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“When we get small things wrong, readers wonder whether they can trust us on the big things.”

Philip B. Corbett

New York Times associate editor for standards
Colby

CBB Consortium Opens Study Abroad Centers

International study opportunities are an important step forward in this fall's two new collaborative Colby, Bates and Bowdoin centers opened abroad. The CBB London Center, administered by Colby, began its inaugural term September 6, and the CBB Quito Center in Ecuador, run by Bates, also opened this fall. A center administratively Bowdoin in Cape Town, South Africa, will offer courses beginning in September 2002.

The Colby study abroad consortium was developed with the help of an $896,500 award from the Andrew W. Mellon Foundation. The three colleges proposed the collaboration to make the study abroad experience more coherent and to coordinate it better with the home campuses' curricula. By pooling their resources, Colby, Bates and Bowdoin are able to maintain three programs that meet their collective standards, giving students from all three institutions a wider range of choices than one college could offer by itself.

The Colby London Center is Colby's most ambitious satellite initiative to date, said Jon Weiss, director of academic affairs and off-campus study. Colby established a corporation—Colby College U.K.—and purchased a 5-story, 18th-century building at 29 Bloomsbury Square, near the British Museum and the London School of Economics. Since renovations won't be complete until this winter, the two dozen students in the inaugural semester are in rented space a few blocks away. Occupancy and a dedication of the Bloomsbury Square property will take place in January. One goal of the consortium, and the off-campus study programs more broadly, is to balance the benefits of cultural immersion with the maintenance of Colby's academic standards. Foreign study usually is a powerful experience for students, but often it is poorly integrated with a student's program of study, and many programs are not as rigorous as officials at Colby, Bates and Bowdoin would like. The CBB programs are an innovative attempt to provide the20

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While handsome terraces give Colby an advantage in national beauty contests, headquarter support and administrative appreciation also help Colby achieve the national ranking. Stockford says, Equipment, soil, irrigation, fertilizer and a half ton of grass seed each year aren't inexpensive, and neither are training courses for greenhouse workers. Perhaps most critical is the crew's belief in the importance of its work. Thirteen full-time workers maintain the greenhouse and are augmented by seven summer workers. Richley Ferland is "one of our pride and joy," said greenhouse chief Donald Muni. "You couldn't mess a rosette garden" Ferland. After work, Richley runs down his 11-foot row around campus like a surgeon, tilting the side decks so they don't scalp the leaves and skillfully avoiding obstacles.

Dane Jones, who is the athletic field striper, watches games on television."I can see how straight their lines are," said Stockford. "Sometimes, Jones is a perfect model for the blue curve field that reaches other Colby crews have requested exact replays on their fields. "It's the added things that we like to do," said Stockford. "But if you are a lazy crew, he said. "It's the way to do it."

Now, with a greenhouse recently added," Jones said, "we have a very diverse crew. "I said. "There are a lot of people who take care of it."

The grounds crew maintains about 30 acres of lawn and sports fields and more than 20 acres twice a week. It takes seven people to mow and trim the entire campus," said Stockford, describing a cycle that ends Friday afternoon and begins again Monday morning. It takes one person two weeks to prune maple trees, and another person was just hired this summer to help remove grass. Getting things green in time for commencement is an annual challenge, but the most hectic days are spent preparing for the opening of school.

While Stockford is clearly proud of his unit's contribution to the number one ranking, nobody is resting on any laurels. If anything, the season has been a spur to even higher aspirations in the spirit of the old Ajax car rental ad. "We're number two or we try harder.

Leila Huennekens, summer station manager at WMRA, spoke to me in a licensing study.

Do Change that Dial

WMHR-FM, Colby's community radio station, is going back on the air this fall for its 14th year. Which wouldn't be new but for the fact that it shut down voluntarily in July and remained off the air for the rest of the summer while officials scrambled to get FCC approval for a new frequency.

This summer Leila Huennekens expected that his job as station manager during the months between his graduation from Waterville High School and his matriculation at Colby would amount to "just making sure everything runs smoothly." Trouble was, it didn't. In July he learned that WMHR had, for more than 10 years, been broadcasting on 90.5 MHz even though it was licensed for 91.5 MHz.

In August, when the Maine Public Radio network filed for the 90.5 frequency to fill in a weak spot in its coverage, the problem came to light.

Research revealed that in the 1980s the people running WMHR filed to change its frequency from 91.5 to accommodate Maine Public Radio when it began broadcasting on 91.5 in the Waterboro area. With a lack of continuity in the publicly run station, a new owner followed up on the application and the change was never approved.

So instead of dealing with sponsors, schedules and record companies all summer, U. Huennekens worked with Dean of Students Janice Keastman and Director of Student Activities Lisa Hallen, lawyers and engineers. His one-on-one experience in three years as a WMHR DJ during high school served him well—he handled media interviews about the situation like a pro.

Hallen and U. Huennekens reported in September that a solution had been approved for WMHR to resume broadcasting at low power, enough to cover the campus area, while it awaits FCC approval to resume sending a stronger signal that helped build a loyal corps of listeners in surrounding towns.

wit and wisdom

"We shut here."

Director of Intercollegiate Affairs, Jon Roseboro, to the Class of '93, asking the summer reading ("Why Jim Atchison's Black House Sitting Together") in the Colby library, which advocated breaking the silence around race.

"New places are not defined by arbitrary political boundaries."

Gary Snyder, Pulitzer prize-winning poet, pioneering environmentalist and Zen Buddhist, at a roundtable discussion on poetry and the bio-regional voice.

"Courage and endurance."

Stefan Kamburu Boudreau, Colby's 1999-2000 Oak Human Rights Fellow, when asked what resources he had to build and a human rights organization in war-torn Zaire.

"The fall is in the fire."

Brian Wionkowski '90, to Charlie Bestett, lamenting both the snail and lackluster variety of the gift and the gift of some of the alumni players in September's annual alumni men's soccer game.

"It only took 20 years to graduate!"

Benjamin Humphries '10, Student Government Association president, upon making Bill Dolan an honorary member of the Class of 2005 following the State of the College address. (And that the cold, clear air was in motion to sign up Colby for the Senior Fiegle drive.)

"You bring an apple for lunch, don't put it on your head."

Dean of the College Earl Smith, explaining that, though the campus is an official Wildlife Management Area where hunting is banned, new tactics to ward off the Maine law that permits archery hunting during the city limits.

Boyle Will Edit Colby

Gerry Boyle '78, author of five acclaimed mystery novels and an award-winning newspaper column, "According to Boyle," has been named managing editor of Colby magazine. Boyle, who has addressed editorials as Colby in October, was a staff member at the Central Maine Morning Sentinel for 18 years, most recently news editor. He has contributed freelance articles to Colby, including "Hanging Up Le" in the summer issue, about Professor Charles Bassett's attempt to rescue Boyle, whom his colleagues have compared to Robert B. Parker '54, published his latest book, Renewer, in 1998 and awaits publication of Cover Story early next year. He replaces J. Kevin Cosm, who is now editor of the Stanford Law School alumni magazine.
International study opportunities, long a priority at Colby, took an important step forward this fall as two of three new collaborative Colby, Bates and Bowdoin centers opened abroad. The CBB London Center, administrated by Colby, began its inaugural term September 6, and the CBB Quito Center in Equador, run by Bates, also opened this fall. A center administered by Bowdoin in Capetown, South Africa, will offer courses beginning in September 2000.

The CBB study abroad consortium was developed with the help of an $886,500 award from the Henry Luce Foundation.

Grounds for Approval

Colby's campus looking toward the Maine State Capitol. Credit: J. Reddick Larson, the original architect of the Marsh Hill campus, created campus layouts that judiciously expanded the original plans, and credited the landscaping efforts of the Brookings professor. The University of Richmond Credit: J. Reddick Larson, the original architect of the Marsh Hill campus, created campus layouts that judiciously expanded the original plans, and credited the landscaping efforts of the Brookings professor.

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Egregious Errors and Social-Media Slips

May 23, 2012, 1:37 pm

Administrators at the University of Texas (as well as parents, students, and faculty, we assume) were horrified last weekend to find the following misspelling in the commencement program for the Lyndon B. Johnson School of Public Affairs. We can surely let the image speak for itself.

![Image of commencement program with misspelling]

The LBJ school, in its apology letter to graduates, notes that the error originated with the printers, and promised to mail new, wholesome copies. The school also made apologies over Twitter, though that may not have aided their cause, as the Tweet was also misspelled:

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The LBJ School
@TheLBJSchool

Our deepest apologies to our 2012 graduates for the egregious typo in our program. We are working to distribute corrected programs.

21 May 12
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Then again, we at The Chronicle can’t sit on too high a horse. It shame us to admit that we once sent out a tweet beginning with the abbreviation for University of North Texas (UNT), which is innocuous on its own, but when presented after the large ‘C’ that makes up our logo, makes for a decidedly unfortunate sentence.

Both of the Tweets in question have been corrected, and quickly too. If only print were so easy.
Consistency of style conveys quality and professionalism in Colby publications. A lack of consistency makes a poor impression.

Colby Style Guide
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Part Two: Style and Usage
  5 Grammar and Usage by Bryan A. Garner
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  7 Spelling, Distinctive Treatment of Words, and Compounds
  8 Names and Terms
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The Corporation 2011-2012

Corporate Name
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John B. Devine Jr. ’78, M.A. ’80, Unionville, Pennsylvania (AI 2012)
Vice President for Administration Douglas C. Terp ’84
Douglas C. Terp ’84, vice president for administration

Michael Kiser, new Vice President for Communications, comes to Colby from Virginia Tech, where he served as Director of Development Communications. Kiser has a Bachelor of Arts from Wabash College and Master of Arts from Purdue University.
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**Single Right Quote**

Mac: **Shift+Option+** ] (closing square bracket)

Windows: **ALT+0146** (ALT key + type 0146 on the numeric keypad)
Runnals or Roberts Union
Colby 8
Broadway Musical Review

Runnals or Roberts Building
Colby Eight
Broadway Musical Revue
Anne Clarke Wolff
It is due to the fact that Steve is a grammar geek that his droning voice continues to fill the room as we sit here and politely listen to him.
It is due to the fact that Steve is a grammar geek that his droning voice continues to fill the room as we sit here and politely listen to him.

*Steve is a word geek. Hopefully he’ll shut up soon.*
“You must work very long to write short sentences.”

Henry David Thoreau
“You must work very long to write short sentences.”

Henry David Thoreau

“I would have written you a shorter letter, but I didn’t have time.”

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George Bernard Shaw
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Lewis Thomas
physician and essayist
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Lewis Thomas
physician and essayist
How Users Read on the Web

They DON'T

As a result, Web pages have to employ scannable text, using:
• highlighted keywords
  (hypertext links are a form of highlighting; typeface variations and color are others)
• meaningful subheads (not "clever" ones)
• bulleted lists
• one idea per paragraph (users skip additional ideas if they aren't caught by the first few words in the paragraph)
• the inverted pyramid style, starting with the conclusion
• half the word count (or less) than conventional writing
Best Headlines

It's hard enough to write for the Web. It's harder to write Web headlines. They must be:

- short (because people don't read much online);
- rich in information scent, clearly summarizing the target article;
- front-loaded with keywords (users often scan only the beginning of list items);
- understandable out of context (headlines often appear without articles, as in search engine results and distributed content);
- predictable, so users know whether they'll like the full article before they click (people don't return to sites that promise more than they deliver).
“At a conservative estimate, an educated speaker of English knows around 100,000 words and constructions. These can be combined in an infinite number of way, almost all of them infelicitous.”

Geoffrey Nunberg
linguist, introduction to American Heritage Dictionary
“No passion in the world is equal to the passion to alter someone else’s draft.”

H. G. Wells