Editorial Guide

We know Tech Today is an important resource, and the information you need to post is time-sensitive. In order to get your message up quickly and efficiently, we’ve put together this general editorial guide. Included are templates for our most commonly submitted items. Just copy the text, insert your information, and then paste it into the text submission box.

Some general details taken from Michigan Tech’s Editorial Guide:

For dates, omit st, nd, rd, or th from the number. For example, February 26, not February 26th.

If you use from before a period of time, also use to instead of a dash. For example, from 5 to 7 p.m. instead of from 5–7 p.m. Also note that there is a space after the number and periods between the letters a.m. and p.m.

Capitalization of titles and departments depends on their use. For titles, capitalize them if they come before the name. For example, Dean Jacqueline Huntoon, or Jacqueline Huntoon, dean of the Graduate School.

For departments, capitalize the formal version of the name, but lower case the shorter version. For example, the Department of Electrical and Computer Engineering but the electrical and computer engineering department.

When referring to credentials, we do not list Dr in front of names unless the individual is a medical doctor. We safely assume that the individual is well-credentialled to be in given positions, and reiterating titles and accolades diminishes the clarity of the statement. Plus, considering the sheer number of credentialled individuals we have on campus, it is unnecessary.

The word use is always preferred to the word utilize.

When referring to a number, use more than rather than over.

Omit serial commas. Even though this can be a hotly contested point, we follow Associated Press style in Tech Today. The comma before and in a list is unnecessary.

Generally, we refer to the University as Michigan Technological University on first reference, Michigan Tech on second, and Tech on third or more. However, considering Tech Today is an internal newsletter, Michigan Tech or simply Tech are fine.
Templates

Below are templates you can use for our most common submissions. In particular, many items that come in from the University community are published under Seminars and Workshops, Entertainment and Enrichment, In Print, In the News, On the Road, Proposals in Progress, and New Funding. Templates for each of these are below. Please copy the text and paste in your own information where needed.

Please note: DO NOT submit items under Items Available or Job Postings. These can ONLY be submitted by the Property Office and Human Resources, respectively. Additionally, Proposals in Progress and New Funding must be approved by the appropriate administrative body to be run.

Seminars and Workshops
These include seminars, guest lectures, workshops, colloquiums, or other similar functions.

Title
Department Seminar Day

Text
Individual Name/Nomes, Title, School/College/Institution, will present "title of presentation" day or date at time in building and room number.

You may include additional information, such as an individual being a faculty candidate or something similar. Please do not submit entire abstracts of talks—they will be deleted by our editors.

Entertainment and Enrichment
These are much more flexible, so rather than a template, here are some general guidelines.

List the title of the event and explain what it is, then give us the day/date and time. Then provide additional background information. For example, if this is a performance group coming to campus, tell us a bit about their background, where they're from, what they're known for. Also, list any pricing for admission and ticket availability information, as well as contact information.

In Print
These are publication listings, including books, magazines, journals, etc., and should only be submitted once the item is actually published.

Publication published title or description of work by individual with title (department abbreviation). Include a one-sentence description of the work and a link to it if one is available.
**In the News**
These items report news media coverage of Michigan Tech people and projects.

*Media outlet, description of media outlet* (e.g. *a newspaper in Stowe, Vermont*), ran a piece about *individual, department, institute, etc.* (*departmental abbreviation, if applicable*) and *his/her/their* work on *description of work*. Include a link to the published piece if you have it.

**On the Road**
These are talks, lectures, etc., and are to be printed after they are completed.

*Title and individual’s name* (*departmental abbreviation*) presented a *paper/poster/lecture/etc.* titled "*title*" on *date* in *location* at *name of institution*. One sentence of detail on the work.