

PUBLICITY AND MEDIA RELATIONS

The Public Relations Office is responsible for informing external audiences, through the media in most instances, of the on-going policies and operations of the University. This includes announcements of University news and upcoming events associated with the University, as well as responses to media inquiries.

It is the office's job to devise and carry out programs that will gain wide and favorable interpretation of these policies and operations.

The tools used to accomplish this task include press releases, feature stories, advertisements, press conferences, frequent contact with representatives of newspapers and magazines, radio and television stations, and the World Wide Web.

The Public Relations Office is ready to assist faculty/staff members in publicity efforts. The office can also assist in arranging interviews and other contacts with the media (newspaper, radio and TV) and the Web. In general faculty/staff are encouraged to use the Public Relations Office's resources as much as possible, but going through this office is not a necessary condition for communication with the media, so long as a faculty/staff member is speaking as a citizen and not as a spokesperson for the University. The mere identification that one is an employee of the University does not make one a spokesperson for the University. Each faculty/staff member is reminded that he/she has special obligations in communicating with the media as a citizen: to be accurate, to show respect for the opinions of others and to make every effort to indicate that he/she is not an institutional spokesperson.

When a faculty/staff member is speaking as a spokesperson for the University, all contact with the media should be routed through the Public Relations Office.

All campus publications intended for an audience outside the campus community should be routed through the Public Relations/Publications Office. The Publications Office has final approval for all of these "external" publications. This policy ensures all campus publications have a common "look" and they adhere to any University, state or federal requirements for certain publications.

All display advertising must go through the Public Relations Office.

It is the University policy that all media inquiries on University activities must be reported to the Public Relations Office. The Public Relations Office is solely responsible for preparing "official" University responses to the media.

News Releases/Public Service Announcements (PSAs)

News releases announce an event, program offering, faculty or student accomplishment or appointment. All of our releases are typed double-spaced and are approximately one to two pages long. Timing is crucial for sending releases (editors like to receive them two weeks in advance of an event), so we like to have the information from three to four weeks prior to the event (or the reply deadline) in order to write, print and properly prepare a mailing.

Release information should include:

1. name of program/event to be publicized
2. description of program or event (include unique aspects, if any)
3. time (day, date, hour(s))
4. site (building, room)
5. sponsoring organization/department
6. cost (including if free for students, faculty/staff, senior citizens or other special considerations)
7. person responsible for planning (name, title, department, home and work phones)
8. official contact (if different from above) and phone number
9. how to register, obtain tickets

To publicize a faculty/staff member's accomplishment please send a brief description of the award or accomplishment to the PR Office.

To publicize an individual student's accomplishment have the student stop by the PR Office to fill out a hometown form and have a photo taken.

Information on student accomplishments or presentations can be sent to the PR Office in two ways: 1)

send us the student's name, address, phone number and a brief description of the accomplishment; or 2) give us a call and we will send you a "hometown" form to be completed by the student and on which a brief description of the accomplishment can be attached (or you can have the student come to the PR Office and fill out a "hometown" form). For group accomplishments (honor society inductions, orientation programs, performances) call the PR Office and we will send you "hometown" forms to be completed by the students and returned to the PR Office.

The electronic media frequently air announcements of local events and programs as a public service. The PSA is a brief description of a program or event listing the basic who, what, when, where and how information. We write the PSA from the information provided for the press release.

Our Audience

Our mailing lists for press releases, public service announcements and weekly newsletter include all Eastern Shore daily, weekly and monthly publications; local and regional television and radio stations; and major Baltimore, Washington and Wilmington newspapers. The *SU News* is distributed to approximately 250 friends of the University.

PSAs are sent to public affairs directors at television and radio stations. Articles on student accomplishments are sent to their hometown newspapers.

Feature Coverage

Often an event or announcement will lend itself to feature coverage or to a television or radio interview. If you call us with the information, we will contact a feature editor, reporter or assignment desk editor to gauge interest.

Press Conferences

On rare occasions, it's necessary to call a press conference. PR is responsible for scheduling the event, informing the media and campus community, and preparing press packets with essential information.

Media Requests

The PR Office belongs to a media clearinghouse service called Profnet. The office receives national print and electronic media requests on a daily basis and in turn forwards requests to faculty and staff whose expertise coincides. If you receive a request from our office, your assistance would be greatly appreciated.

A Few Words About Troubleshooting

PR should be notified immediately of any problems or potential problems on campus. The media need to be able to rely on one official voice for the University. The director of public relations, the president or another designated administrator is that official voice. The media expect this service and will call PR for confirmation or denial of a rumor or problem.

We're not looking for trouble, but if it's there, we need to know about it.

Advertising

Public Relations handles all display advertising. A work order with account code should be sent with following information: what, when and where, and who is sponsoring the event.

All classified ads are handled through Human Resources Office.

The Inside Story

The ***SU News*** is a weekly, in-house newsletter published by PR which includes faculty, staff and community news; University policy statements; and campus events and announcements. Send your news to Christine Smith in the Publications Office by noon on Thursday for publication the following Thursday.

The ***eSU News*** is an electronic campus newsletter sent out daily, as needed, to the entire campus

community. Send applicable news to Christine Smith at cbsmith@salisbury.edu.

The Flyer is the weekly student newspaper. If you have information or story ideas, get in touch with the editor, 410-543-6191, or drop off information at the *Flyer* Office, Guerrieri University Center Room 229. PR treats *The Flyer* as an external news source so the editor routinely receives all press releases.

MAX, a campus community electronic bulletin board that broadcasts on cable Channel 11, routinely receives all PSAs generated by Public Relations.

WSUR is the on-campus student radio station housed in the Guerrieri University Center; **WSCL** is the on-campus National Public Radio affiliate and classical music radio station housed in Caruthers Hall. Both are treated as external news sources.

Channel 26 is public access television.

The **Web site** is produced, organized, supervised and maintained by the University's Webmaster. The Public Relations Office maintains the sports Web site, an electronic cultural affairs Web calendar and the News and Events Web page, which highlights upcoming events and notable University happenings as well as links to all press releases generated by the office. Web calendar events are linked to corresponding press releases.

PUBLICATIONS OFFICE

A strong visual identity system offers Salisbury University advantages: it helps unify and strengthen the University and projects an image of excellence and cohesiveness that is important in attracting high quality students and faculty. It is for these reasons all publications representing the University to off-campus publics must come through the Publications Office. It is our goal to provide you with the best possible product in a timely and cost-efficient manner.

The Publications Office provides total printing and design solutions, whether you have a large four-color publication or a simple one-color flyer. Our staff of professional designers, writer/editor and desktop publishing specialists works with the Copy Center or external printers.

Publications designs on Macintoshes. Software includes PageMaker 6.5, QuarkXPress 4.1, Photoshop 6 and FreeHand 9. The Macs are able to read PC disks created in WordPerfect and Microsoft Word.

Overview of Services

- design
- writing and editing
- printing and copying – color and black/white
- general advice and information on publications
- illustration
- preflighting disks (from other departments)
- publishing lab manuals and course packets
- scanning photos for students and faculty
- producing color copies and transparencies for students and faculty
- outputting student and faculty jobs from disks or the network.
- burning CDs

See the “Pricing Schedules” in the back of this guide for more information.

Procedures for Projects Designed by Publications Office

The Publications Office serves some 152 departments and offices which in 2001-02 generated over 900 work requests. To meet such production requests on deadline, planning and scheduling are critical.

In the event job requests exceed Publications’ ability to complete requests in a timely and creative manner, it may be necessary to contract design services off campus. Priority is given to student recruitment pieces and University Advancement.

PLANNING

As soon as your department determines it requires a publication (even if dates, content, budget, etc. are incomplete). Call or send a work order to the Publications Office indicating when copy and art/photos will be available. Also specify deadline for delivery of your job.

Printing Off Campus - All elements should be in Publications’ hands at least **two months** in advance of deadline (one week for planning, two weeks for design, four weeks for printing and one week for problems).

On-Campus Copying- (Docutech 6180, DocuColor 40 or DocuPrint 4850) all elements should be in Publications’ hands two to three weeks in advance of date requested.

For jobs requiring marketing analysis, theme development and extensive writing the planning can be extended to six months.

A **completed work order** must accompany the job.

EDITING , COPY PREPARATION AND WRITING

Editing can simply involve a spelling correction or be as complex as a total rewrite. If editorial questions arise or if there is a need for more than minimal copy revision, the editor will consult with the client. Editorial assistance is available at no charge. To make the editing job as efficient as possible, please submit all copy on disk, on Zip or by e-mail with hard copy no matter what method you choose. **DO NOT** submit copy laid out in the design you want the publication to reflect. You should create a mock-up or dummy reflecting your organization/placement ideas (e.g., Copy A here, Copy B here, etc.). Make sure you have secured permission for copyrighted material (text and photos).

Assistance with writing copy for publications is also provided. Given availability, an on-staff writer may help compose copy or we will contract with a free-lance writer. This service is an additional cost and varies with the free-lancer.

The Public Relations and Publications offices use *The Associated Press Stylebook* with a few modifications for all publications to maintain consistency and quality in University presentations.

See "Copyright Guidelines" and "Style Guide" in the back of this guide.

SUBMITTING ELECTRONIC COPY

Keying your copy on a computer ensures accuracy and saves time and money. Our editor accepts files created in Microsoft Word. The following steps will streamline the process:

1. Use your spell check feature and carefully proofread your document before submitting it on disk or by e-mail.
2. Hard copy (print out) should accompany your disk, Zip or e-mail.
3. Simplicity is the key for electronic transmission. The **designer will format** your document. Any attempt to preformat your copy using multiple spaces or tabs, indents, columns, justification or other complex functions will add instead of save design time.
4. Make a backup copy of the disk for your files.

DESIGN

Design is the plan behind the final product. It is the creation of order and beauty out of a chaos of pictures, copy, headlines and white space. In this process the designers make a series of decisions as to size, medium, typography and art based on the information provided. This is why it is critical to the design that all the elements be provided when the job is submitted. Art or photography used in the design can be done by Publications or provided by the client. Expenses for photography and custom art is additional in the total cost of producing the job.

PUBLISHING

Publishing is done on the Macintosh using a variety of software such as PageMaker, QuarkXPress, Photoshop and FreeHand. Any preferences should be discussed during the design stage to save time and money. After the design is complete the requesting department will be contacted to proof the job and sign a *Here is Your Proof* form. This form approves the job for printing.

PRINTING

Printing is done internally in the Copy Center on the Docutech 6180, the DocuColor 40 or the DocuPrint 4850 or off campus at independent print shops. Time, design factors and budget determine whether a job is Xeroxed internally or offset at the printers. Time factors vary according to print location. Copy Center usually takes five working days for completion. Print shops request at least 10 working days.

BID PROCESS

All external jobs must go through the bid process, which can take from two days to three weeks depending on the cost of the job. Bids are sent to at least three vendors for achieve the best price. This time is in addition to printing time. Planning and designing represent additional time.

Projects Created by Other Departments and Offices

The Publications Office will produce jobs that have been written and composed by other campus departments and offices. Jobs directed to internal campus audiences will be proofread at **no charge** and produced per the originating department/office's instructions. All jobs directed to external publics **must**

be reviewed by Publications; depending upon whether such jobs meet University standards, they may be produced as-is or may be re-created at the originating department/office's expense. If you are creating the job electronically check with the Publications Office for software compatibility.

Color Copier Procedures

The Publications Office and the Copy Center provide color Xerox service to all faculty, staff and student organizations on campus. This service includes color Xerox of graphs, charts, photos (from prints and slides), art work, etc., onto paper or transparencies. Copying may require the Federal Copyright Act Form (i.e. books, magazines).

If the job is produced from hard copy, the job can go directly to the Copy Center. If on disk the job should be directed to the Publications Office. To print from disk, the format must be in one of the following programs: PageMaker, FreeHand, Illustrator, Photoshop, QuarkXPress, PowerPoint, Excel, Word or Publisher and must include fonts (screen fonts and printer fonts), original files and EPS or TIF files, etc. Images can be enlarged or reduced from 50 to 400 percent of original size. The service is on first-come, first-served basis.

For pricing structure see the schedules in the back of this guide, or call the Publications Office at 410-548-2500.

Manual/Course Packet Procedures

Copy Center now offers binding and packaging, thereby producing a finished product to be sold in the University bookstore. Paperwork and billing procedures require only ONE work order directed to the Publications Office, which plans, coordinates, arranges for delivery and bills the project.

Planning

- 1- Complete an adoption form from the University bookstore indicating the project is being published in house (usually early April for the fall semester and early November for the spring semester). This is important even if you are not sure of its contents so that shelf space can be planned. If you cancel your order after you have completed an adoption form contact both the University bookstore and Publications.
- 2- If appropriate secure COPYRIGHT PERMISSION through the University bookstore. If you are submitting copyrighted printed materials for sale in the University bookstore, you must fill out an APS request form available in the Publications Office, the University bookstore or your departmental secretary. The form is required to acquire the NECESSARY permissions for COPYRIGHTED MATERIALS, and is due in the University bookstore at the same time that textbook and supply adoption forms.
- 3- Contact the Publications Office as soon as you determine that you require publishing services (even if you have not finalized dates, content, title, etc.). Advanced notice (two months preferred) allows us to project staffing needs and meet deadlines.
- 4- Make an appointment with Publications to discuss the project in more depth. If you previously produced your publication, forward a work order with a sample of the last printing. The quantity to be printed and sold in the University bookstore will be determined by the bookstore.

Production -

- 1- Submit your materials for publication with the COMPLETED table of contents and copyright permissions summary form and your work order to the Publications Office.
- 2- Complete a work order to include:
 - specifications including binding or packaging, special papers, tabs, type of binder or folder, paper colors
 - amount of profit per manual or packet
 - number of desk copies
 - Indicate whether the project is new, reprint or an update. If a reprint indicate what version
- 3- Return your signed gold proof slip to Copy Center in three working days. Failure to return the proof slip will result in a publishing delay.

COPY CENTER

Copy Center strives to provide quality, prompt copying and binding services to all campus offices, departments and University associated organizations.

The Copy Center is equipped with the Docutech 6180, the DocuPrint 4850 and the DocuColor 40, as well as machines that fold, shrinkwrap, bind and cut. The 6180 can receive jobs electronically and through Web submission, scan, print in black only, collate, fold, staple and trim booklets. The 4850 copies in black or black plus one color. The DocuColor 40 prints in full color. Both these machines can receive jobs electronically. See page 21 (Pricing Schedules) for complete list of services and machine capabilities

The Xerox Solution is a contract the University is committed to until 2005. This contract provides high-speed copiers to the Copy Center, and satellite machines campus wide. We encourage all departments to do all their copying on campus using these Xerox machines so we will meet our quotas and fulfill our financial obligations.

Copy Center Procedures

1. Complete a work order with detailed description of the job (e.g., inside pages printed back to back on white paper, collated stapled and folded). If the job is complicated supply a mock-up or dummy with the work order.
2. Provide the Copy Center with hard copy or send the job electronically or through the Web. The Copy Center prefers the job be electronic or submitted through the Web.
3. To send electronically you must have the driver or icon installed on your computer. The on-campus Xerox associate and the Publications Office are available for any questions or problems.
4. Before the job is printed a proof copy will be prepared for you along with a *Here Is Your Proof* form. This form releases Copy Center from the cost of reprinting a job. Return the form with your proof.
5. All jobs directed to off-campus publics will be forwarded to the Publications Office for approval and editing prior to printing. There is no extra charge for the proofing service. This step should be considered when scheduling your project.
6. Currently, Copy Center is moving toward offering Web submission of jobs. This time-saving and efficient method of submission will allow offices and departments to submit work to the Copy Center from the convenience of one's own office. Look for more information as this option becomes integrated.

GIVE US A CALL

Whether it's a press release promoting an event or an achievement, a special event you're planning or a brochure you're interested in producing, please contact us. We're only a phone call and a few steps away.

Public Relations Office

Holloway Hall Room 155
410-543-6030

Richard W. Culver - Director of Media Relations

Paul Ohanian - Sports Information Director

Jason Rhodes - Media Specialist

Melanie Stefursky - Executive Administrative Assistant

Publications Office

Holloway Hall Room 271
410-548-2500

Laurel Campbell - Desktop Publishing Specialist

Michael Cooper - Senior Graphic Designer

Linda DiGiovanna - Desktop Publishing Specialist

Sue Eagle - Director

Sam Gibson - Graphic Designer

Kathy Pusey - Visual Coordinator/Photography

Christine Smith - Editor/Writer

Joann Topolski - Program Specialist

Duplication Services

Holloway Hall Basement
410-543-6180

Alexis Dashield - Docutech Operator

Mary Luke - Print Shop Supervisor

Estella Young - Docutech Operator

STYLE GUIDE

To establish consistency and retain quality in the printed materials representing Salisbury University, the Public Relations and Publications offices use *The Associated Press Stylebook and Libel Manual*, with a few exceptions spelled out in the following guide. Please refer to this guide if you have any style questions or do not understand edits that have been made to your copy. All publications being distributed off campus must adhere to this style.

Alphabetical Guide to Preferred Style, Spelling and Usage

A

a, an Use “a” before consonant sounds, “an” before vowel sounds. Note that use is determined according to the following word’s beginning sound, not first letter used.

Right: I am writing a historical novel.

Right: She has a master’s degree.

Right: They have an \$8 million budget.

Right: He has an M.A.

academic degrees Capitalize formal names of academic degrees (refer to Webster’s dictionary for official degree titles and abbreviations). The area in which the degree is held remains lowercase, with the exception of proper nouns. Set abbreviated degrees with no space around periods.

Formal degrees awarded by SU are as follows:

B.A. - Bachelor of Arts (in art, English, psychology, philosophy, economics, etc.)

B.A.S.W. - Bachelor of Arts in Social Work

B.F.A. - Bachelor of Fine Arts (in art)

B.S. - Bachelor of Science (in accounting, biology, mathematics, nursing, etc.)

M.A. - Master of Arts (in English, psychology)

M.A.T. - Master of Arts in Teaching

M.B.A. - Master of Business Administration

M.Ed. - Master of Education (in education, public school administration)

M.S. - Master of Science (in nursing)

Right: She earned a Bachelor of Science in mathematics.

Right: He holds a Bachelor of Arts in English.

When referring to degrees in general, lowercase the first letter of the degree and use “s.”

Right: Seventy people hold master’s degrees.

Right: They all had doctoral degrees in engineering.

Right: He earned a bachelor’s degree in mathematics.

The word “degree” should not follow a degree abbreviation or formal title.

Wrong: He is working toward his Bachelor of Arts degree.

Right: She has a Bachelor of Arts.

academic departments/offices Academic areas are referred to as departments; administrative areas are referred to as offices. There are two exceptions to this rule: Department of Intercollegiate Athletics, which may be shortened to the Athletics Department, and the Department of Horticulture, or Horticulture Department.

Capitalize the name of the department and the words “department,” “office” and “school” only when they appear in the form of the official divisional names such as “School of Education,” “Department of Social Work,” “Guerrieri University Center.”

Right: The English Department.

Right: The Publications Office.

Right: The University consists of four academic schools, one of which is the Richard A. Henson School of Science and Technology.

Right: The Accounting Department is in the School of Business. The department is housed in Holloway Hall.

Right: The Publications and Public Relations offices are across from one another. I need to see someone in the Public Relations Office.

Alma Mater Capitalize Alma Mater when referring to Salisbury University; lower otherwise.

Alumni Identify past and current students by their class years with an apostrophe before the year. Use the

word alumni when referring to a group of both genders. 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.

Alumni Association Capitalize all references to SU's Association.

and Spell out. Don't use the ampersand (&) except in company names as specified (Johnson & Johnson).

B

between, among Use *between* to show relationship between two objects; use *among* when more than two objects are involved.

board (of directors/of trustees) Lowercase in all instances except in reference to the USM Board of Regents.

Board of Regents/University System of Maryland Capitalize Board of Regents and Regent as a title before a name. Use caps on second reference to the Board. Capitalize University System of Maryland and capitalize System in second reference.

buildings Use the official name of campus facilities with capitals in formal communication. On second reference, if the name is partial, you may shorten the name with the appropriate designation. On second reference when you use no proper name, lowercase hall, center and building.

Right: The Public Relations Office is located in Holloway Hall. The hall is the oldest building on campus.

Right: The art sale is in the Guerrieri University Center. The Guerrieri Center also houses the bookstore.

Following are the official names of some campus buildings/facilities:

Alumni House

Atrium Gallery (Guerrieri University Center)

Bellavance Honors Center

Career Services (formerly CPPD)

Caruthers Hall

Commons, not The Commons

Devilbiss Hall

Eastern Shore Regional Safe Communities Center (formerly Alcohol and Drug)

Fulton Hall Theatre, not Black Box Theatre

Guerrieri University Center (shorten to Guerrieri Center, not University Center)

Gull's Nest

Henson Science Hall

Indoor Tennis Center

Information Technology and Services (formerly Computer Services)

Lower Shore Manufacturing Network (formerly Regional Technology Council)

Maggs Physical Activities Center

Multiethnic Student Services (formerly Minority Affairs)

Philosophy House

Scarborough Student Leadership Center (shorten to Scarborough Center)

Student Counseling Services (formerly CPPD)

Student Organization for Activity Planning (formerly Salisbury Program Board)

SU Foundation Center

Tennis Courts

Underpass

University Galleries at Salisbury University

University Gallery (Fulton Hall)

C

catalog, not catalogue (CHANGED 2003)

classes/courses Use lowercase when you refer to courses and classes, unless you use the specific name of a class or the class uses a proper noun or numeral.

Right: I had an industrial arts class and a math class.

Right: I had Spanish I, Psychology II and World Civilization.

co-ed/co-op Do not hyphenate the words "coeducational" or "cooperative" unless you abbreviate them; the word "co-ed" is not to be used in any press release.

committees Capitalize names of specific committees and lowercase second references.

Right: The Space Committee will meet next Thursday. The committee plans to meet on Thursdays on a regular basis.

coursework, not course work

courtesy titles Do not put a courtesy title before a person's name if a degree title follows it. Use the abbreviations only after a full name. Lowercase titles unless they precede a name. Second and subsequent references generally use last names only.

Mr., Mrs., Ms. and Miss are generally not used in either first or subsequent references. When referring to the names of a couple, do not use Mr. and Mrs. John Smith; do use John and Joyce Smith, unless Mr. and Mrs. is preferred by the persons involved.

When the copy concerns two or more persons with the same last name use full names on second reference.

The title Dr. may be used when the person holds an earned doctoral degree, either a Ph.D., Ed.D., D.V.M. or M.D. A Juris Doctorate (J.D.) is not considered a doctoral degree. Separate a long title from a name using commas.

Certification designations such as CPA and APR should be preceded by a comma and should be written in full caps with no periods.

Right: Dr. Carol Williamson, vice president of student affairs, spoke on Sunday.

Right: The vice president of student affairs, Dr. Carol Williamson, spoke on Sunday.

Right: Vice President of Student Affairs Carol Williamson spoke on Sunday.

Wrong: Vice President of Student Affairs Dr. Carol Williamson spoke on Sunday.

D

dates Do not use the word "on" with dates. To describe sequences or inclusive dates or times use hyphen (-) for the word "to."

Wrong: the program ends on December 15, 1996.

Right: The program ends Tuesday, December 15, 1996.

Right: The program ends in December 1996. (no comma between month and year)

Wrong: Apply here May 7 to 9, 8 a.m. to 10 a.m.

Right: Apply here May 7-9, 8-10 a.m.

Right: Apply here May 7-9, 8 a.m.-4 p.m.

The month and day are always spelled out.

E

e-mail lowercase "e," with hyphen.

ensure, insure Ensure means to guarantee; insure means to establish a contract for insurance of some type.

entitled, titled Entitled means one has the right to something, as in, "She is entitled to the inheritance." Use titled to introduce the name of a publication, musical composition, etc.

F

faculty/staff Collective nouns, used in the singular sense.

Right: The Spanish faculty meets regularly with the other language faculties.

first (second, third ...), not firstly (secondly, thirdly ...)

G

General Education Always capitalize General Education in reference to SU's core courses.

Right: She completed her General Education requirements last spring.

H

historical periods Capitalize the names of historical periods. Spell out first through ninth centuries and use numbers for 10th and above with century in lowercase. Capitalize colonial when referring to the historical period; lowercase as a style of architecture.

Right: the Renaissance.

Right: Baroque music.

Right: the 20th century.

honors Lowercase and italicize *cum laude*, *magna cum laude* and *summa cum laude*.

I

Internet, not internet.

M

majors Lowercase with the exception of proper nouns.

money Use the dollar sign and numbers for amounts including and over \$1 (“a dollar” is acceptable in casual discourse). Use the numeral and the word “cents” for amounts less than \$1. Do not use a decimal and two zeros.

Wrong: \$15.00

Right: \$15

Wrong: \$.09

Right: 9 cents

For dollar amounts beyond thousands, use the dollar sign, number and appropriate word.

Wrong: The grant was \$21,500,000.

Right: The grant was \$21.5 million.

N

numbers Spell out whole numbers one through nine, use figures for 10 and above. Use figures for dimensions, percentages, ages, distances, sports statistics and computer storage capacities. Always spell out grade levels and numbers used at the beginning of sentences.

Right: nine secretaries.

Right: 17 offices.

Right: His son is 9 years old.

Right: Seventeen students are enrolled in the class.

O

on campus, on-campus Use on-campus when you describe things; use on campus when you show location.

Right: Students live in on-campus housing.

Right: I will live on campus.

online, not on-line.

P

percentages In tables, write percentages with the numeral and % symbol. In prose, use the word “percent.” Spell out the word “percent” except in scientific, technical and statistical copy.

Right: Seventy percent responded favorably.

Right: Over 90 percent of the class earned As and only 2 percent failed.

playoffs, not play offs

preseason (postseason), not pre-season (post-season)

R

race and ethnicity Capitalize names of races and ethnic groups (Caucasian, Hispanic), but do not capitalize black and white when used to refer to races. Generally use African-American in reference to black students.

regional designations Use capitals when referring to an area as a region but lowercase when referring to a geographical location. Capitalize Eastern Shore and Lower Shore. Capitalize Shore in second reference. Capitalize Delmarva Peninsula, but lowercase peninsula in second reference.

Right: SU is located on the Eastern Shore.

Right: The Eastern Shore is located on the Delmarva Peninsula. The peninsula is a summer haven for beach-goers.

Right: Salisbury University is located on the Lower Shore.

S

Sea Gulls, not Seagulls

semester hours Do not abbreviate semester hours in text. In lists or tables abbreviate semester hours with lowercase and periods.

Right: She completed 65 semester hours last year.

state/federal Capitalize the word “state” or “federal” only when contained in the formal name of a corporate or governmental body. Lowercase when used as an adjective to distinguish something from state, county, city, town or private entities.

Right: our state universities.

Right: the federal loans.

Right: I live in the state of Maryland and I work for the State of Maryland.

states Spell out names of states when they stand alone; abbreviate according to postal rules when they stand with a city (see attached).

Right: Salisbury University students are eligible for Maryland financial aid.

Right: The sophomore came from Berlin, MD. (The period is to end the sentence: postal abbreviations do not carry periods.)

student classifications Do not capitalize freshman, sophomore, junior or senior except as a class designation.

Right: The Senior Class sponsored the exhibit.

Right: He is a senior communications major.

Freshman is singular, freshmen is plural; however, only freshman is used as the adjective form.

Right: The Freshman Class met with several key sophomores.

Right: Freshman residence halls.

Right: Freshmen at Salisbury University.

T

telephone numbers Consider the area code part of the phone number.

Right: 410-543-6030.

If more than one extension is included use a shilling (/) between the numbers.

Right: 410-543-6030/6032.

theatre, not theater

time When writing a time that falls on the hour, do not use :00. Simply state the hour with a.m. or p.m. (set in lowercase with no space around the periods). Use “o’clock” only under formal circumstances such as wedding invitations.

Wrong: The concert begins at 8:00 p.m.

Right: The concert begins at 8 p.m.

For 12 a.m. and 12 p.m. use midnight and noon, respectively.

Right: The morning session will end at noon.

titles The titles of books, magazines, newspapers, movies, musical compositions, plays, artworks and TV/radio programs should be in italics; articles and essays, short stories, chapters, songs or parts of compositions, sections of periodicals and poems should be in quotes. No underlines are to be used in any case.

toward, not towards

U

University Capitalize University in all references to SU.

Right: The University consists of four academic schools.

Right: He attends a university in Mississippi.

W

Web site Two words; capitalize Web when referring to the World Wide Web.

UNITED STATES POSTAL ABBREVIATIONS

Alabama	AL	Montana	MT
Alaska	AK	Nebraska	NE
Arizona	AZ	Nevada	NV
Arkansas	AR	New Hampshire	NH
California	CA	New Jersey	NJ
Colorado	CO	New Mexico	NM
Connecticut	CT	New York	NY
Delaware	DE	North Carolina	NC
District of Columbia	DC	North Dakota	ND
Florida	FL	Ohio	OH
Georgia	GA	Oklahoma	OK
Hawaii	HI	Oregon	OR
Idaho	ID	Pennsylvania	PA
Illinois	IL	Puerto Rico	PR
Indiana	IN	Rhode Island	RI
Iowa	IA	South Carolina	SC
Kansas	KS	South Dakota	SD
Kentucky	KY	Tennessee	TN
Louisiana	LA	Texas	TX
Maine	ME	Utah	UT
Maryland	MD	Vermont	VT
Massachusetts	MA	Virginia	VA
Michigan	MI	Washington	WA
Minnesota	MN	West Virginia	WV
Mississippi	MS	Wisconsin	WI
Missouri	MO	Wyoming	WY

INCLUSIVE LANGUAGE POLICY

The following Inclusive Language Policy was approved by the Salisbury University Forum on February 13, 1990:

As an institution that stands for equality of educational and employment opportunity, Salisbury University affirms its commitment to creating a campus environment free of arbitrary discrimination and bias, both subtle and overt. All personnel, when representing the University to its publics, are urged to use language that indicates respect for human diversity.

In accordance with that aim, those preparing official University publications or written communications shall avoid biased language of two kinds: 1) using generic masculine words or titles to refer to all persons; and 2) using terms or expressions that reinforce demeaning attitudes or assumptions about persons or groups on the basis of race, color, religion, national origin, sex, age, marital status or handicap.

When illustrations are included in publications, they shall be chosen to reflect diversity according to guidelines suggested in style sheets of appropriate academic professional organizations. Care shall be taken to ensure that women, minorities and disabled persons are portrayed in nonstereotypical ways. Appendix A of this policy lists University publications for which this policy is mandatory and those for which it is suggested and encouraged. Appendix B of this policy outlines procedures for assuring implementation of the policy in publications where it is mandatory and identifies the references to be used in making editorial decisions related to the policy.

Appendix A

This policy is mandatory with respect to the public documents of the University. That is, the University is obliged to ensure that the form of the following documents reflects inclusive language:

- Faculty Handbook
- Advising Handbook
- Academic Administrators' Handbook
- Undergraduate and Graduate catalogues
- Recruitment and admissions materials
- Student financial aid materials
- Brochures with campuswide distribution
- Publications of the Center for Personal and Professional Development
- Press releases
- Publications for alumni
- Fund-raising materials

This policy is suggested and encouraged with respect to the content of individual documents related to instruction and collegial communication which faculty and administrators prepare and use. That is, faculty and administrators are asked to exercise their own judgment and to practice the spirit of inclusiveness in the language they use with students and their colleagues. Individual documents of instruction and collegial communication include but are not limited to:

- Course syllabi
- Problems and exercises
- Cases and case studies
- Drills and quizzes
- Tests and examinations
- Lab manuals and handbooks
- Simulations and games
- Lectures and speeches

Appendix B

Deans, department heads and administrators will review their units' contributions to the public documents of the University for the use of inclusive language and a balance of illustrations. The New Course Screening Subcommittee of the Curriculum Committee will review and, if necessary, offer editorial suggestions for all new course titles and descriptions which appear in public documents. It is the responsibility of the Public Relations Office to ensure that the changes decided upon by appropriate University committees or University authorities are integrated into the public documents of the University.

All those involved in making changes should follow the guidelines set forth in the following documents:

Style Sheet of the Salisbury University Public Relations Office

Guidelines for Nonsexist Language of the American Psychological Association (APA)

Guidelines for Nonsexist Use of Language of the National Council of Teachers of English (NCTE)
(revised 1985)

COPYRIGHT POLICY

Procedures for Legal Duplication of Printed, Copyrighted Materials

These procedures are designed to assist faculty in assuring the legal duplication of printed copyrighted material under the following two conditions:

1. submission of materials for duplication by Salisbury University's Copy Center
2. duplication of materials at satellite copying machines by the faculty member or departmental secretary/assistant

The procedures are presented in two sections to correspond to these two conditions under which faculty duplicate materials for use in instruction.

Section I. Submitting Materials to Copy Center (White Form)

1. Determine the category of the material you are copying by reading the attached information that describes the three types of printed materials that faculty most often use in instruction.
2. If you are submitting Type I material for duplication and distribution to your students, do the following:
 - apply for permission to use this material on the SU bookstore's APS request form on or before the date that book adoption forms for the upcoming semester are due (usually April for fall semester and November for spring semester)
 - accompany your application with the white duplication release form which will be returned to you with Part I signed by the textbook manager to signify that your permission has been obtained
 - submit your material for duplication with the release form that has been signed by the textbook manager in Part I

If you are submitting Type I material for duplication and subsequent placement on reserve in the library, do the following:

- apply for permission to use this material through the library's Transactional Reporting Service (TRS) in the semester prior to intended use of the material
- accompany your application with the white duplication release form which will be returned to you with Part I signed by the librarian to signify that your permission has been obtained
- submit your material for duplication with the release form that has been signed by the librarian in Part I

3. If you are submitting Type II material for duplication and distribution to students or for library reserve, do the following:

- complete and personally sign Part II of the white duplication release Form
- submit your material for duplication with the release form showing your own signature in Part II

4. If you are submitting Type III material for duplication and distribution to your students, do the following:

- complete and personally sign Part III of the white duplication release form
- submit your material for duplication with the release form showing your own signature in Part III

Section II. Duplicating Materials at Satellite Copiers

1. Determine the category of the material you are copying by reading the attached information that describes the three types of printed materials that faculty most often use in instruction.
2. If you are duplicating Type I material for distribution to your students, do the following:
 - apply for permission to use this material on the bookstore's APS request form on or before the date that book adoption forms for the upcoming semester are due (usually April for fall semester and November for spring semester)
 - accompany your application with the duplication release form which will be returned to you with Part I signed by the textbook manager to signify that your permission has been obtained
 - duplicate the material at the satellite copier, then send the release form that has been signed by the textbook manager in Part I to the director of publications within 48 hours

If you are duplicating Type I material to place on reserve in the library, do the following:

- apply for permission to use this material through the library's Transactional Reporting Service (TRS) in the semester prior to intended use of the material
 - accompany your application with the duplication release form which will be returned to you with Part I signed by the librarian to signify that your permission has been obtained
 - duplicate the material at the satellite copier, then send the release form that has been signed by the librarian in Part I to the director of publications within 48 hours
3. If you are duplicating Type II material for distribution to students or for library reserve, do the following:
 - complete and personally sign Part II of the duplication release form
 - duplicate the material at the satellite copier, then send the release form showing your own signature in Part III to the director of publications
 4. If you are duplicating Type III material for distribution to your students, do the following:
 - complete and personally sign Part II of the duplication release form
 - duplicate the material at the satellite copiers, then send the release form showing your own signature in Part III to the director of publications within 48 hours

Categories of Printed Materials Faculty Frequently Copy for Use in Instruction

Type I: Copyrighted Printed Materials for Continuing Use in Class, for Library Reserve or for Sale to Students

These materials are copyrighted, printed materials that faculty select for incorporation in their syllabi or personal instructional plans, then make multiple copies of and use on a continuing basis. This use may be in class where materials are directly distributed to students, in the library where copies are placed on reserve for students to use in support of class assignments, or in the book store where students are expected to purchase the materials to supplement or supplant course texts.

If, for example, a biology instructor regularly distributes a set of plant cell diagrams drawn and copyrighted by someone else, or if an English instructor regularly places photocopies of short stories on library reserve for use by students in a project, then these instructors have made these materials part of their instructional plans and must secure permissions to use them. Similarly, if a philosophy instructor creates an anthology of Eastern philosophy that consists of excerpts from several writers and places this on sale in the book store as a supplement text, then the instructor must secure permission to copy the materials.

The test for Type I materials is planning. As instructors develop their course activities in advance of teaching and select copyrighted materials for use within these activities, they are obligated to obtain permissions for the use of these materials. If instructors fail to obtain permissions when they should—and materials of length are copied, distributed, placed on reserve or sold once or several times without permissions—then instructors are liable for violation of the copyright act.

Type II: Government Documents

As a rule, government publications are not subject to copyright (17 USC 403). State and local governments tend to follow the federal example.

Exceptions to the rule often involve cases in which a government agency jointly publishes a document. This is fairly rare and a notice of copyright clearly defines the portions of such documents that are subject to copyright. On rare occasions a commercial publisher may reprint a government publication and add related material or editorial comment. This added material might be copyrighted, but if so, a copyright notice should clearly define the affected section. In any case, 17 USC 403 makes clear that if no notice is affixed to a government publication, there is no copyright.

Examples of items that are never subject to copyright include the following: Congressional Record, US Code, Statutes at Large, Code of Federal Regulations, Weekly Compilation of Presidential Papers, Federal Register, Annotated Code of Maryland, Maryland Register, Laws of Maryland.

Only rarely are agency reports, bills, laws, regulations, minutes of meetings, planning documents and everything else produced at a government facility or which carries a government imprint affected by copyright. Again, exceptions should carry a clear copyright notice. One such exception is the Maryland Manual; the copyright notice is clearly posted on the verso of the title page.

Types of publications that require some investigation include commercial reprints of government material such as the Pentagon Papers and the Nixon Watergate Hearings, or commercial publications that take government material, completely change the title and add an index or guide such as Countries of the World published by Gale Research Company. Again, portions of these types of materials which are unedited government documents are not subject to copyright restrictions even though a publisher may try to imply such restriction.

Type III: Copyrighted Printed Materials Used Under the Provision of “Free and Fair Use”

In January 1994, the Educational Affairs Division of the Maryland Attorney General’s Office provided University System of Maryland institutions with a summary of a document titled “Agreement on Guidelines for Classroom Copying in Not-For-Profit Educational Institutions” which is incorporated in the legislative history of the 1976 Copyright Act. These guidelines were negotiated at the request of federal legislators, authors’ representatives, publishers and educators. The guidelines permit the making and classroom use of multiple copies of copyrighted printed materials under the following conditions:

- A. Brevity - The work is a complete article, story, or essay of less than 2,500 words, or is an excerpt from any prose work of not more than 1,000 words, or 10 percent of the work, whichever is less.
- B. Spontaneity - The copying is at the instance and inspiration of the individual teacher, and the decision to use the work and the time of its use are so close together that it would be unreasonable to expect a timely reply to a request for permission to use the copyrighted work.
- C. Cumulative Effort - The copying of the material is for one course and consists of not more than one short work or two excerpts from the same author, no more than three from the same collective work, and there are no more than nine instances of multiple copying for the course during one class term.
- D. No Anthologies - Copying is not used to create, replace or substitute for anthologies, compilations or collective works. Also, copying does not substitute for the purchase of books or reports, or is not repeated with respect to the same item by the same teacher from term to term.
- E. No Profit - No charge is to be made to the student beyond the actual cost of the photocopying.

PRICING SCHEDULES

Design Pricing Schedule

Huge Projects \$ 250

(72 or more pages)

4-color process booklets and books
magazines

Large Projects \$ 200

books or booklets (28-68 pages)
4-color process brochures
masthead and logo design

Mid-size Projects

\$ 50 books or booklets (16-24 pages)

\$ 35 books, programs 12 pages or less

\$ 35 posters (11" x 17")

\$ 75 brochures (4-color or PMS color 8 1/2" x 14" or smaller - eg. *Salisbury Today*)

Newsletters \$2.50 per page

Small Projects \$ 25

flyer/1-color brochure (8 1/2" x 11" or smaller)
labels, cards, form

Reprints

\$ 5 per hour - computer alterations

\$ 5 minimum charge for computer output - no alterations (Xeroxing cost not included)

Miscellaneous projects to be priced individually. Freelance writing services are an additional charge.
(Eg. lobby display case \$50)

Copy Center

The Docutech and the DocuPrint are copying resources located in the Copy Center. Copy prices are the same for both machines 5 cents single side, 9 cents duplex on basis 20# white,

Docutech 6180 - copies on 8 1/2" x 11", 8 1/2" x 14" or 11" x 17" in black only. It also has the booklet maker that staples, folds and trims creating 5 1/2" x 8 1/2" or 8 1/2" x 11" booklets. Number of pages in the booklet depends on selection of paper for the job. Simplex or duplex.

DocuPrint 4850 - copies on 8 1/2" x 11" or 8 1/2" x 14" in black only or black and one color (green, red, blue or brown) Simplex or duplex.

Docucolor 40 - copies on 8 1/2" x 11", 8 1/2" x 14", 11" x 17" or 12" x 18" in full color or on Pantone Matching Color system . Simplex or duplex.

Special Papers - Special papers may be ordered through the Publications Office or Copy Center and usually require three days advance notice. Papers are available in a wide variety of colors and textures. Cost is determined by selection. See Special Papers Schedule.

Scans .50 each (one time)

Machine Binding (on-line charge)

8 1/2" x 11" Black .22

8 1/2" x 11" Color .25

Folding - online (Docutech) no charge

Machine Folding - .01 each

Binding -

Perfect binding - contact Publications Office

spiral - all sizes .22

Cutting -

Single cut \$1 per job

multiple cut \$5 per job

Shrink wrap - .22 each

.05 backer

Color Copier Pricing

		<i>Under 200</i>	<i>201 and more</i>
Full Color	1 side	.75	.60
	2 sides	1.50	1.20
Black	1 side	.05	
	2 sides	.09	
Transparencies	Color	1.00	
	B&W	.50	

Color copier prices **do not include** paper charges. See the Special Paper Price Schedule. Prices may be changed at any time.

Computer Pricing

Slide or photograph scanning - .50 each

(No charge for images used for University Public Relations including Web)

Alteration or trouble shooting of files - \$5 an hour

Photo image editing - \$25 an hour

Burn CDs of your files - \$5

Print from Disk - \$1 plus output charge and special paper if requested

Reprint - \$5

Special Charges

One to two day rush charge - \$25

Dry mounting of photographs or computer scans - \$5 each for 8 1/2" x 11"

Special Papers Pricing Schedule

Single sheets -

cover 65# .06 each
text 70# .05 each

Colored 20# Text - ream = 500

3 hole punch .20 ream
green .85 ream
blue .85 ream
goldenrod .85 ream
yellow .85 ream
pink \$2.15 ream

White 20# Text - ream = 500

11" x 17" \$3 ream

Xpressions (Xerox) - 24# text - 500 = ream

8 1/2" x 11" \$6.54 ream .015 each
8 1/2" x 14" \$6.60 ream .015 each
11" x 17" \$13 ream .03 each

Xerox 90# Cover - 250 = ream

8 1/2" x 11" \$5.985 ream .03 each
11" x 17" \$10.21 ream .05 each

Xerox 80# Gloss Cover - 250 = ream

8 1/2" x 11" \$9.50 ream .04 each
11" x 17" \$19.04 ream .08 each
12" x 18" \$23.91 ream .10 each

Xerox - 8 Pt. Gloss - single score

8 1/2" x 11" \$7.50 ream .02 each