



Editorial Style Guide

5	Why a style guide?
5	Department of Marketing and Communications
6	KGI identity
6	Use of acronym vs full name
6	"Keck" vs "KGI"
6	KGI schools
6	Riggs School, SPHS, SOCM
7	Academic degrees
7	Abbreviations and style
8	Academic programs
8	Abbreviations and style
9	Acronyms
9	Professional organizations
11	Titles
11	Capitalizing
11	Titles before and after names
11	Second reference
12	Titles and job descriptions without a person's name
13	Punctuation
14	Open and closed
14	KGI style
15	Ampersands
15	Brackets
15	Bullet Points
15	Capitalization
17	Colons and semicolons
18	Commas
21	Ellipses
21	Exclamation points
21	Figures
21	Hyphens and dashes
24	Italics
26	Parentheses
26	Phone numbers
26	Possessives
26	Quotation marks

28	Wordplay
29	Abbreviations
29	Decades and ages
30	Internet terms and usage
30	Names
31	Names with doctorate degrees
31	Numbers
32	Time and dates
32	Word preferences
33	Gentle Reminders
34	Alumnus/alumna; alumni/alumnae
34	Assure/ensure/insure
34	Complement vs. compliment
34	Compose vs. comprise
35	Dangling phrases
35	Disinterested vs. uninterested
35	Essential and non-essential clauses
36	Historic
36	Imply vs. infer
36	Lectern vs. podium
37	More than/over; fewer/less
37	Most important vs. most importantly
37	Myriad vs. myriad of
38	Who vs. whom
38	Spelling demons
38	Social media posts
39	Resources
39	References
39	Online sources
39	Additional reading
40	Last words



The Basics

Why a Style Guide?

This guide is compiled for everyone at Keck Graduate Institute who produces communication pieces involving text for external audiences. Its goal is to promote the Institute through consistency in the way we present KGI—its programs and its people—so that the distinct mission of the Institute is clearly identified and understood. Consistent usage signals a coordinated effort and enhances brand recognition.

The guide provides easy access to answers for frequently asked questions about how to identify programs and people and about capitalization, punctuation, and grammar. Recognizing that style and usage evolve over the years (i.e., “email” was once commonly “e-mail”), we will periodically review and revise the guide as needed.

The guide cannot cover every possible question regarding style. The policies and procedures that establish KGI style are derived from The Gregg Reference Manual, Chicago Book of Style, APA style, and the Council for Advancement and Support of Education (CASE) style; Associated Press (AP) style is also used as a reference in some cases. For questions not addressed in this guide, please contact the Office of Marketing and Communications for assistance by emailing brand@kgi.edu.

By following the guidelines here, we will streamline the publication process and strengthen our identity program.

Department of Marketing and Communications

The department leads efforts to articulate the Institute’s mission and to strengthen as well as unify KGI’s messaging. It oversees and has final responsibility for the content and design of all external communications.

KGI Identity

As a young institution, KGI has had a relatively short time to establish its identity, unlike most comparable institutes and universities. Therefore, it is essential that we present a clear and consistent picture of KGI in our writings and publications:

Use of acronym vs full name

Keck Graduate Institute should always be referred to with the full name in first reference.

Thereafter, it can be referred to as “KGI” or the “Institute.”

“Keck” vs “KGI”

Never refer to KGI as “Keck,” as this does not differentiate KGI from other Keck-related programs and institutions, including the W.M. Keck Science Department within the consortium.

KGI Schools

Riggs School, SPHS, SOCM

Henry E. Riggs School of Applied Life Sciences (Riggs School)

- The Henry. E Riggs School of Applied Life Sciences should always be referred to with the full name in the first reference.
- Thereafter, it can be referred to as “Riggs School”.
- Never refer to the Riggs School as just “Riggs”.

School of Pharmacy and Health Sciences (SPHS)

- The School of Pharmacy and Health Sciences should always be referred to with the full name in the first reference.
- Thereafter, it can be referred to as “SPHS.”
- Never refer to SPHS as “School of Pharmacy” .

School of Community Medicine (SOCM)

- The School of Community Medicine should always be referred to with the full name in the first reference.
- Thereafter, it can be referred to as “SOCM”.

Academic Degrees

Abbreviations and style

Spell academic degrees as follows, with no periods:

BA (Bachelor of Arts)
BS (Bachelor of Science)
EdD (Doctor of Education)
JD (Juris Doctorate)
MA (Master of Arts)
MBS (Master of Business and Science)
MD (Doctor of Medicine)
MEd (Master of Education)
MEng (Master of Engineering)
MS (Master of Science)
PharmD (Doctor of Pharmacy)
PhD (Doctor of Philosophy)
PSM (Professional Science Master)
ScD (Doctor of Science)

Degrees can be expressed several ways. When referencing a degree using the full program name, use this style:

She holds a Master of Science degree.

When referencing a degree without its full program name, use the singular possessive form with no caps:

She earned her master's degree in engineering.

Degrees with class year after a name

List degree and class year as follows:

John Smith, MBS '07 (apostrophe faces left).

In text, add a comma after the class year:

John Smith, MBS '07, was on campus last week.

To indicate a KGI parent, use the following style:

David and Ruth Hsu P'12 (indicates class year of student).

If the Hsu's have two KGI students, add a comma and additional class year:

David and Ruth Hsu P'12, P'18 (in order of class year).

If a KGI class year is given alone, without naming the degree, do not use a comma after the name and the year:

John Smith '07 spoke at a reunion gathering.

Academic Programs at KGI

Abbreviations and style

Certificate in Bioscience Management (CBM)

Certificate in Applied Genomics (CAG)

Occupational Therapy Doctorate (OTD)

Doctor of Pharmacy (PharmD)

Doctor of Philosophy (PhD) in Applied Life Sciences

Master of Business and Science (MBS)

Master of Engineering in Biopharmaceutical Processing (MEng)

Master of Science in Applied Life Sciences (MS)

Master of Science in Community Medicine (MSCM)

Master of Science in Human Genetics and Genetic Counseling (MSGC)

Master of Science in Human Genetics and Genomic Data Analytics (MSGDA)

Master of Science in Medical Device Engineering (MSMDE)

Master of Science in Physician Assistant Studies (MSPA)

Master of Science in Regulatory Affairs

Master of Science in Translational Medicine (MSTM)

Postbaccalaureate Pre-PA Certificate (PPA)

Postbaccalaureate Premedical Certificate (PPC)

Acronyms

Include the acronym with the first mention of the organization or program; in further reference, the acronym alone may be used.

In a publication with headings and subheadings, the acronym need not be included with the initial heading but should be included with the first mention within the text.

Professional organizations

Commonly used acronyms:

AACP	American Association of Colleges of Pharmacy
AAPS	American Association of Pharmaceutical Scientists
ABC	Amgen Bioprocessing Center
ABCAB	Amgen Bioprocessing Center Advisory Board
ACCP	American College of Clinical Pharmacy
ACPE	Accreditation Council for Pharmacy Education
AMCP	Academy of Managed Care Pharmacy
APhA	American Pharmacists Association
APA	American Psychological Association
APhA-ASP	American Pharmacists Association Academy of Student Pharmacists
APPE	Advanced Pharmacy Practice Experiences
ASCB	American Society for Cell Biology
ASHP	American Society of Health-Systems Pharmacists
BOT	Board of Trustees
BPAT	Bioprocessing Professional Advancement and Training
CASE	Council for the Advancement and Support of Education
CDC	Center for Disease Control and Prevention
CGU	Claremont Graduate University

COH	City of Hope C
CPhA	California Pharmacists Association
FDA	Federal Drug Administration
5Cs	The five undergraduate Claremont colleges (not "5C's" or "5-Cs")
IPPE	Introductory Pharmacy Practice Experience
ISS	International Space Station
KGI	Keck Graduate Institute
MSKGI	Minerva Schools at KGI
NCPA	National Community Pharmacists Association foundation
NIH	National Institutes of Health
NORD	National Organization for Rare Disorders
PGY1	Post Graduate Year 1
PGY2	Post Graduate Year 2
PhRMA	Pharmaceutical Research and Manufacturers of America
PI	Principle investigator
PLS	Phi Lamda Sigma (Pharmacy Leadership Society)
PSM	Professional Science Master's programs
Rho Chi	Academic honor society in pharmacy
RPh	Registered pharmacist (credentials after names; non-PharmDs)
SSHP	Student Society of Health Systems Pharmacy
TCC	The Claremont Colleges
TMP	Team Master's Project
WASC	Western Association of Schools and Colleges

Titles

Capitalization

To cap or not to cap? Yes, when the title precedes the name. No, when it follows the name. The reason is that when a title appears before a person's name, it is seen as part of the name; when it appears after the name or on its own, it is seen as the name of the job and not the person. Thus:

KGI President Sheldon M. Schuster

Sheldon M. Schuster, president of KGI

Director of Career Services Angela Cossey

Angela Cossey, director of Career Services

Titles before and after names

However, do cap a title after the name when it is a named or distinguished professorship:

Angelika Niemz, Arnold and Mabel Beckman Professor

Sue Behrens, George B. and Joy Rathmann
Professor in Bioprocessing

When a title precedes the name, do not set off with commas:

It was up to Assistant Professor of Genetics
Barbara Bailus to approve the project.

However, when the name is subordinate to the position as the subject of the sentence, lower-case the position and set off with commas. If you can delete the name and the sentence still makes sense, use this method:

It was the assistant professor of genetics,
Barbara Bailus, who made the decision.

Second reference

Do not include "Assistant" or "Associate" when "Professor" is used in second reference.

Research Associate Professor Craig W. Adams

Second reference: Professor Adams

Assistant Professor of Clinical Sciences Julie Truong

Second reference: Professor Truong

Titles and job
descriptions without a
person's name

With an especially long title, preferred style is to place the title after the name:

Julie Truong, assistant professor of clinical sciences

When used in lists, on business cards or stationery, or otherwise set off from body copy, professional titles can be capitalized after the name.

Kelly Esperias
Vice President of Institutional Development

Do not cap a title or job description in text when used alone:

The dean is giving a speech this afternoon.
Let's hear what the president has to say.

Do not cap a job description when it is not an official title:

The task fell to coordinator Julie Masterson.
The administrative assistant, Josh Rutabaga, is not here today.

**"Trustee" is a descriptor, not a title.
Do not cap before the name.**

A trustee with honorary emeritus status is referred to as either "trustee emeritus" if male or "trustee emerita" if female.

The motion came to a vote called
by trustee Mitch Anderson.
The guest of honor was trustee
emerita Bonnie Anderson.

Professors with emeriti status should be identified as Professor Emeritus John Smith or Professor Emerita Jane Smith.



Punctuation

Open and Closed

There are different styles of punctuation—ranging from open to closed. In open punctuation, there are few punctuation marks (no serial comma and no commas in opening phrases, and no periods in abbreviations, for example). Closed punctuation uses commas and periods in a strict manner, i.e., the serial comma and periods in abbreviations. Either style is correct, depending on circumstances and choice.

However, in establishing style for an organization, it is important to establish clear guidelines to ensure consistency throughout all communications.

Examples of open punctuation:

John Smith PhD 74 is a native of Los Angeles CA.
In the afternoon he read the *New York Times* Jan 26 1964 edition.

Examples of closed punctuation:

John Smith, PhD '74, is a native of
Los Angeles, California.
In the afternoon, he read the *New York Times* January 26, 1964, edition.

KGI Style

KGI style is a combination of open and closed, developed to best serve KGI's communication needs. Here are some of KGI's distinguishing features, which are outlined in greater detail below:

- serial commas before "and" and "or" in a series
- no periods in academic degrees (PhD, PharmD, MD, BS, etc.)
- lower case (no capitalization) for titles used separately from a name
- no commas preceding "Jr.," "Sr.," and "Inc." (periods are included)
- "the Institute" (capped) in second reference to KGI

The following are areas that generate frequent questions about style and usage. Many are hard-and-fast rules of grammar; some incorporate KGI style.

Ampersand (&)

Use ampersands sparingly: primarily in official corporate names.

Do not use as a regular substitution for “and” unless necessary because of limited space.

Brackets []

Brackets are useful tools, particularly when you want to insert editorial comment or added information within a quotation. They can clarify, add emphasis, or indicate an error, among other uses.

The president said he would “agree to disagree with them [the board of trustees] on the housing issue.”

She said, “I’ve been here so long [since 1955] that I can’t remember what anything used to look like.”

He indicated he wanted “to clean house before new president [James Madison] takes over.”

Her final report said that “student mistake were [sic] the problem.”

Bullet points

Bullet points are handy tools to call attention to goals, steps, and results in a document. They can be an effective and efficient way to present information.

- When the point is a full sentence, cap the first word and end with period.
- When the point is not a full sentence, lower-case the first word and do not end with a period.
- Make sure all points are consistent in voice and style.

Capitalization

Less is often more. Text heavy with unnecessary capitalized words slows reading and often gives the capitalized words more emphasis than warranted. That said, there are many instances when caps are required.

Capitalize (cap) proper nouns, months, days of the week.

Do not cap the seasons (ex., fall or spring semesters)

Cap all words of four or more letters in book titles, lectures, presentations, etc., as well as "A" and "The" at the beginning of a title; cap all verbs in such titles, (ex., *To Be or Not to Be*).

Cap "Institute" in second reference to KGI when specifically meaning KGI.

Cap "The Claremont Colleges"—including "The" within a line of text:

She attended one of The Claremont Colleges.

KGI is a member of The Claremont Colleges.

Do not cap "web" or "website."

Do cap "Internet" but not "intranet."

Do not cap "state " in "the state of California" unless referring to the official government or state office:

She lived in the state of California.

The State of California Department of Motor Vehicles issues driver's licences.

Annual Fund is always capped, as are all official KGI programs.

Do not cap "black" or "white" when referring to race.

Do not cap the second part of a hyphenated word or term in a title or headline:

Self-promotion Runs Rampant in Business Circles
Pre-registration Hours

However, compound words in a title or headline are both capped:

Students Protest Parent-Teacher Conference

Official events are capped, such as "Commencement" when it refers to the ceremony itself, but not when used generically.

KGI's Commencement will be held in May.
She looked forward to her commencement in May.

Cap "Class," as in:

She graduates with the Class of 2016.

Cap specific geographical areas, such as the West, West Coast, the Bay Area, the Midwest, the East, and Southern California.

Do not cap "western" United States, "the third world," "upstate" New York.

Colons and semicolons

The colon can introduce a statement or example, signal the beginning of a long list, or highlight a word or phrase and the end of a sentence.

Use a colon before quotes of two or more sentences; use a comma before one sentence:

She said: "I love studying marketing and finance. I think I'll try for an MBS degree."

She said, "I love marketing and finance so much that I'll try for an MBS degree."

Capitalization after a colon

Cap the next word following a colon only if the word begins a complete sentence:

Research has exploded: This year, faculty received numerous new federal funding grants.

If the next words after a colon are a phrase or a list, do not cap.

He ordered the following at Walter's:
salada, lamb stew, and baklava.

Semicolons connect *and* separate at the same time—often called a “swinging gate.” A semicolon can be a better choice than a comma in some cases—a way to lend understanding to text—or an alternative to the frequently used dash.

Place colons and semicolons outside quote marks:

The speech is titled “How to Succeed at KGI by Really Trying”; it will be given at Commencement.

Spaces between sentences and following colons

Most people learned the “two spaces following a period” rule in archaic and following colons typing classes. Now, computers automatically add the necessary space between sentences. If allowed, double spacing can create a “river” of white space running through the text. The same rule applies to colons: follow with one space only.

Commas

KGI style is to use the serial comma (often called the Oxford comma) before “and” or “or” in a series. This adds clarity and is standard academic use. The omission of the serial comma is standard in journalism, mainly to conserve space.

Through education, training, and mentoring, the program prepares its students to thrive.

He wanted to include music, art, or dance with his science studies.

One good reason for embracing the serial comma is that it avoids ambiguous sentences, such as the following (with thanks to Mary Norris, author, *Between You & Me: Confessions of a Comma Queen*):

"The book is dedicated to my
parents, Ayn Rand and God."

Do not use a comma between the month and year if no day is given; include a comma for full dates:

August 2014

August 15, 2014

Set off years by commas when used in a full date:

She first saw KGI on January 3, 2013, during a rainstorm.

Set off states with commas when text continues.

KGI is located in Claremont, CA, in Los Angeles County.

Do not use a comma before a zip code in an address.

Use commas in a compound sentence (contains two or more independent clauses):

The consultant's advice was excellent, but the
company never gave his ideas a chance.

Do not use commas in a simple sentence:

She signed up for chemistry but not biology.

Commas with names,
titles, and corporations:

Set off degrees or certifications after a person's name with a comma; if the sentence continues after the degree, add a comma after the degree:

The test was completed by Jonathan Daniels, PhD.
Jane Roberts, PharmD, filed the paperwork.

Commas with essential/
nonessential
information

Do not use a comma with Jr. and Inc.:

John R. Smith is the father of John R. Smith Jr.; his grandson is John R. Smith III.

Wiley Coyote opened the box from Acme Inc.

Set off nonessential or nonrestrictive information with commas; do not use commas when information is essential or restrictive (see p. 24 for more information and uses of “that” and “which”).

Nonessential:

Her latest book on microbiology, My Favorite Bugs, is 800 pages.

Essential:

Her book *The End of Education* is a best seller.

Nonessential:

The firm's head of human resources, Marilyn Madison, is a former cheerleader for the Los Angeles Lakers.

Essential:

Head of human resources Marilyn Madison led her focus group in song during the breakfast meeting.

When multiple
adjectives describe a
noun

Separate adjectives with a comma when each independently describes a noun (the comma serves as a replacement for the word “and”):

The extensively researched, comprehensive term paper was nonetheless filled with grammatical errors.

(The extensively researched and comprehensive term paper...)

It was a long, turbulent, disruptive meeting.

(It was a long and turbulent and disruptive meeting)

Do not use a comma when it doesn't make sense to insert "and" between adjectives:

He left his large black attaché case on the plane.

The rigorous final chemistry exam counted for half of his grade.

Ellipses

Ellipses are spaced dots that indicate something has been omitted from text or a quotation. Use three dots if less than a sentence has been omitted. Add a period at the end of the ellipsis if a sentence or more has been omitted or if you are ending a sentence with an ellipsis. Do not add a space before or after an ellipsis.

Exclamation points

Use exclamation points sparingly and only to indicate true exuberance, shock, or delight. Too many diffuse the impact.

Figures

Use figures for numbers 10 and above and numbers within a series if half or more are 10 or above. Write out numbers from one through nine, unless accompanied in the same sentence by at least an equal number of figures:

The professor needed 13 chairs, 10 glasses, 14 pieces of string, and 6 volunteers for his experiment.

Judy ate 43 hot dogs with only 3 glasses of lemonade to win the contest.

Hyphens and dashes

As words and phrases are continually evolving—once separated, many are now linked—the best advice often is to check a recent dictionary for correct use of unfamiliar word combinations. However, here are some commonly hyphenated words and some guidelines:

- Two or more adjectives before a noun that act as one idea are connected with a hyphen, e.g., low-budget project, first-class seat, high-cost ticket, part-time job. **Note:** "part-time" is not hyphenated when used as follows: "His job is part time."

- Hyphenate words prefixed by ex-, self-, or all- and sometimes cross-.
Examples: ex-wife, self-promoting, all-encompassing, cross-examine.
- Do not use a hyphen after an adverb ending with “ly.”
Examples: a nicely prepared tart, a fully automated system, a recently unveiled pharmaceutical drug.
- Do not use a hyphen in a compound using a comparative or superlative adjective.
Examples: a more pleasing report, the best laid plans, a better run program.
- Do not use a hyphen in chemical terms.
Examples: a hydrogen peroxide mixture, a sodium nitrate solution.
- Do not use a hyphen in a modifier using a letter or numeral as the second element.
Example: a Type IV antibody.
- Do not hyphenate words beginning with anti, bi, co, counter, de, hyper, inter, mega, micro, mis, semi, over, and under.
- Use a hyphen when the second element is capped, as in un-American and non-English. Other exceptions arise when two vowels come together and require a hyphen for clarity. Examples: de-emphasize, anti-inflammatory anti-oxidant.
- Use a hyphen between words and prefixes for clarity: pre-enroll, un-American, re-creation (to distinguish from physical recreation)
 - Hyphenate “check-out” when used as an adjective.
When used as a verb, do not hyphenate:
He arrived right at check-out time.
She decided to check out the roommate across the hall.
- Use a hyphen when two words are used as an adjective to show the correct connection:
The class boasted 25 corporate-sponsored projects.
There were 70 first-year students at the party.
The school now has 20 research-active faculty.

Commonly hyphenated terms include:

four-year institution
question-and-answer
short- and long-term project
student-oriented research
first-year student

Do not use a hyphen in the following:

healthcare
life sciences (even when used as
an adjective for a program)
world class (as in "The program is world class."
However, "It is a world-class program" is correct.)
vice president
Asian American
service learning

**Use the unhyphenated version of a word if
recent dictionaries deem both correct usage.****Hyphen or slash?**

Whether a hyphen or a forward slash is used between two words is based on the relationship between the two entities. A hyphen joins, a slash separates. Think of the hyphen as a substitute for the word "and" and the slash as a substitute for "or." Therefore:

They had an excellent teacher-student relationship.
His room functioned as a bedroom/office.
The audio/visual department was defunct.
The Diagnosis-Treatment Department
served multiple purposes.

En dash

En dashes, so called because they take the space of the letter "n" in text, signify "up to and including." En dashes commonly connect numbers, such as "1999–2005."

Em dash

Em dashes take up the space of the letter “m” in text and set off or emphasize phrases or added information in text.

I was surprised—actually horrified—to read about it in the *Claremont Courier*.

Her brother—the one who swam the English Channel—couldn’t stand going to the local water park.

Do not use more than one set of em dashes in a sentence. Parentheses or commas can be used to set off other phrases or expressions.

Do not use spaces immediately before or after en and em dashes.

Inserting en and em dashes manually

- In an open Microsoft Word document, click Insert in the Menu bar.
- From the dropdown or side menu, click Symbol.
- If you don’t see the dashes there, click More Symbols.
- Find the appropriate dash in the character map, or just click on the special characters tab and they should be at the top.
- Click Insert.

Shortcuts to create en and em dashes

With Num Lock enabled, you can use the combination **CTRL + Minus** to create an en dash. (Minus is on the keypad.)

With Num Lock enabled, you can use the combination **CTRL + Alt + Minus** to create an em dash.

Italics**Titles of publications**

Italicize names of books, journals, newspapers, movies, magazines, and plays; however, do not italicize titles of religious texts, such as The Bible.

Do not italicize chapters of books or titles of talks or presentations; use quotation marks instead.

Do not italicize “the” in “the *New York Times*,” even though “the” is part of the official name.

Foreign languages

Italicize words in foreign languages, unless they are in common usage and well known.

The pills are to be taken ante cibum.

She graduated summa cum laude.

Italicize words to emphasis them; do not underline them for this purpose.

Correct: She always says that.

Incorrect: She always says that.

Latin honors

Do not italicize Latin honors: cum laude, magna cum laude, summa cum laude, or other foreign words that are common in English.

Scientific names

Italicize scientific names, both genus and species name; cap only the genus name:

Felis catus

In second reference, the genus name can be abbreviated to its initial:

F. catus

However, some genus names are so well known, such as *E. coli*, that the abbreviated form is always used.

Put the scientific name in parentheses when used with a common name:

“The domestic cat (*Felis catus*) is the second most popular pet in America.

Technical terms

Use italics to introduce an uncommon technical term; on second use, do not italicize.

Course titles

Course titles are capitalized; do not italicize or surround in quotes:

He is teaching Advanced Computer Language this semester.

Parentheses

When used within a sentence, place commas or periods outside the end paren.

When used alone, place the period within the end paren.

She came to the end of the sentence
(the one in the book).

He didn't know what hit him. (It was her left hook.)

Phone numbers

Write phone numbers as follows:

909.621.8000

(909) 621-8000 is also correct if used consistently throughout the document.

Possessives

Confusion can arise over whether or not to include “s” or the apostrophe alone when a word ends in an “s” sound (a sibilant). The key is to sound it out and let your ear decide.

Try this on “students’s agenda” The double “s” doesn’t sound right—too much hissing. So go with “students’ agenda.” Then try saying “Tess’s handbook.” The double “s” is necessary, as “Tess’ handbook” doesn’t work.

Quotation marks

Use quotation marks for direct quotes, articles, and features in periodicals, chapter titles, essays, speeches, lectures, papers, panel discussions, and television shows.

Commas and periods go inside quotation marks; all other punctuation marks (colons, semicolons, exclamation points, question marks, etc.) go outside quotation marks (unless the quote is a question):

“I don’t understand why you called on me,” she said.

He read Shirley Jackson's "The Lottery";
then he sold his rock collection.

Did he say, "I did it"?

"Have you seen *The Martian*?" she asked.

Double quotation marks are used for quoted words, phrases, and sentences within text. Single quotation marks are used within quotations.

When a quote contains more than one paragraph, begin all paragraphs with an opening quotation mark, but omit the quote mark at the end of the first paragraph and any subsequent paragraphs except the final one. For extensive quotes, indent the quoted text within the document and italicize without quote marks.

Limit quotation marks around words within text unless needed to either emphasize, indicate the word is a euphemism, or is a quoted word. Overuse can be "cutesy" and detract from the point of the writing (that was an approved use of quotes).

Example of overuse of quotes:

She was "nervous" and "distressed" about her exam.

Her "scrunchy" was an "affront" to her new haircut.



Wordplay

Abbreviations

Colleges and Universities

California Institute of Technology: Caltech (not Cal Tech)

California State University, Los Angeles: Cal State LA

California State University, Long Beach:
Cal State Long Beach

California State Polytechnic University,
Pomona: Cal Poly Pomona; CPP

Keck Graduate Institute: KGI

Massachusetts Institute of Technology: MIT

Oregon Health and Science University: OHSU

University of Southern California: USC (not SC)

University of California, Los Angeles: UCLA

University of California, Berkeley: UC
Berkeley, Berkeley, or Cal (informal)

University of California, Irvine: UC Irvine
(style for all UC campuses)

University of Massachusetts Amherst: UMass Amherst

Cities and states

Abbreviate states using standard postal abbreviations (e.g., CA, AZ, NY, DC) when city is included. Otherwise, spell out state name completely.

She was born in Oakland, CA.

She is a California native.

Los Angeles is abbreviated in second reference as L.A. LA, with no periods, is used only when that is part of an official name.

Decades and ages

Use "70s" for decades, not "the seventies" or "70s."

Wilbur's tie collection was a throwback to the '70s.

Do not include an apostrophe before the number when referring to age.

His lecture was remarkable for a person in his 90s.

Ages are spelled out and hyphenated when used as an adjective.

A sixty-five-year-old woman is a top student in the Team Master's Project.

However, do not use a hyphen in the following case:

He was fifty years old.

Use BCE (Before the Common Era) in place of BC:

He was born in 20 BCE.

Use AD to indicate years following year 1 of the Gregorian calendar and beyond.

Internet terms and usage Use

Use "web" and "website" without caps.

Do not use http:// in a website url unless necessary for linkage.

Check that all links are accurate and working before publication.

Spell "online" as one word when used as an adjective; on occasion, it can be two words:

He was part of the online community.

My PC is now on line.

Names in first and second references

Full names should be used in first reference. In second reference, unless references the publication or communication piece's tone is casual, use the appropriate honorific for each person: Dr. Keen, Professor Motyka, Ms. Burke, Mr. Lancelot, Miss Garbo. In casual communications, first names can be used in second reference. Reminder: Use "Dr." only if the person referenced has a doctoral degree; "Dr." and "Professor" are not interchangeable.

Names with doctorate degrees

AP Style only lists the honorific “Dr.” before a person’s name if they have a medical degree (i.e. Doctor of Medicine).

Our exception is that all people with a doctorate of some kind (e.g. PharmD, PhD) receive the honorific “Dr.”

This is only on the first mention; subsequent mentions refer to the person by his or her last name.

The honorific of “Dr.” is not listed if the person’s KGI degree year contains a doctorate, so as not to duplicate.

Dr. John Smith worked with Jane Doe, PharmD ‘19, in San Francisco. Both Smith and Doe have returned to KGI for an Industry Talk.

Numbers

In text, spell out whole numbers from one through nine and any number beginning a sentence; this excludes graphs and charts or for graphic design emphasis.

Spell out numbers that begin a sentence. Exception: calendar years, such as “2015 started out with a bang.”

For academic years, include all numbers: “2015–2016,” not “2015–16.” Exception: in a chart or graph with limited space. Use an en dash between years.

Percentages are given in numerals with the word “percent.”

The number is spelled out if it begins a sentence.

Alumni comprise 50 percent of conference attendance.
Fifty percent of those who attended were alumni.

Spell out and lower-case centuries.

The School of Pharmacy was founded in the twenty-first century.

Time and dates

Use “a.m.” and “p.m.” with periods and a space after the time following the hour. However, if the meaning is clear, abbreviations may be omitted:

His class began at 10:15 a.m.

His morning class began at 10:15.

Use “noon,” not 12 p.m., and “midnight,” not 12 a.m.

Do not use “th,” “nd,” or “rd” with dates:

Classes begin on September 30.

Word preferences

academic adviser, not advisor

believe, not feel, unless expressing emotion

database, not data base

flyer, not flier, in reference to a leaflet

healthcare, not health care

life sciences: in reference to the overall field

life science: in reference to one subject
or area, such as biology

titled, not entitled (unless the person truly is entitled to something)

toward, not towards; backward, not backwards



Gentle Reminders

Alumnus/alumna;
alumni/ alumnae

"Alumnus" or "alumna" does not always mean a graduate and should not be used interchangeably with "graduate." An alumnus or alumna may have attended KGI but not received a degree. Use "alumnus" to describe a male, "alumna" to describe a female. Multiple males are referred to as "alumni"; multiple females are referred to as "alumnae." If the group includes both male and female alumni, refer to them as "alumni," not "alumnae/i."

An alumnus of Harvard, he was in Cambridge for only one year, then entered his family business.

His sister, an alumna of Scripps College, has transferred to Pitzer College.

A large number of alumni attended the reunion dance.

Assure/ensure/insure

How can I assure you of my intentions?

How can I ensure you'll be on time?

I have had my new car insured.

Complement vs.
compliment

I think we really complement each other.

I'd compliment you more often if you'd shave that beard.

Compose vs. comprise

"Compose" can be both an active and passive verb; "comprise" can be only an active verb:

Correct: The committee comprised representatives from five countries.

Incorrect: The committee was comprised of representatives from five countries.

Correct: The jury was composed of ten women and two men.

Incorrect: The jury was comprised of ten women and two men.

Correct: Beethoven composed Eroica, his third symphony.

Dangling phrases

Make sure the subject of the opening phrase matches the subject of the main clause. Not checking this can create some amusing meanings and images:

Incorrect: Broken since 1963, the student finally fixed the clock.

Correct: Broken since 1963, the clock was finally fixed by the student.

Better yet, rewrite the sentence using an active verb:

The student finally fixed the clock, which had been broken since 1963.

Disinterested vs. uninterested

Disinterested means you are neutral or nonpartisan, not uninterested.

Essential and non-essential clauses (that vs. which)

There is an easy way to remember which word to use:

Use “that” when the clause is essential to the meaning of the sentence.

Use “which” when it adds information, but is not essential.

A simple test to determine whether a clause is essential or non-essential is to remove the clause from the sentence; if the basic meaning of the sentence remains, then the clause is not essential; if the essential meaning of the thought is disturbed, then the clause is essential.

Non-essential clauses are surrounded by commas and usually preceded by “which”

Essential clauses have no commas and are usually preceded by “that.”

Essential: The book that John wanted was out of stock at Huntley.

Non-essential: The professor's book on economics, which John hated, was the professor's first literary success.

Exception: You may choose to use “which” in place of “that” in essential clauses when “that” follows one or more times in subsequent clauses, thus avoiding two or three “that’s” in the same sentence:

The enormous book that we talked about last night which led to conversations that we had never had before is now a major motion picture.

Note: “Who” and “whom” are often used in both essential and non-essential clauses.

Essential: The man who came to dinner was my father.

Non-essential: The man, who couldn’t get away fast enough, skipped paying the check.

Essential: The woman for whom the book was named attended the signing event.

Non-essential: My mother, for whom the book was named never read it.

Historic

Use “a historic,” not “an historic.”

The “h” sound in “historic” makes the added “n” unnecessary, just as it does in “a history lesson” or “a hysterical situation.”

It was a historic occasion when Harry met Sally.

Imply vs. infer

The two words have opposite meanings and cannot be used interchangeably.

To “imply” is to suggest or hint at something; to “infer” is to make an educated guess.

She implied that their date had been a disaster.

He inferred that she wouldn’t go out with him again.

Lectern vs. podium

The speaker stands at a podium; she reads from a lectern.

Media

“Media” is plural and thus requires a plural verb. (The same applies to “data.”)

The media rarely cover academic conferences.

More than/over; fewer/
less

Use these terms interchangeably; the debate basically became mute in 2014 when the Associated Press announced both could have the same meaning.

Both correct:

She has more than 10 cantaloupes in her shopping cart.

Over 1,500 pigeons were released into the ballroom; everyone ducked.

However, “fewer” and “less” have distinctly different meanings and are not interchangeable. Remember, “fewer” is for things you count and modifies plural nouns. “Less” usually modifies singular nouns.

There were fewer books on the shelf after the earthquake.

She had less weight in her pickup truck than Sally had in hers.

Most important vs. most
importantly

“Most importantly” is entering mainstream usage (following “hopefully” and other adverbs as stand-alone phrases), but until such publications as the *New York Times* and the *New Yorker* embrace it, please use “most important” when you mean “it is most important.” Use “most importantly” to mean “in a most important manner.”

Most important, he wanted to complete his experiment before sundown.

His top hat marked him as a man who dressed most importantly.

Myriad vs. myriad of

Think of myriad as a synonym for “many” and you won’t go wrong.

Correct: The doctor had myriad diagnoses to ponder.

Incorrect: She had a myriad of complaints.

Who vs. whom (a special case)

Don't be fooled into thinking that you always use "whom" if the pronoun is the object of a preceding verb. When the pronoun is the subject of a phrase, it takes the "who" form:

Correct: She asked a question of whoever entered the room last.

Incorrect: She asked a question of whomever entered the room last.

Spelling demons

Even with spell check to come to the rescue, it's good to review the following commonly misspelled words:

acquiesce	lectern	reconnaissance
camaraderie	liaison	rhythm
Caribbean	millennium	siege
cemetery	occurrence	supersede
hemorrhage	pastime	thoroughfare
hors d'oeuvres	perseverance	threshold
inoculate	playwright	weird
judgment	ptomaine	

Social media (Twitter, Facebook, etc.)

Because of space (character) limitations and informal style, social media posts have their own set of rules. While basic grammar rules apply, social media allow the most "open" form of punctuation. This means no serial commas, fewer periods, and more use of abbreviations.

Posts should be upbeat, positive, clear, and concise, and always promote the interests and mission of KGI. Tone should be personal and relaxed, rather than have the formality of a news release.

Example:

Join us as Professor Jack Smith discusses germs, meds, and drugs from 2-4 p.m. on Tuesday in Building 535.

Resources

References

The Associated Press Stylebook

The Chicago Manual of Style

The Elements of Style by Strunk and White

The Gregg Reference Manual by William A. Sabin

Online sources

qickanddirtytips.com

thepunctuationguide.com

grammarly.com

Additional reading

Between You & Me: Confessions of a Comma Queen by Mary Morris

The Glamour of Grammar by Roy Peter Clark

The Only Grammar Book You'll Ever Need by Susan Thurman

Last Words

Correct spelling and grammar and lively, artful prose are important in telling the KGI story. However, we've all grown up with some unenforceable rules that can make our writing stilted. Feel free to do the following:

Split infinitives

Arguably, the most famous example of a split infinitive is *Star Trek's* "to boldly go where no one has gone before." Now, who would dare change that? Don't hesitate to split infinitives when it sounds better to do so, as in "to scientifically illustrate," rather than "to illustrate scientifically."

End a sentence with a preposition

Again, a famous example: "That is something up with I would never put."

Relax and use: "That is something I would never put up with."

Begin a sentence with "but" or "and."

This style can be overused and often is.

But it is often an effective way to emphasis an alternate viewpoint or situation.

She always said she loved me. And she meant it.

Have fun with language, and do it with style.