

Oct. 20, 2021

V.3

Lake Michigan College Style Guide

Lake Michigan College: Always use Lake Michigan College on first reference. LMC or the College is acceptable on subsequent references. Red Hawks should primarily be used as subsequent references when speaking about athletic teams.

- LMC is preferred as second reference.
- Capitalize College when referencing LMC directly
Example: The College will reopen campuses on May 11.
- Lowercase college when speaking in general terms.
Example: To find out when to apply for college courses, contact 555-5555.
- Red Hawks should primarily be used in reference to athletic teams.

Example: The Red Hawks led the conference in rebounding.

1. *Exceptions include informal communications when referencing the student body as a whole, admissions communications with students meant to elicit a sense of community, etc.*

Example: Thanks, and Go Red Hawks!

Campuses: Only use Benton Harbor Campus, South Haven Campus, Niles Campus or Allegan Technology Center when referencing specific locations. Campus should be capitalized on first reference and lowercase on subsequent references.

- Benton Harbor Campus
Correct: The Welch Center for Wine & Viticulture is located on LMC's Benton Harbor Campus.
Incorrect: The Welch Center for Wine & Viticulture is located on LMC's Napier Campus.

- South Haven Campus
Correct: The event is held annually at LMC's South Haven Campus.
Incorrect: The event is held annually at LMC's South Haven location.
- Niles Campus
Correct: LMC's Niles Campus will be the home for the new trucking program.
Incorrect: LMC at Bertrand Crossing will be the home for the new trucking program.

Building names: Avoid using “the” in front of building names when possible. If it is unavoidable, the word “the” should only be capitalized at the beginning of a sentence.

- Welch Center for Wine & Viticulture on first reference. Welch Center on subsequent references.
- Mendel Center on first reference. Mendel can be used in subsequent references.
 - i) Mendel Center Hanson Theatre. Hanson Theatre on subsequent references
 - ii) Mendel Center Mainstage Theatre. Mainstage on subsequent references.
 - iii) Mendel Center Grand Upton Hall. Grand Upton Hall on subsequent references.
- Beckwith Hall. Beckwith on subsequent references.
- Hanson Technology Center. Do not shorten to Tech.
- Fab Lab
- Todd Center
- Academic and Student Affairs Center. Replaces Main Building.

Athletics

Sports: Men’s Basketball, Women’s Basketball or Men’s and Women’s Basketball; Men’s Soccer, Women’s Soccer or Men’s and Women’s Soccer; Men’s Cross Country, Women’s Cross Country, Men’s and Women’s Cross Country, Baseball, Softball, Volleyball

- No gender ID is needed when referencing Baseball, Softball, or Volleyball teams or programs since baseball is designated as a men's sport and softball as a women's sport in this context. LMC only offers a women's volleyball program so the use of women is not necessary.
- Cross Country not cross-country. Do not hyphenate. Although AP differs from this, Websters and most schools, colleges and universities and leagues have kept Cross Country as two words and forgoing the hyphen, which AP adopted in 2008.
- Capitalize sport name only in reference to the team or program on first reference with the full name of the school.
Correct: Lake Michigan College's Men's Soccer Team has hired a new coach.
Incorrect: Lake Michigan College men's soccer team has hired a new coach.
Incorrect: LMC's Men's Team has hired a new soccer coach.
- Use Red Hawks or LMC in subsequent references. No other gender designation is needed.
Correct: The Red Hawks improved to 5-3 on the season with the win.
Correct: LMC improved to 5-3 with the win.
Incorrect: The Lady Red Hawks improved to 5-3 with the win.
Incorrect: LMC's men's team improved to 5-3 with the win.

AP Style

AP Style: LMC employees should use Associated Press Style for all internal and external communication unless it contradicts with what is outlined in this guide. You can access the AP Style Guide here:

<https://www.apstylebook.com/>

User name: lakemichigancollege Password: LMC*apstylebook

The following are common AP Style guidelines to be used in LMC communications.

Time/Date/Place: Always in that order.

Example: 1 p.m. Saturday, April 18, LMC's Hanson Technology Center on the Benton Harbor Campus.

Abbreviations and acronyms: A few universally recognized abbreviations are required in some circumstances. Some others are acceptable, depending on the context. But in general, avoid alphabet soup. Do not use abbreviations or acronyms that the reader would not quickly recognize. Abbreviations and most acronyms should be avoided in headlines. Some general principles:

- **Before a name:** Abbreviate titles when used before a full name: Dr., Gov., Lt. Gov., Rep., the Rev., Sen. and certain military designations. For guidelines on how to use titles, see courtesy titles; legislative titles; military titles; religious titles; and the AP entries for the most commonly used titles.
- **After a name:** Abbreviate junior or senior after an individual's name. Abbreviate company, corporation, incorporated and limited when used after the name of a corporate entity. See entries under these words and company names. In some cases, an academic degree may be abbreviated after an individual's name. See academic degrees.
- **With dates or numerals:** Use the abbreviations A.D., B.C., a.m., p.m., No., and abbreviate certain months (Jan., Feb., Aug., Sept., Oct., Nov., Dec.) when used with the day of the month.

Example: In 450 B.C.; at 9:30 a.m.; in room No. 6; on Sept. 16.

Academic Degrees: 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: Fatima Kader, 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. Also: an associate degree (no possessive).

Academic Departments: Use lowercase except for words that are proper nouns or adjectives: the department of history, the history

department, the department of English, the English department, or when department is part of the official and formal name: University of Connecticut Department of Economics.

ACT: Use only the initials in referring to the previously designated American College Testing.

Addresses: Use the abbreviations Ave., Blvd. and St. only with a numbered address: 1600 Pennsylvania Ave. Spell them out and capitalize when part of a formal street name without a number: Pennsylvania Avenue. Lowercase and spell out when used alone or with more than one street name: Massachusetts and Pennsylvania avenues.

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

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

Advanced Placement courses and exams: College-level high school courses and exams offered in high school. AP classes and AP exams are acceptable on second reference.

Alumnus, Alumni, Alumna, Alumnae: Use alumnus (alumni in the plural) when referring to a man who has attended a school. Use alumna (alumnae in the plural) for similar references to a woman. Use alumni when referring to a group of men and women.

Ampersand: Use the ampersand when it is part of a company's formal name or composition title: House & Garden, Procter & Gamble, Wheeling & Lake Erie Railway.

a.m., p.m.: Lowercase, with periods. Avoid the redundant 10 a.m. this morning.

Call letters, call sign: Use all caps. Use hyphens to separate the type of station from the base call letters: WBZ-AM, WBZ-FM, WBZ-TV.

If a station is widely known in the market by a nickname, and we wish to use the nickname because it's more familiar or because of station

preference, use the call letters as well: "The report on Fox 59 (WXIN-TV) comes six weeks after ..."

cancel, canceled, canceling, cancellation

Capitalization: In general, avoid unnecessary capitals. Use a capital letter only if you can justify it by one of the principles listed in the AP Stylebook or Webster's New World College Dictionary.

Chairperson, chair or co-chair: Preferred over chairman or chairwoman. Capitalize as a formal title before a name: company Chairperson Henry Ford, committee Chair Margaret Chase Smith. Do not capitalize as a casual, temporary position: meeting co-chair Robert Jones.

Coronavirus, COVID-19: As of March 2020, referring to simply the coronavirus is acceptable on first reference in stories about COVID-19. While the phrasing incorrectly implies there is only one coronavirus, it is clear in this context. Also acceptable on first reference: the new coronavirus; the new virus; COVID-19.

Dates: Always use Arabic figures, without st, nd, rd or th.

Days of the week: Capitalize them. Do not abbreviate, except when needed in a tabular format: Sun, Mon, Tue, Wed, Thu, Fri, Sat (three letters, without periods, to facilitate tabular composition).

Dean: Capitalize when used as a formal title before a name: Dean John Jones, Deans John Jones and Susan Smith. Lowercase in other uses: John Jones, dean of the college; the dean.

Dean's list: Lowercase in all uses: He is on the dean's list. She is a dean's list student.

Diversity, Equity and Inclusion: DEI is fine on second reference.

Email: no hyphen needed.

Gender and sexuality: Gender is not synonymous with sex. Gender refers to a person's social identity, while sex refers to biological characteristics. Not all people fall under one of two categories for sex or

gender, according to leading medical organizations, so avoid references to both, either or opposite sexes or genders as a way to encompass all people. When needed for clarity or in certain stories about scientific studies, alternatives include men and women, boys and girls, males and females.

Language around gender is evolving. Organizations outside AP may need to make decisions, based on necessity and audience, on terms that differ from or are not covered by the AP's specific recommendations. For instance, the AP recommends the terms sex reassignment or gender confirmation for the medical procedures used for gender transition, while some groups use other terms, such as gender affirmation or sex realignment. For guidance on pronouns, see they, them, their.

Some frequently used terms and definitions:

- **Asexual:** Describes people who don't experience sexual attraction, though they may feel other types of attraction, such as romantic or aesthetic. Not synonymous with and does not assume celibacy.
- **Bisexual:** Describes people attracted to more than one gender. Some people prefer pansexual, which describes people attracted to others regardless of their gender. The shortened version bi is acceptable in quotations.
- **Cisgender:** Describes people whose gender identity matches the one they were assigned at birth; that is, not transgender. Explain if necessary. Do not use terms like normal to describe people who are not transgender. Not synonymous with heterosexual, which refers to sexual orientation.
- **Gay, lesbian:** Used to describe people attracted to the same sex, though lesbian is the more common term for women. Preferred over homosexual.
- **Gender-nonconforming (adj.):** Acceptable in broad references as a term for people who do not conform to gender expectations. The group is providing scholarships for gender-nonconforming students. When talking about individuals, be specific about how a

person describes or expresses gender identity and behavior. Roberta identifies as both male and female.

- **Heterosexual (n. and adj.):** In males, a sexual orientation that describes attraction to females, and vice versa. Straight is acceptable. Transgender people can be heterosexual.
- **Homosexual (adj.), homosexuality (n.):** Refers to the sexual orientations of gay and/or lesbian. Gay and lesbian is preferred as an adjective; homosexuality is acceptable when an umbrella term is needed. Avoid homosexual as a noun.
- **LGBT, LGBTQ (adj.):** Acceptable in all references for lesbian, gay, bisexual and transgender, or lesbian, gay, bisexual, transgender and questioning and/or queer. Use of LGBT or LGBTQ is best as an adjective and an umbrella term.
- **Nonbinary.** People are nonbinary if their gender identity is not strictly male or female. Not synonymous with transgender.
- **Pronouns:** Do not presume maleness in constructing a sentence by defaulting to he/his/him. Usually it is possible, and always preferable, to reword the sentence to avoid gender. In most cases, a plural pronoun such as they, them or their should agree in number with the antecedent: The children love the books their uncle gave them. They/them/their is acceptable in limited cases as a gender-neutral pronoun, when alternative wording is overly awkward or clumsy. However, rewording usually is possible and always is preferable. Clarity is a top priority; gender-neutral use of a singular they is unfamiliar to many readers. Use the person's name in place of a pronoun, or otherwise reword the sentence, whenever possible. If they/them/their use is essential, explain in the text that the person prefers a gender-neutral pronoun. Be sure that the phrasing does not imply more than one person.
- **Same-sex marriage:** The preferred term over gay marriage, because the laws generally don't address sexual orientation. In places where it's legal, same-sex marriage is no different from other marriages, so the term should be used only when germane and needed to distinguish from marriages between male-female heterosexual couples.

- **Transgender (adj.):** Describes people whose gender identity does not match the sex they were identified as having at birth. Does not require what are often known as sex reassignment or gender confirmation procedures. Identify people as transgender only if pertinent, and use the name by which they live publicly. Bernard is a transgender man. Christina is transgender. The shorthand trans is acceptable on second reference and in headlines: Grammys add first man and first trans woman as trophy handlers. Do not use as a noun, such as referring to someone as a transgender, or use the term transgendered. Do not use the outdated term transsexual. Use the name by which a transgender person now lives. Refer to a previous name, sometimes called a deadname, only if relevant to the story.

GPA: Acceptable in all references for grade-point average.

Highway designations: Use these forms, as appropriate in the context, for highways identified by number: U.S. Highway 1, U.S. Route 1, U.S. 1, state Route 34, Route 34, Interstate Highway 95, Interstate 95. On second reference only for Interstate: I-95.

Holidays: Capitalize them: New Year's Eve, New Year's Day, Groundhog Day, Easter, Hanukkah, etc. The federal legal holidays are New Year's, Martin Luther King Jr. Day, Washington's Birthday, Memorial Day, Independence Day, Labor Day, Columbus Day, Veterans Day, Thanksgiving and Christmas.

ID: Acceptable abbreviation for identification, including ID card.

Languages: Capitalize the proper names of languages and dialects: Aramaic, Cajun, English, Gullah, Persian, Serbo-Croatian, Yiddish.

Livestream, livestreaming: One word in all uses.

Michigan: Abbreviate Mich. in datelines only; spell out in stories.

Months: 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.

Examples: January 2016 was a cold month. Jan. 2 was the coldest day of the month. His birthday is May 8. Feb. 14, 2013, was the target date. She testified that it was Friday, Dec. 3, when the crash occurred.

Names: In general, use only last names on second reference. When it is necessary to distinguish between two people who use the same last name, generally use the first and last name on subsequent references. Generally, use the name a person prefers: Thomas or Tom, depending on preference; Martine McCarthy Chang may prefer McCarthy Chang or Chang on second reference. In general, call children 15 or younger by their first name on second reference. For ages 16 and 17, use judgment, but generally go with the surname unless it's a light story. Use the surname for those 18 and older.

Numerals: In general, spell out one through nine: *The Yankees finished second. He had nine months to go.* Use figures for 10 or above and whenever preceding a unit of measure or referring to ages of people, animals, events or things

Use figures for:

- Academic Course Numbers: History 6, Philosophy 209.
- Addresses: Spell out numbered streets nine and under. See addresses.
- Ages: a 6-year-old girl; an 8-year-old law; the 7-year-old house. Use hyphens for ages expressed as adjectives before a noun or as substitutes for a noun. A 5-year-old boy, but the boy is 5 years old. The boy, 5, has a sister, 10. The race is for 3-year-olds. The woman is in her 30s. 30-something, but Thirty-something to start a sentence.
- Centuries: Use figures for numbers 10 or higher: 21st century. Spell out for numbers nine and lower: fifth century. (Note lowercase.)
- Dates, years and decades: Feb. 8, 2007, Class of '66, the 1950s.
- Distances: He walked 4 miles. He missed a 3-foot putt.
- Mathematical use: Multiply by 4, divide by 6. He added 2 and 2 but got 5.

- Millions, Billions, Trillions: Use a figure-word combination. 1 million people; \$2 billion, NOT one million/two billion. (Also note no hyphen linking numerals and the word million, billion or trillion.)
- Monetary units: 5 cents, \$5 bill, 8 euros, 4 pounds.
- Rank: He was my No. 1 choice. (Note abbreviation for "Number"). Kentucky was ranked No. 3. The band had five Top 40 hits.
- School grades: Use figures for grades 10 and above: 10th grade. Spell out for first through ninth grades: fourth grade, fifth grader.
- Speeds: 7 mph, winds of 5 to 10 mph, winds of 7 to 9 knots.
- Sports scores: The Dodgers defeated the Phillies 10-3.
- Temperatures: Use figures, except zero. It was 8 degrees below zero or minus 8. The temperature dropped from 38 to 8 in two hours. See temperatures.

Online: One word in all cases for the computer connection term.

Organizations and Institutions: Capitalize the full names of organizations and institutions: the American Medical Association; First Presbyterian Church; General Motors Co.; Harvard University, Harvard University Medical School; the Procrastinators Club; the Society of Professional Journalists.

Use lowercase for internal elements of an organization when they have names that are widely used generic terms: the board of directors of General Motors, the board of trustees of Columbia University, the history department of Harvard University, the sports department of the Daily Citizen-Leader.

Ph.D.: The preferred form is to say a person holds a doctorate and name the individual's area of specialty. See [academic degrees](#) and [doctor](#).

Q&A format: Use Q&A within the body of a story.

Room numbers: Use figures and capitalize room when used with a figure: Room 2, Room 211.

SAT: Use only the initials in referring to the previously designated Scholastic Aptitude Test or the Scholastic Assessment Test. Example: The students scored above average on the SAT.

Team: Use singular verb and pronoun "it" when referring to the team as a collective unit. However, the team name takes a plural verb: *The Orlando Magic are close to setting a franchise record.*

Telephone numbers: Use figures. The form: 212-621-1500.

Transfer, transferred, transferring

T-shirt: Acceptable to use tee on subsequent references.

URL: Acceptable in all references for Uniform Resource Locator, an internet address.

U.S.: The abbreviation is acceptable as a noun or adjective for United States. In headlines, it's US (no periods).

Video on demand: Spell it out; do not use VOD.

Virtual reality, augmented reality: Virtual reality is a computer-generated simulation of an interactive, three-dimensional environment. Virtual reality experiences typically require the use of headsets, hand-held controllers and other electronic equipment that allow a person to interact with the simulation. A similar concept, augmented reality, involves the projection of interactive computer-generated images into a person's real-world surroundings. VR and AR are acceptable on second reference.

waitlist (n.) wait-list (v.)

website: Also, webcam, webcast, webpage, webfeed, the web.

Wi-Fi: For the wireless networking standards.

YouTube: A video-sharing network owned by Google.