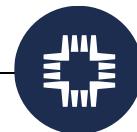


Stylebook for written work



The *Concordia Stylebook for Written Work* is the university's official style manual for publications targeting media and other external and internal audiences. For questions not covered below, use the *Associated Press Stylebook*. Additional references:

- The current LCMS style manual is used as a helpful guide, particularly on religious topics and terms.
- Northwestern University's School of Music's style guide for music (sections 15-16, 20, 22-23).
- As with the AP, use Webster's New World College Dictionary (fifth edition) as a guide.

Faculty or staff writing for scholarly publications should, of course, comply with specified academic style manuals.

The *Stylebook* is maintained by Concordia's marketing and communication office and is updated on an ongoing regular basis.

academic titles

From AP: capitalize and spell out formal titles such as *chancellor*, *chairman*, etc., when they precede a name. Lowercase elsewhere.

Lowercase modifiers such as *department* in *department Chairman Jerome Wiesner*.

academic year

Denote as 2020-21, not 2020-2021.

addresses

From AP: use the abbreviations *Ave.*, *Bldv.*, and *St.* only with a numbered address: 800 N. Columbia Ave. Spell them out and capitalize when part of a formal street name without a street number: *North Columbia Avenue*. Lowercase and spell out when used alone or with more than one street name: *Plainview and Columbia avenues*.

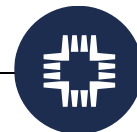
All similar words (*alley*, *drive*, *road*, *terrace*, etc.) are always spelled out. Capitalize them when part of a formal name without a number; lowercase when used alone or with two or more names.

Always use figures for an address number: *1600 Pennsylvania Ave.*

Spell out and capitalize *First* through *Ninth* when used as street names; use figures with two letters for *10th* and above: *7 Fifth Ave.*, *100 21st St.*

advisor/adviser

While both are correct, use *advisor*.



All-America, All-American

We break with the AP on references to All-America/All-American.

Use *All-American* when referring specifically to an individual:

NAIA All-American Kahlil King, or He is an All-American.

Use *All-America* when referring to the team or status:

NAIA All-America team, or NAIA Division II All-America selection

The Bartels Museum

This is the official title, with the use of The. Do not use Bartels Gem Museum, Bartels Rock Museum, etc.

Bible

From AP: Capitalize, without quotation marks, when referring to the Scriptures in the Old Testament or the New Testament. Lowercase *biblical* in all uses. Lowercase *bible* as a nonreligious term: *My dictionary is my bible*. See AP for further instruction.

boy

Refer to males that are college-aged or older as men; males who are high school-aged or younger, as boys.

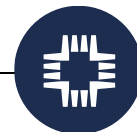
building names and names for parts of buildings

Brommer Art Center, Dunklau Center for Science, Math and Business, Founders Hall (no apostrophe), Friedrich Arena, Janzow Campus Center, Jesse Hall, Link Library, Music Center, Osten Observatory, Physical Education Building, Reflecting Garden, Thom Leadership Education Center, Walz Human Performance Complex, Weller Hall. On second reference Thom Leadership Education Center may be shortened to Thom. In marketing materials, it is preferred to refer to student quarters as residence halls rather than as dormitories.

Some areas within buildings also have names: Mainstreet is the lobby of Thom; the Heritage Dining Room is in Janzow; the Centennial room is in Janzow; Marxhausen Gallery of Art is in Jesse; the Cattle Conference Room is in Janzow (see specific entry); the Studio Theater, or Black Box Theater on second reference and in internal communications, is in the basement of the Music Center.

The Weller Hall auditorium may also, as fitting, be referred to as the Weller Hall chapel. In either case only Weller Hall is capitalized.

Walz Human Performance Complex. On second reference it may be referenced as Walz. Although the Hall of Fame Room and Friedrich Arena within Walz are capitalized, other parts of the building are not. For example, the Walz weight room, court and fieldhouse. (We do break



with the AP on fieldhouse. Always use one word for fieldhouse unless referring to an external site that breaks up the word in the official name of their fieldhouse.)

Bulldog Stadium is the official name of the stadium. The Fieldhouse is correct for the fieldhouse inside of Walz.

bulleted items

Items in a bulleted list should begin with a capital letter and end with a period if the bulleted phrase is a complete sentence. If the bulleted phrase is not a complete sentence, follow one of the following two rules:

(1) Generally, end each bulleted item — except for the last and second to last item in the list — with a semi-colon; end the second to last item with a semi-colon and the word “and” (or “or,” as appropriate); and end the last item with a period. Example:

The resource service is intended to:

- connect those interested in missions;
- equip leaders for outreach;
- develop specific opportunities; and
- serve as a hub for networking.

(2) If most of the bulleted items are only a few words, punctuation is not mandatory. Example: Items that are not reimbursed include:

- toothpaste, toothbrushes, dental floss
- make-up, lipstick, eye cream
- perfume, body sprays, deodorants
- vitamins

Bulleted or listed items should be parallel. (The first word of each bullet should be the same part of speech, i.e., verb, adjective, etc.)

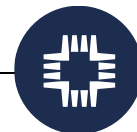
cabinet

From AP: Capitalize references to a specific body of advisors heading executive departments for a president, king, governor, etc.: *The president-elect said he has not made his Cabinet selections.*

The capital letter distinguishes the word from the common noun meaning cupboard, which is lowercase.

capitalization

In general, down style. Reserve capitalization for proper nouns and proper names, but not their derivatives. Exceptions to the capitalization rules include documents such as programs, posters, invitations, business cards, business letters, directories, addresses, captions, and other similar lists/formats with names and titles. Even in those cases, words which are



otherwise lowercase remain so when appearing in running text rather than in isolated lines, lists, etc.

centers, institutes, festivals and other distinct entities

Official institutes and centers that have their own constitutions and organizational structures (but are nevertheless affiliated with the university) should have their full names capitalized. Lowercase the informal reference. For example: *The Center for Liturgical Art created three pieces for the narthex of St. Peter's Lutheran Church in Decatur. Eight artists at the center had a hand in the creation of the pieces.*

See also: offices.

church

Capitalize as part of the formal name of a building, congregation or a denomination; lowercase in other uses. Lowercase in phrases where the church is used in an institutional sense: *preparing servant leaders for the church and world.*

church work, church worker

In both cases, two words.

co-

Retain the hyphen when forming nouns, adjectives and verbs that indicate occupation or status: co-author, co-chairman, co-pilot, co-host, co-owner, co-partner, co-star.

committee

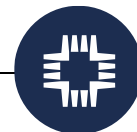
Lowercase alone but capitalize proper name: He is a member of the Committee for Faculty and Staff Wellness.

collective nouns

When referring to teams, choirs, etc., use the collective noun. Nouns that denote a unit take singular verbs and pronouns: *class, committee, crowd, family, group, herd, jury, orchestra, team.*

college and university names

Generally avoid placing "The" before the name of a college or university unless it is an official part of the institution's name. Some colleges and universities, however, have added "The" to their names (The Ohio State University, The University of Michigan, The University of Alabama). Use the listed names at the Association of American Colleges and Universities (<http://www.aacu.org/membership/list.cfm>) as a guide or consult the website of the university in question. Two reference texts, *American Universities and Colleges* and *International Handbook of Universities*, may also be used.



comma

Omit the comma in a series before *and* or *or*. Example: Students were required to wear gloves, safety goggles and boots.

composition titles

With the exception of book and journal titles, see AP for complete detail. Book and journal titles should be italicized unless the document being produced is a news release.

For computer game titles, movie titles, opera titles, play titles, poem titles, song titles, television program titles, and the titles of lectures, speeches and works of art:

Capitalize the principal words, including prepositions and conjunctions of four or more letters.

Capitalize an article – *the, a, an* – or words of fewer than four letters if it is the first or last word in a title.

Put quotation marks around the names of all such works except the Bible and books that are primarily catalogs of reference material. In addition to catalogs, this category includes almanacs, directories, dictionaries, encyclopedias, gazettes, handbooks and similar publications. Do not use quotation marks around such software titles as Photoshop or Windows.

Concordia University, Nebraska

Use a comma between university and Nebraska. Concordia or Concordia Nebraska are acceptable on second reference. A comma after Nebraska is only necessary when the grammar of the sentence calls for it. Avoid CU or CUNE (unless part of a Web address) in any printed material. CUNE is acceptable only in on-campus, informal correspondence.

connectCUNE

This is the primary intranet for Concordia (web address: <http://connectcune.cune.edu>). If used to begin a sentence, use a capital initial C. Italics are preferred for the connect part of *connectCUNE*, but are not mandatory.

couple

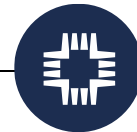
When used in the sense of two people, the word takes plural verbs and pronouns: *The couple were married Saturday and left Sunday on their honeymoon. They will return in two weeks.*

course names

Lowercase when describing courses, subjects or areas of study in general. Capitalize the specific course or program. Specific courses mentioned in publications must match the titles used in the university catalogs.

He is enrolled in an American history course.

She took Faith and Life last year.



course numbers and abbreviations

Use numerals and capitalize the subject when used with a numeral. Capitalize the first letter or the initials of programs:

Hist 306, CTA 151

course work

Two words.

courtesy titles

From AP: refer to both men and women by first and last name: *Susan Smith* or *Robert Smith*. Use the courtesy titles *Mr.*, *Miss*, *Ms.* or *Mrs.* only in direct quotations or in other special salutations:

When it is necessary to distinguish between two people who use the same last name, as in married couples or brothers and sisters, use a courtesy title for a woman if her preference is known, or identify her by first and last name.

When a woman specifically requests it; for example, where a woman prefers to be known as *Mrs. Susan Smith* or *Ms. Susan Smith*.

In cases where a person's gender is not clear from the first name or from the story's context, indicate the gender by using *he* or *she* in subsequent reference.

dates

From AP: use Arabic figures without *st*, *nd*, *rd*, or *th*. See also **months**. Do not use the word *on* before a date unless excluding it would be confusing.

days of the week

From AP: capitalize them. Do not abbreviate, except in tabular format.

decades

From AP: use Arabic figures to indicate decades of history. Use an apostrophe to indicate numerals that are left out; show plural by adding the letter *s*: *the 1890s*, *the '90s*.

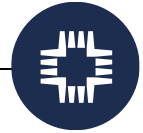
degrees

Lowercase degrees in running text. Adapted from AP: If mention of degrees is necessary to establish someone's credentials, the preferred form is to avoid an abbreviation and use instead a phrase such as: John Jones, who has a doctorate in psychology. Use an apostrophe in bachelor's degree, a master's, etc., but there is no possessive in Bachelor of Arts or Master of Science (capitalize in non-running text only).

Also: an associate degree (no possessive).

Use such abbreviations as B.A., M.A., LL.D. and Ph.D. only when the need to identify many individuals by degree on first reference would make the preferred form cumbersome. Use these abbreviations only after a full name – never after just a last name.

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When used after a name, an academic abbreviation is set off by commas: John Snow, Ph.D., spoke.

Do not precede a name with a courtesy title for an academic degree and follow it with the abbreviation for the degree in the same reference:

Wrong: Dr. Pam Jones, Ph.D.

Right: Dr. Pam Jones, a chemist.

Also:

Use a period after each initial: M.Ed. – not MEd.

Use an apostrophe in "bachelor's degree," "a master's," etc.

Capitalize letters of acronyms (B.A., M.S.) but do not capitalize when spelled out (bachelor of arts, master of arts)

B.A., bachelor's degree, bachelor of arts degree

B.F.A., bachelor of fine arts degree

B.S., bachelor of science degree

B.Mus., bachelor of music

S.T.B., bachelor of sacred theology

L.T.D., Lutheran Teacher Diploma

M.A., master's degree, master of arts degree or a master's

M.F.A., master of fine arts

M.S., master's degree, master of science degree or a master's

M.Ed., master of education

MBA, master of business administration

M.Div., master of divinity

M.H.S., master of human services

M.P.H., master of public health

S.T.M., master of sacred theology

M.A.T., master of arts in teaching

M.S.F.L., master of science in family life

Ed.D., doctor of education

Mus.D., doctor of music

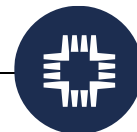
D.M.A., doctor of musical arts

Ph.D., doctor of philosophy

L.L.D., doctor of laws

S.T.D., doctor of sacred theology

D.Sc., doctor of science



departments and colleges

Capitalize the three colleges of Concordia. For departments, capitalize only the full and formal name, e.g., the Department of Natural and Computer Science; the Department of English, Communication and Theatre Arts. Lowercase science department, for example.

distinction/high distinction

These are “Graduation Honors” and are determined from the group of students graduating since the last ceremony. Verify with the registrar which graduation (May, summer or December) are included for the release you are doing.

dormitories

In marketing materials refer to student quarters as residence halls.

earth

According to AP: Generally lowercase; capitalize when used as the proper name of the planet. *She is down-to-earth. How does the pattern apply to Mars, Jupiter, Earth, the sun and the moon? The astronauts returned to Earth. He hopes to move heaven and earth.*

em dash

Use the em dash in the Broadcaster or in programs. Em dashes will have no spaces on either side. Watch how lines are broken when em dashes are involved; the break needs to be after the em dash.

en dash

Use the en dash in the Broadcaster or in programs to indicate duration: 1983–87.

email

Hyphenated no more.

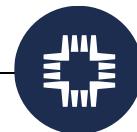
In university publications always use the Firstname.Lastname@cune.edu format with a capital first letter in the first and last names. If a generic email for the program has been created, use that in publications.

Remove any formatting Word applies (underline, color change).

ensembles

Capitalize only full and formal names. These groups have formal, official names:

- University A Cappella Choir
- University Chamber Choir
- Cantamus
- Male Chorus
- Vocal Jazz Choir



Mixed Chorus
University Concert Band
Bulldog Pep Band
Jazz Ensemble
Brass Ensemble
Chamber Orchestra
Handbell Choir
Praise Band

girl

Refer to females college-aged or older as women; in general, refer to girls who are high school-aged or younger as girls.

God

Capitalize God and any other nouns or pronouns that refer to Him (except when quoting from published materials, such as the NIV Bible, that do not capitalize such pronouns).

When God is modified by an adjective, lowercase the modifier: almighty God, heavenly Father, etc.

When the modifiers referring to God stand alone, they should be capitalized: the Almighty, the Most High.

graduation years

When noting graduation years with alumni names in university publications, follow this standard: when an alumni member's name first appears in the article and news (alum notes) the graduation year is noted unless the article otherwise states the graduation year information. Typically this information is not noted in press releases or other non university publications.

Use an apostrophe and the last two digits of the graduation year, for example:

Robert Psencik '98

For listing married couples and alumni whose surname has changed:

Christina (Brown) Rader '96

James Black '98 and Susan (Saunders) Black '99

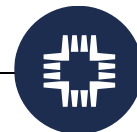
Jon and Susan (Brown) Schmidt '89

Follow these examples when listing alumni who have graduated from Concordia's secondary school, Concordia's graduate school or when an alum has graduated multiple times from Concordia:

Carol (Brown) Nelson HS '56

Thomas Smith CO '91 GR '96

Stylebook for written work



John Schulz HS '62 CO '66 GR '85
Doug Hernandez GR '99

We would not say a person graduated from Concordia University if he or she actually graduated from Concordia Teachers College or Concordia College. Use these years to guide which name should be used:

Changed to Concordia University in July of 1998

Changed to Concordia College in July of 1974

Changed to Concordia Teachers College in July of 1924

Example: John Smith, a 1990 Concordia graduate...may also be used if necessary.

Note: Over the years Concordia (including the high school) has had as many as a dozen different unofficial and semi-official names.

handbell

One word.

heaven

Lowercase.

honorary doctorate

A person with an honorary doctorate is not called Dr.

hyperlink

When Word inserts underlining and a color change to a hyperlink, remove that formatting. In other publications, leave it in the same style as the rest of the running text. This also applies to email addresses.

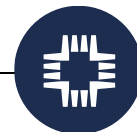
italics

Avoid using italics on website text, particularly small text. Italics are typically poorly rendered on screen at smaller sizes.

Jesus Christ

We follow the LCMS guidelines for references to Jesus Christ. Always capitalize His name and titles: Anointed One, Good Shepherd, High Priest, Messiah, Prince of Peace, Promised One, Suffering Servant, Son of God, Savior, Lamb of God.

If you were to refer to Christ as our Living Water then you would cap it based on the rule to capitalize His name and titles. If you are quoting the NIV Bible verse from John that mentions living water, then it would be lowercase.



junior, senior (as in family relations)

From AP: abbreviate as *Jr.* and *Sr.* only with full names of persons or animals. Do not precede by a comma: *Joseph P. Kennedy Jr.* If necessary to distinguish between father and son in second reference, use the *elder Smith* or the *younger Smith*.

The Lutheran Church–Missouri Synod

Spell out in first reference and use LCMS (all caps) in additional references. The word *The* is part of the name. Use an em dash without spaces on each side when spelling out.

majors

Do not capitalize majors, specializations or concentrations of study (exception, proper nouns: “I was an English major”).

months

According to AP: Capitalize the names of months in all uses. When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov. and Dec. Spell out when using alone or with a year alone. When a phrase lists only a month and a year, do not separate the year with commas and do not use articles. When a phrase refers to a month, day and year, set off the year with commas.

Examples: *January 1972 was a cold month. Jan. 2 was the coldest day of the month. His birthday is May 8. Feb. 15, 1987, was the target date.*

offices

In running text use lowercase when referring to administrative and support offices of the university.

online

One word.

Presidential titles

In dinner programs:

Dr. Bernard Bull

President, Concordia University, Nebraska

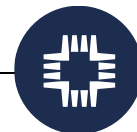
To sign letters:

Sincerely,

Dr. Bernard Bull

President, Concordia University, Nebraska

To sign development items:



Sincerely,

Bernard D. Bull
President, Concordia University, Nebraska

Savior

Capitalized in all uses referring to Jesus Christ.

seasons

Lowercase all seasons.
spring break, spring, spring semester

state abbreviations

Spell out the names of the 50 states when they stand alone, or are used with a city. Punctuation: Place one comma between the city and the state name, and another comma after the state name, unless ending a sentence or indicating a dateline: *He was traveling from Nashville, Tennessee, to Austin, Texas, en route to his home in Albuquerque, New Mexico. She said Cook County, Illinois, was Mayor Daley's stronghold.* When using state names in lists, use AP Style abbreviations.

telephone numbers

As with the AP, no parentheses around area codes, hyphen between numbers. Use area codes when the audience for the publication 402-643-7446

term honors

Selected from the group of people enrolled in the spring or fall term who have completed 12 hours of standard graded courses and have no failing grades. The term honor list is done each term regardless of graduation status.

terminal degrees

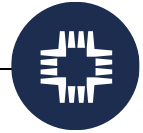
In writing for university publications, use Dr., Rev., etc. on first reference and then refer to the individual by last name. For those who have terminal degrees, for example those in the art profession, use Professor, Associate Professor, etc. on first reference before the name and then refer to the individual by last name after that.

time

Times of day are indicated by the hour, without “:00,” and by a lowercase a.m. or p.m. In running text, times ranges should appear with “to” rather than with a dash. Examples:

8 a.m. (not 8:00 a.m., except on very formal invitations)
8:15 a.m.

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10 a.m.-5 p.m.; 9-11 p.m. (no need to repeat a.m./p.m. if the same; separate with en dash in publications like the *Broadcaster* or in programs)
from 5 to 7 p.m. (not from 5–7 p.m.)

Put dates before times in a narrative format.
Friday, January 12, at 6 p.m.

titles

Refer to AP for complete detail. In general, lowercase and spell out titles when they are not used with an individual's name: *The president gave a speech. The pope gave his blessing.*

For formal titles, capitalize when they are used immediately before one or more names: *Pope Paul, President Biden, Vice Presidents John Jones and William Smith.* A formal title generally is one that denotes a scope of authority, professional activity or academic activity.

theatre/theater

While both are correct, be careful to use theater when writing for external audiences to describe the physical space. Theatre may be used to describe the performance group.

Updated October 2021