SF State students attended the play.
- Two-thirds of those attending the play were SF 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."; if the URL does not include "www.", then use the full "http://" address.

- To visit us on the Web, go to sfsu.edu.
- Visit the college's website at http://bss.sfsu.edu.

Internet, World Wide Web and Web are always capitalized. Do not use the slang term "Net" for the Internet.

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 SF State:

- Alumnus is the singular masculine form. (He is an SF State alumnus.)
- Alumna is the singular feminine form. (She is an SF State alumna.)
- Alumnae is the plural feminine form. (Alex Borstein and Anne Rice are SF 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 SF 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 SF State. Alumni refers to anyone who attended for credit for a minimum of one semester.

When first mentioning an SF 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. (A bachelor of arts degree is a B.A., not a BA, etc.)

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

Do not abbreviate faculty to "fac" and do not substitute the word "teacher" or "teachers" when referring to faculty members.

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

SF State begins with a vowel sound, therefore use the word "an" preceding it.

- We were interviewing an SF State student to work in our office.
- 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.

PRESENT/PAST TENSE

Completed actions should be described in past tense. (**Exceptions**: Use present tense in headlines, SF State Magazine stories and online SF State in the News clipping items.)

- In press release and story copy: KQED presented the award to SF State Professor of Biology Emil Corpo.
- In a headline: KQED presents award to SF State professor

IT'S/ITS/CONTRACTIONS

It's is a contraction of "it is." Its, without the apostrophe, is possessive. In general, avoid the use of contractions: They are too informal for communications pieces from a serious academic institution.

- The college reached its fundraising goals.
- It's going to be one of the biggest projects the University has ever undertaken. (Or preferably: It is going to be one of the biggest projects the University has ever undertaken.)

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.

HE SAID/SHE SAID

When attributing a quote or paraphrase to something someone said, the person's name should always precede the action in simple constructions.

- "The wind chimes will provide a multidimensional experience for everyone," Smith said. (**Do not** use: "said Smith.")
- "The wind chimes will provide a multidimensional experience for everyone," Manager of Campus Installations Gladys Smith said. (**Do not** use: "said Manager of Campus Installations Gladys Smith.")
- "She plays the saxophone like a true professional," she said. (**Do not** use: "said he" or "said she.")

It is preferable, however, to place the action before the name in complex constructions: for example, when the person has a long title or when including an extended description or more information about the person in the same sentence.

- "We encourage future students to apply as soon as possible," said James Webster, associate vice president for academic planning.
- "This is not the first time he has been arrested," said Sgt. Rhonda Smith, who heads the police department's property crime unit.
- "I've always dreamed of being able to give back," said Igor Marshall, a Hillsborough resident and Grants Pass, Ore., native.

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.

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.

PRESENTLY/CURRENTLY

Try to avoid the use of the word currently. It is usually redundant and should only be used for clarification. It refers to something happening at the moment. Presently should reference something that will happen soon or without undue delay. (This is the strict, old-fashioned definition. While some dictionaries are now more lenient and accept presently as a synonym for currently, we operate in an academic environment and should follow the more strict usage guidelines.)

- We have a number of policies governing program discontinuation, as well as protections for students currently enrolled in such programs.
- According to Brown, the new guidelines will be available presently.

CRITICAL/CRUCIAL

Use crucial when referring to something important or essential. **Do not** use critical in this context.

- External support is crucial to advancing the mission of the University.
- Rehabilitation was a crucial turning point in his life.
- He is listed in critical condition, according to hospital spokeswoman Helen Young.
- The critically acclaimed play premiered on campus to a sell-out crowd.

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 with leathery, aromatic rinds of any of numerous tropical, usually thorny shrubs or trees of citrus.

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.

Campus Memo

CampusMemo follows University Communications style, with no exceptions. There are, however, certain practices and formatting conventions that are specific to it.

As CampusMemo is an internal publication, spelling out San Francisco State University is unnecessary, except when stated in a quote. 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.

The time of an event must directly precede the date of an event.

- The reception will be held 4 p.m. Tuesday. (Not "The reception will be held on Tuesday at 4 p.m.")

If the event occurs within six days after the date of publication, include only the day of the week, not the calendar date. If the event is happening seven days or more after the date of publication, include the calendar date.

- For the Monday, May 7, issue: The reception will be held 4 p.m. Tuesday, May 15.
- For the Monday, May 14, issue: The reception will be held 4 p.m. Tuesday.

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

For Insiders items, follow this format:

- **Name bolded**, full title, presented the paper "Title of the paper in quotes" at the Event Name held Dec. 14 in Chicago.

So:

- **Jennifer Marzuk**i, associate professor of sociology, presented the paper "A spatial analysis of community in the contemporary American South" at the
- International Visual Sociology Conference held Dec. 14 in Chicago.

Every Newsmaker item should include the name of the publication being cited and the date it appeared. The name of the faculty member being quoted should be bolded on first reference. For example:

- Professor of Civil Engineering Wade Van Orman was quoted in an Oct. 20 East Bay Journal article about the San Mateo Bridge. "When the bridge opened in 1929, it was the longest in the world," said Van Orman. "It was quite an engineering feat."

The formatting for the Grants & Contracts section is best illustrated by examples.
For a one-investigator, one-grant item:

- **Name bolded**, University Affiliation, Name of the Grant, the Entity Awarding the Grant, $[grant amount].

So:

- **Leslie Reeves**, Marion Wright Edelman Institute, 2015 Region 2 Jumpstart Evaluation, AmeriCorps, $52,425.

For an investigator who has received more than one grant that month:

- **Name bolded**, University Affiliation, Name of the First Grant, the Entity Awarding the First Grant, $[first grant amount]; Name of the Second Grant, the Entity Awarding the Second Grant, $[second grant amount].

So:

- **Terri Kahla**, School of Nursing, Redwood Satellite Nursing Program FY 2015-2018, Redwood Health Care District, $1,274,935; Surfside Satellite Nursing Program FY 2015-2018, Surfside Health Care District, $984,385.

For a grant with multiple investigators:

- **Lead Name Bolded**, University Affiliation, Grant Name, $[grant amount]; Principal investigators: **Other Name Bolded, Other Name Bolded, Other Name Bolded** and **Other Name Bolded.**

So:

- **Doug Lenahan**, Romberg Tiburon Center, South Central Coast Surf Zone Ecosystem Assessment, California Oceanic Science Institute, $50,000; Principal investigators: **Juliet Littlewood, Sophie Cheng, Gilbert O'Hara** and **Sherri Fardiga**