

EDITORIAL STANDARDS

The way the university communicates with its constituents and the public directly affects perceptions of quality, value, and competence. Badly written copy is as degrading to the university's public and self-image as badly composed graphics or poorly articulated speech.

University Relations is responsible for ensuring that Schreiner's external and internal communications meet or exceed recognized graphic, literary and media standards, and are effective as well as competent. We are here to help you meet Schreiner's editorial standards.

Consequently we would like to invite you to ask us to review and comment on any written print material and Web content that you are working on, or to ask us to draft any written materials that you need. If you prefer to communicate in writing entirely on your own, however, we ask that you familiarize yourself with the standards for effective writing that can be found on the following Web sites.

AP Stylebook Online
www.apstylebook.com

Chicago Manual of Style
www.chicagomanualofstyle.org

The Office of University Relations handles all media inquiries to maintain the most effective and responsive relationships with news organizations, ensure accuracy and consistency of information, and safeguard the privacy of Schreiner students, faculty and staff. You can see Schreiner's Media Relations policy in its entirety in the staff manual located on the campus intranet under HR Manuals Policies, Staff Manual 05_2006.doc.